

Using social media to enhance your campaign BLF case study

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British Lung Foundation

Today

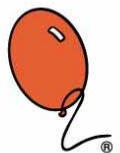
- Why do it?
- BLF Case Study
- Moving forward



Getting started



- Why do it and which channels?
- Objectives and target audiences?



Engaging with audiences - BLF case study

- Campaign to protect children from passive smoke in car

Audiences:

- Adults who aren't aware of the risk of passive smoking on children
- Targeting children to add their voice to the campaign

Aim:

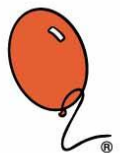
- Government measures to stop children passive smoking in cars



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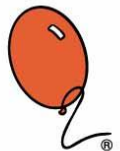
Offline Tactics

- Petition to collect signatures to support campaign
- BLF campaign poster advertisements throughout England and Wales
- Two national media campaigns
- Petition Delivery to 10, Downing Street and parliamentary reception
- Recruitment of Celebrity Supporters
- Dame Judi Dench



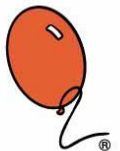
Social Media/Online Tactics

- Targeted celebrities to re-tweet petition
- 60 radio interviews
- Targeted Key Digital Influencers - Mumsnet and politicians
- Young campaigners section - Newsround



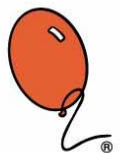
Social Media/Online Results

- Online petition - 16,600 signatures
- 13% increase in web visitors
- Debates on social media channels as media interviews took place on TV and radio
- 300% increase in interaction
- Young campaigners - Over 1,000 comments on pages on Newsround



Campaign Milestones Achieved

- The Prime Minister and the Public Health Minister both acknowledged the importance of the issue
- Tobacco control plan for England included the launch of a marketing strategy to change adults behaviour
- Welsh Assembly announced its three-year education programme
- The Government of Jersey announced it would be looking at legislation to ban smoking in cars with children



What next?

- Second reading of the Ten Minute Rule Bill in November
- Campaigning CSM
- Training and empowerment

