

Appendix 1

Don't Cross The Line evaluation Nov - Dec 2023

Comms	Activity	Evaluation
Physical assets	Triborough sticker	450 copies
	Triborough t-shirts	100 t-shirts
	Triborough business card	1,170 cards
	Mobile messaging van	Friday 25 November Saturday 26 November Friday 1 December Saturday 2 December
In-person events	Welfare pop ups	1,260 engagements Friday 29 September Saturday 30 September Friday 1 December Saturday 2 December
Online	Organic social media	Don't Cross The Line 1 Nov to 31 Dec 13 posts 25.6K impressions 440 engagements Hackney Nights 1 Nov to 31 Dec 7 posts 14.3K impressions 198 engagements
	Best performing social media posts	Triborough announcement 5.3K views 32 engagements Stencilling reel : 4,468, 181 engagements Venues reel 1 : 1,924, 33 engagements Venues reel 2 : 5,670, 145 engagements
Press/ news	Triborough launch press release: New campaign aims to help end harassment and misogyny on nights out in Shoreditch	Don't cross the line - the new campaign against gender-based violence East London Lines , 2 December Sexual offences down 36% after Hackney Nights campaign

		<p>Hackney Gazette, 30 November</p> <p>New campaign aims to help end harassment and misogyny on nights out in Tower Hamlets</p> <p>Tower Hamlets, 30 November</p> <p>Don't Cross the Line - Tackling Misogyny Campaign</p> <p>City of London Corporation, 15 December</p>
	<p>Triborough launch news page piece: New campaign aims to help end harassment and misogyny on nights out in Shoreditch</p>	347 page views
	<p>Hackney News Tuesday 5 December - Partnership campaign against harassment and misogyny on nights out</p>	Open rate: 55% Link clicks for story: 45
Web visits	Visits to: https://dontcrosstheline.uk/	350