



World Teachers' Day 2020 campaign summary

18 November 2020

Summary

- World Teachers' Day (WTD) was on Friday 30 October in Australia.
- AITSL's main campaign message was to celebrate the bright future of teaching and say thank you to teachers by sharing a photo on social media in sunglasses (tagging **#brightfuture #teachersday #thankteachers @aitsl**).
- 'Save the date' and WTD awareness raising activities began in September, just before the Term 3 break. A suite of downloadable content was available on AITSL's website for schools and other stakeholders to use for their planning and celebrations.
- Our campaign officially commenced on 19 October with the promotion of a new Spotlight report, *Teaching: A valued profession*.



Campaign results

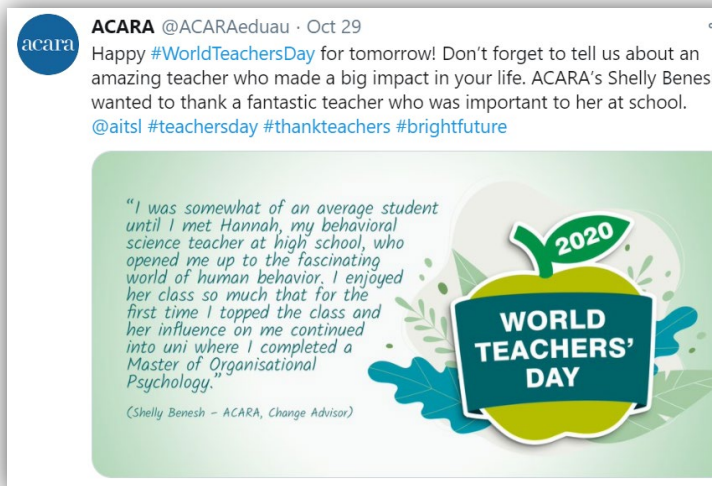
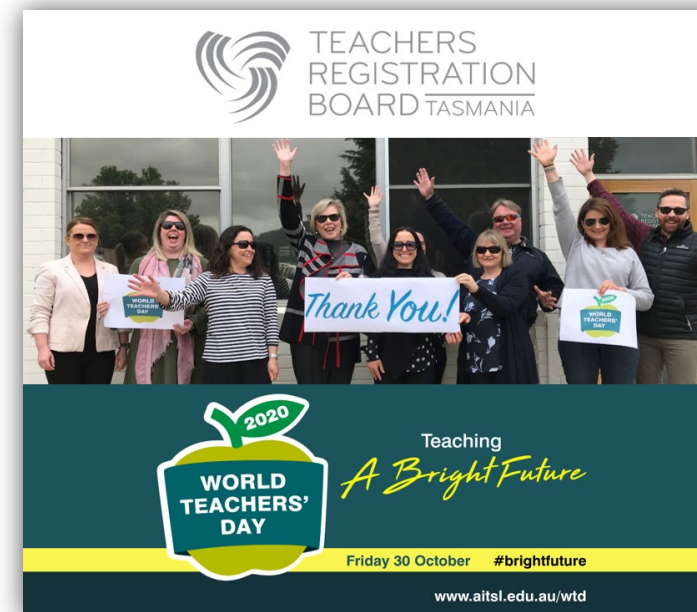
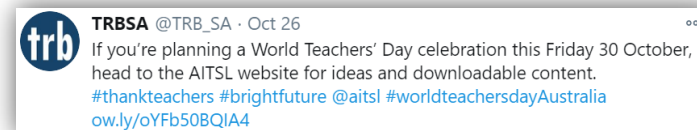
- Almost **2,500,000 impressions (appearances) resulting in over 38,500 engagements** (e.g. likes, clicks, shares) of AITSL's social media posts and paid advertising.
- Over **100 media mentions** including a significant syndicated radio presence. Also achieved advertorial coverage in the West Australian and Weekly Times.
- **57,760 visits** to the AITSL campaign page (up from 17,942 in 2019). An average of 00:06:44 spent on the page (compared to 00:02:02 average across the website).
- **3,082 visits** to the *Teaching: A valued profession* Spotlight page. An average of 00:05:13 spent on the page.
- Over **41,000 fotoframe interactions across 18,278 users**.
- **23,858 content downloads** on the AITSL campaign page (e.g. logos, social media/newsletter content, thank you cards).
- **106,058 opens** of AITSL Mail and **6,633 article clicks**.
- Increases in AITSL channel subscribers/followers, in particular **LinkedIn (+2.4%)** and **AITSL Mail (+1.4%)**.

School and community involvement

- In the lead up to WTD, there were many posts from schools and other stakeholders promoting the day. A lot of these included AITSL's campaign messages and branded downloadable content.
- On WTD itself, hundreds of photos and videos were posted on social media across Australia using #brightfuture #thankteachers #teachersday @aitsl. Most of these featured sunglasses (as per AITSL's key message), AITSL branding, and/or AITSL's fotoframe.
- A selection of WTD 2020 posts are captured in the Twitter moment: <https://twitter.com/i/events/1320498810343231489>



Stakeholder involvement



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- AITSL and the **Department of Education, Skills and Employment** worked closely together during the campaign, ensuring sharing of content and integration of messages.
- We targeted **paid LinkedIn posts** by Industry and Company, ensuring the WTD campaign was seen by many industry stakeholders. Three results for each of these target categories is shown below.



Impressions by industry	Impressions by company (top 3 systems that engaged)
Education management – 54,889	NSW Department of Education – 2,813
Higher Education – 41,487	Department of Education & Training Victoria – 1,879
Primary/Secondary Education – 12,222	Department of Education WA - 772

Employee involvement

Thank you again to everyone who:

- Took a photo with the fotoframe – we created a thank you message from AITSL and posted it on social media on World Teachers' Day: <https://fb.watch/1P1tvxO0Ka/>
- Liked and shared AITSL's social media posts, and posted in your own social channels
- Came to the virtual morning tea on 30 October
- Took part in our two competitions. For those who couldn't attend morning tea, the winners were:

Guess who competition
Yeisy (12/15 correct)



#100shadesofAITSL
Nuella

