

EVALUATION
OF THE COMMUNICATION AND ADVOCACY
ACTIVITIES OF THE INTERNATIONAL TRAINING
CENTRE OF THE ILO (ITCILO) – 2023

THE COMMUNICATION CAMPAIGN LINKED TO
THE 5TH GLOBAL CONFERENCE ON THE ELIMINATION
OF CHILD LABOUR, DURBAN 2022

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EXECUTIVE SUMMARY

This is an evaluation of the May 2022 digital campaign supporting the 5th Global Conference on the Elimination of Child Labour, centring on six days in Durban.

The campaign was mounted with three years left to achieve the elimination of child labour under the UN's Sustainable Development Goal 8.7. But it came at a time when COVID was disrupting travel, which created the need for a 'hybrid' conference so that those who could not make it to Durban could nevertheless take part. This need to make the conference accessible online became a dominant requirement for the campaign's producers.

One crucial aspect of the campaign was undertaken for partners – ILO Fundamentals, Alliance 8.7, and South Africa's Department of Labour. Such a consortium of sponsors complicated decision-making and the evaluation also assesses how best to manage such multi-stakeholder campaigns in future.

The evaluation follows the outline of an Inception Report delivered on June 15th and its purpose is to help ITCILO understand how effective its digital advocacy was in relation to others doing similar work, and to offer recommendations on how to raise the impact of future projects.

While the ITCILO team was also involved in the production of the event itself, and members of the team were present on the ground in Durban, the evaluation confines itself to the digital aspects of the event – website, newsletters, media relations, video, social video, and live-streaming.

There is a particular focus on how digital campaigns can change perceptions and behaviour – the ultimate goals of advocacy. This was not the primary goal of the 2022 campaign, but it was for the [2021 Campaign on the International Year for the Elimination of Child Labour](#). For this reason, a limited review of the 2021 work has been included.

There is no single, accepted methodology for quality assuring digital media campaigns and the evaluation includes a suggested approach for the future. This draws on a number of frameworks favoured by ITCILO and reduces them to a manageable number of questions.

The idea is to create a system simple enough that it can become part of the thinking of all campaign producers and used to optimise decision-making not only at the planning stage but also while the campaign is in flight.

The findings are based on interviews with a variety of stakeholders, considerable desk research, and a short survey of users. The central concept is to measure performance against best practices in the purpose-driven organisation world.

Establishing what is and what is not good practice in digital engagement is no easy task – there is precious little research in this area beyond the world of commercial sales. Nevertheless, the assessment gathers some benchmark data and sets out working definitions of best practices.

The evaluation concludes that this was a project that fulfilled the brief, with some great successes, undertaken in challenging circumstances, and with some important lessons on how to design effective campaigns.

The sponsors were more than satisfied with the outcome, users surveyed gave ITCILO high marks for almost all of the digital content and services, and there is some evidence that the campaign did indeed change perceptions and behaviour.

Among the recommendations are five cross-cutting themes:

- **Coherence in planning:** Smart decisions can't be made unless stakeholders have agreed on a theory of change and Key Performance Indicators. The tripartite stakeholder structure meant the campaign struggled to create a coherent framework. ITCILO will need to insist on such agreements in future.
- **Adapt rather than build:** High-performing campaigns only build what can't be harnessed from existing platforms. A very high fraction of the campaign budget went on the building of one-off digital platforms, these resources would have been much better spent elsewhere.
- **Put the audience(s) first:** If it's worth investing in content, then it is worth optimising that content for users. In places this happened well, but the highest performers turn user-first packaging into an essential requirement for all campaign elements.
- **Use all network opportunities:** Change-seekers need to muster all the support they can from adjacent networks. There was very limited use of such opportunities in this campaign.
- **Balance production against promotion:** Purpose-driven organisations hesitate to use paid promotion and advertising. But that is to ignore the reality that social and search are increasingly 'pay to play'.

Summary of findings

1. **A tough challenge:** ITCILO was asked to do a lot in a short space of time with a modest budget. To have followed all best practices in digital campaigning would have required far more time and greater resources.
2. **Happy customers:** Sponsors were conscious resources were tight, delighted that a hybrid conference had been delivered, referenced higher reach than for the 4th Global Conference, and unanimously described ITCILO as excellent.
3. **Satisfied users:** Data from nearly 200 audience members shows a very high degree of satisfaction over digital content and services.
4. **Change-makers:** While it wasn't a primary goal, there is also some evidence that the digital advocacy accelerated action to tackle child labour.
5. **Creative flair** was evident across the campaign, particularly in the #RaiseYourHandForKids sub-campaign and elegant branding throughout.
6. **Campaign Design** was the responsibility of sponsors rather than ITCILO and there was room for improvement in aligning goals, audiences, and tactics. There was no agreed Theory of Change and no KPIs to shape decision-making.
7. **Budget constraints** meant choosing between serving core event participants and wider public engagement. Public engagement generally lost out, the lack of global media outreach being a notable example.
8. **Adapt rather than build:** A very high proportion of the budget was spent on building the one-off website and conference app. Lower cost alternatives were available.
9. **Digestibility:** Nearly all conference sessions were livestreamed, making the event hybrid. But comparatively little effort went into curating highlights to make the event digestible for a remote audience.
10. **User-first packaging:** Some of the campaign elements had first class packaging but this needs to be applied across the full digital portfolio
11. **Paid promotion** was minimal – a very modest shift in budget would have multiplied campaign reach and aligned the campaign with the goal to raise awareness of child labour issues and the Durban Call to Action.
12. **Service model:** ITCILO finances itself by selling services. It also aims to build capacity and share best practices. The two can only be aligned if ITCILO has a much bigger role in digital campaign design.

1. BACKGROUND ON THE PROJECT AND ITS LOGIC

This is an evaluation of the May 2022 digital campaign supporting the 5th Global Conference on the Elimination of Child Labour, centring on six days in Durban. The campaign was mounted amid a sense of urgency given three years left to achieve Sustainable Development Goal 8.7:

‘Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms.’

The conference boasted a number of ‘firsts’ – the first hybrid conference (i.e. face-to-face plus virtual), the first in Africa (of the previous four, two had been in Latin America and two in Europe) and the first to feature the active participation of children.

It is important to note that this campaign was undertaken for partners – ILO Fundamentals, Alliance 8.7, and South Africa’s Department of Labour. While campaign design was left to ITCILO to propose, the partners set the budget and ultimately bore responsibility for campaign design.

One feature of the involvement of ITCILO was that it was not only asked to handle the digital advocacy aspects of the event but also many elements of the physical conference.

2. PURPOSE, SCOPE AND CLIENTS OF THE EVALUATION

The purpose of the evaluation is three-fold:

- Provide the Centre with evidence of the relevance, validity, coherence, effectiveness, efficiency, impact and sustainability of its Communication and Advocacy activities;
- Assess which modalities offered by the Centre are most effective and efficient;
- Extrapolate good practices, lessons learned and recommendations for the improvement or scale-up of Communication and Advocacy activities of the Centre.

The main clients of this evaluation will be:

- The Board of the Centre;
- The Training Department of the Centre;
- Internal ITCILO units outside the Training Department (FINSERV, ICTS, FIS/PATU)

ITCILO's remit is strongly towards changing perceptions and behaviour. While these two goals were not the primary focus of the 2022 campaign, they are part of the ongoing programme of ITCILO activity, including work on the [2021 Campaign on the International Year for the Elimination of Child Labour](#).

Accordingly, a limited review of the 2021 campaign has been undertaken with the explicit aim of deriving recommendations on perception and behaviour change.

Communications and Advocacy were only a part of the Durban project, which focused on a physical conference. It's hard to categorise what was purely comms and what was purely conference, but the evaluation focuses on the following activities:

- Website content and search
- Newsletters
- Media Relations
- Video content
- Social media
- Live Streaming

The conference app was also an important part of the offering but is no longer accessible.

3. METHODOLOGY

This is the first evaluation of a digital advocacy project at ITCILO. There is no established methodology for making such assessments, but the organisation has surveyed various frameworks it would like to draw upon. The analysis below reviews those frameworks, and sets out a simplified assessment structure. A number of alignment checks are added of which the most important are:

1. **Campaign alignment check:** Do goals, audiences, KPIs, and engagement tactics line up?
2. **Best practices review:** How closely did implementation follow the processes and tactics used by leaders in the sector?

A health warning: The frameworks are process-driven and vital to ensure efficient use of resources in projects like digital campaigns. But they do not capture the importance of creativity which, in a world drowning in information, is absolutely essential. The evaluation seeks to strike a balance between technical efficiency and campaign creativity.

Frameworks

The Terms of Reference for this evaluation mention four aspects for quality assurance in projects and programmes:

- The ISO recommended Plan – Do – Check – Act service delivery cycle
- ISO Project Management Standard [21502:2020\(E\)](#)
- OECD DA's criteria
- ITCILO's results-based management framework represented by its theory of change (Inputs-Outputs-Outtakes-Outcomes-Impact)

To simplify this evaluation, these approaches are folded into a timeline of pre-project, project, and post-project activities.

At an organisational level, ITCILO is committed to continual improvement and embraces the International Standards Organization's framework. The distinctive quality of the framework is its emphasis on post-project review, analysis and recommendations for improvements in the management of future projects. The current evaluation is part of the 'Check' stage. Its recommendations will feed into the 'Do' stage.

The ITCILO is particularly interested in identifying what works in terms of changing perceptions and changing behaviour. The evaluation provides a brief analysis of best practice in this area and assesses 5th Global Conference (VGC) and the International Year for the Elimination of Child Labour (IYECL) campaigns against it.

Project Management

All ITCILO activities are projects, and the organisation seeks to match the [ISO 21502:2020\(E\)](#) standard governing project management.

The emphasis of this standard is on the quality of pre-project planning and implementation stages. It's a generic set of guidelines, and ISO is very clear that not all will be relevant for all projects.

The recent report '[Quality Assuring The Centre's Communications and Advocacy Projects](#)' undertook a detailed analysis of both the IYECL and Durban conference campaigns against the ISO standard 21502:2020(E) and found they were 'largely aligned'.

Minor areas for improvement included:

- Tighter documentation in line with ISO standards, especially at the planning stage
- The introduction of a governance layer within ITCILO to monitor and manage any deviation from agreed plans
- The development of a 'theory of change' and KPIs to guide advocacy projects

This evaluation concludes that of these three, the 'theory of change' and KPIs are by far the most important and should be used to drive all decisions.

Criteria

The OECD DAC Network on Development Evaluation (EvalNet) uses [six criteria](#) – relevance, coherence, efficiency, effectiveness, impact, and sustainability. Relevance, coherence and efficiency will be the primary areas of interest here.

EvalNet also emphasises two principles – context and purpose. The effect of these principles is to say that evaluations should be realistic and useful to those who commission them. This evaluation will pay particular attention to these notions.

The Theory of Change (Inputs-Outputs-Outtakes-Outcomes-Impact)

This model is heavily focused towards measures of impact. And the Terms of Reference for the evaluation make it clear that ITCILO wants recommendations on how to maximise not just awareness but changes in perceptions and behaviour.

The digital advocacy goals of the Durban Conference were to make it accessible to those who couldn't travel, and to raise awareness that the event was taking place and of the actions that stemmed from it.

The conference sponsors also wanted to do what was possible to turn commitments into actions. But this did not form part of the digital advocacy brief. To be clear, ITCILO was not explicitly targeting behaviour change.

For this reason, a measured look is taken at the IYECL campaign, which focused on perceptions and behaviour and to derive recommendations on how best to tailor future campaigns towards ‘Outcomes’ and ‘Impact’.

The Questions Grid

To simplify the analysis, the QA approaches have been mapped against an uber-framework for digital campaigns to identify their different emphases and key questions on alignment added.

| | Pre-project | | During Project | | Post-project | |
|-----------------------------|--|---------------------------|---|----------------------------|---|-------------------------|
| ISO21502 | Initiating | Planning | Implementing | Controlling | Closing | |
| | Given the scale of the project, did it lack any critical project management processes? | | | | | |
| EvalNet | Relevance | Coherence | Effectiveness | Efficiency | Impact | Sustainability |
| | Right things targeted? | Did the intervention fit? | Achieving its objectives? | Resources used well? | Made any difference? | Changes set to last? |
| ITCILO Results chain | | | Inputs | Outputs | Outtakes | Outcomes |
| | | | # activities performed # resources created | # people actively engaging | % accepting challenges, making pledges, partnering | Performance improvement |
| Evaluator | Campaign Design | | Campaign Efficiency | | Campaign Results | |
| | Was the (implied) theory of change or campaign concept credible? | | Was content ideation smart? | | *How much effort/engagement for each activity/stream? | |
| | Did tactics, KPIs, target audiences, and resources line up? | | Did content workflow max out on audience appeal? | | How did the results compare to previous campaigns? | |
| | Were any important engagement tactics overlooked? | | Did content promotion get sufficient team bandwidth? | | How did results compare to norms for the sector? | |
| | | | Were any important production and promotion tactics missed? | | What would the team do differently next time? | |

Primary source Staff interviews Stakeholder interviews Desk Research User Survey

In effect, this grid follows the structure of the ISO recommended “Plan – Do – Check – Act service delivery model, with the ‘Act’ section for ITCILO to complete.

4. REVIEW OF IMPLEMENTATION

Measuring digital engagement success

There is no single accepted way in which campaign effectiveness is measured. Most of the research and data in this area is focused on commercial campaigns, which don't map neatly to advocacy.

The central idea behind this evaluation is campaign alignment with 'best practice' – an ideal campaign would follow best practices across every stage of planning and implementation, achieve strong results, and then reflect on the campaign, tweak processes and skills, and do even better next time.

Digital campaigns are complicated projects – this one featured at least four audiences and ten channels – and only the most lavishly resourced could ever meet this extremely high standard. It is helpful though to scrutinise choices made under resource constraints in order to highlight the most promising areas for performance improvement.

Optimisation

A second core part of this evaluation is, therefore, to look at the priority calls that were made and to assess whether different calls might have generated better results.

This is particularly important in resource-constrained campaigns like the 5th Global Conference. The sponsors gave ITCILO insufficient bandwidth to tackle everything and the Turin team had to make some hard decisions. The bulk of the evaluation's recommendations stem from this part of the analysis.

Were the customers satisfied?

At a very basic level, ignoring all the complexities, a campaign's success is determined by its sponsors: did they get what they paid for?

In formal interviews the three sponsors gave these responses:

"They did an absolutely amazing job."

Thomas Wissing, Head of Advocacy and Partnerships Unit, ILO Fundamentals

"Very satisfied – this was a complex hybrid event, it was like organising two conferences, and Turin was extremely flexible."

Francesco D'Ovidio, Head of the Solutions and Innovation Unit, ILO

"They didn't just do a good job, they did an amazing job."

Sipho Ndebele, Department of Labour, South Africa

Benchmarking and best practices in three campaign stages

Defining best practices in digital engagement around events is inevitably subjective, and information on benchmark performance is thin on the ground. So, what follows should be understood as a best-efforts exercise.

4.1. Campaign Design

An ideal digital campaign takes a holistic approach, optimising engagement tactics to maximise the chance of achieving a set of targets subject to resource constraints.

Best practice campaigns have the following characteristics:

- **A theory of change** that explains how tactics achieve desired outcomes
- Clear definition of the **target audiences and goals**
- **Key performance indicators** to guide campaign decision-making
- **Smart engagement tactics** aligned to the theory of change and KPIs
- **Sufficient and well-allocated resources** to meet the goals
- Excellence in **mobilising networks** to maximise reach

In the case of the Fifth Global Conference, planning started in 2021 and involved multiple rounds of discussions with stakeholders. ITCILO came into the picture four months ahead of the event.

The fact that direction came from a consortium of sponsors complicated the preparatory stage. In addition, the COVID pandemic was understandably a greater priority, and decisions were much delayed. Among other things, this made it harder to align with other groups planning for the year ahead – particularly important when it came to mobilising networks.

It is important to recognise the role of ITCILO at this stage – the Turin team contributed ideas and expertise, but was not the ultimate decision-maker. Formally, it was a service provider, and it offered sponsors choices from a menu of options.

What was the theory of change?

The best practice in modern advocacy is to agree on a theory of change to link planned activities to a plausible narrative that would generate perception and/or behavioural change.

This was one of the recommendations of the earlier report on Quality Assurance of ITCILO digital advocacy projects (published after the 5th Global Conference).

A ‘theory of change’ sounds difficult and academic but is actually simple and practical. It involves answering some very basic questions about the point of the exercise.

These questions come from '[The Back-of-the-Envelope Guide to Communication Strategy](#)':

1. What is your organisation trying to make true that isn't true now?
2. Who has to do something they're not doing now (or stop doing something) for you to achieve that goal?
3. What would they believe that would motivate them to take action?
4. How will you get that message in front of them?

There was **no explicit mention of a theory of change** in any of the documentation, nor was it clear from interviews undertaken that the sponsors had a unified view of the 'how' and 'why' of the campaign.

There was, however, a detailed [content strategy](#) from ITCILO, which set out target audiences, and high-level tactics.

Were target audiences and goals clearly defined?

Interviews with the leads from the three sponsoring organisations have yielded the following campaign goals:

1. **Awareness:** Generate a buzz around the conference and, in particular, its outcomes.
2. **Hybridisation:** Given COVID restrictions, make it possible to take a full part in the conference if travel to Durban was not an option.
3. **SDG 8.7:** Accelerate efforts to change perceptions and behaviour necessary to end child labour by 2025, primarily by converting commitments to actions.

Of these three, ITCILO took the first two to be by far the most important.

And these are the audiences mentioned in those same interviews:

- **Delegates** on the ground in Durban
- **Virtual delegates** using digital media
- **Decision-makers** outside existing networks who could make a difference, including employers, government officials, civil society
- National, Regional & **Global Media**

The audience segments overlapped with, but were not the same as, those identified in ITCILO's strategic digital media planning:

- Existing pledge makers from the International Year for the Elimination of Child Labour
- Partners of Alliance 8.7 and of the Global Conference
- Social media managers and communication managers at partner agencies
- Global audience

What were the KPIs?

There do not appear to have been any Key Performance Indicators to underpin the audiences and goals that the consortium were targeting.

After the event, ITCILO highlighted the following digital metrics:

- 15,000 views of web live streams
- 2.4 million digital impressions on media releases
- 44,000 visitors to the conference website
- A 44% 'open rate' for newsletters
- 500,000 people reached on social media
- 8,000 people shared social posts using the #RaiseYourHandForKids hashtag

Lessons from the International Year for the Elimination of Child Labour

It's an unfair comparison because IYECL was a year-long campaign, whereas the Fifth Global Conference was just a week and had the additional challenge of producing a hybrid event, with a local partner. Nevertheless, the 2021 campaign had a structure that holds lessons for future ITCILO digital advocacy:

1. IYECL had a well-defined **theory of change**: 'Act-Inspire-Scale Up'. Public engagement was very much deprecated in favour of a focus on agents who could do something positive.
2. **Campaign goals and audiences** were exceptionally clear – a very sharp focus on governments, employers, and civil society and a set of tactics to encourage them to make practical and measurable 'pledges'.
3. **Network connections** appear to have been central to the campaign design – they were exploited to generate potential pledge-makers.
4. **Results** were what you'd expect: lots of pledges (more than 300), but only modest digital engagement.
5. **Lack of continuity planning**: Despite the creation of a vibrant community of interest around pledge-making, there simply wasn't sufficient budget to maintain support much beyond the end of 2021.

Recommendations related to campaign design

1. Insist on a theory of change and KPIs

A clear narrative makes for **consistent decision-making**, while a measurement structure focuses minds on **optimisation**. These are by far the most important things to agree on. In fact, it is hard to see how a campaign can be successfully executed without them.

Responsibility for devising the theory of change rests with the campaign sponsors rather than the team delivering it. Nevertheless, it is in the interests of campaign delivery teams to seek and agree on such targets to help streamline decision-making.

2. Take the lead on campaign design

Someone must direct if a campaign is to be optimised. That's particularly true when there's a consortium of sponsors. The obvious model to follow here is that used by ITCILO in its training activities. These are co-designed by sponsors but are directed by ITCILO.

The alternative is to act as a service-provider. There are merits to playing such a role. But it is inconsistent with ITCILO's mission to build capacity and spread best practices.

3. Align engagement tactics to the Theory of Change and KPIs

Best practice in choosing engagement tactics requires campaign directors to assess a series of trade-offs between competing audience segments, engagement goals, and resources available. All campaign leads have to make decisions on these things, and it is important that they are the subject of an explicit analysis at the planning stage.

Key actions here are:

- Map potential engagement tactics to audience and engagement goals
- Estimate engagement power of tactics
- Allocate budget/staff time accordingly
- Pay particular attention to the balance between production and promotion

The point of such an exercise is to ensure that campaign tactical decisions are all directed to optimising engagement performance and do not fall into the trap of replicating the approach of previous campaigns. It's also a crucial step in explaining to sponsors the logic behind campaign proposals.

4.2. Campaign Efficiency

In general, smart digital advocacy tactics require the following to be embedded in workflow and decision-making:

- A constant eye on **costs vs benefits**
- Smart use of **content hooks**: emotional, informational, visual
- **Packaging** that cuts through with impatient online users
- **Making connections** with other campaign elements
- Balancing investment in production against **promotion**

What engagement tactics were chosen?

ITCILO set out its main tactics in its Content Strategy document:

“Our efforts are therefore focused on awareness raising, converting commitments into action, and providing stakeholders with clear guidance on how to keep on implementing their pledges. In parallel, we are implementing a comprehensive content strategy that will engage the global community and wider audience.

“We will create, share, and package content via the following:

- **Web:** the website will be developed to promote, showcase, and highlight the Conference; to reach our wider global audience, the website and its content will be available in three languages: English, French and Spanish.
- **Event app:** this tool would provide attendees with the optimal event experience, enabling seamless management and augmented interactivity.
- **Email marketing:** this channel will continue to form a key pillar of communications. The content posted on the website will be packaged and disseminated through emails.
- **Influencer and media relations:** engaging high level media and personalities before, during and after the conference will amplify the key messages of the conference.
- **Social media:** it will play a crucial role in disseminating the content to the varied target audience. A dedicated social media manager will engage audiences through social media posts. The content posted on the website will also be packaged and disseminated through social media.”

4.2.1. The website

Best practice here is as follows:

1. **Identify a clear role** for the site in supporting the theory of change
2. **Choose smart architecture:** Is a standalone site justified? How do you maximise visibility to Google? Will it work well on mobile? What taxonomy would work best?
3. **Align content** to the needs of the target audiences

The role of the website

There are several ways in which a website can support an event and deepen engagement:

For attendees and online registrants:

- Easy-to-find details of the event
- Help delegates plan their agenda
- Background information on speakers
- Background information on the data, case studies under discussion

For broader groups:

- Highlights of the event
- Briefings on the underlying issues and topics
- Pathways to getting involved in the campaign

ITCILO built a self-contained conference site, and devised the content. The design was eye-catching and friendly, and content was laid out so that it was easy for users to read.

Website Content

The table shows page views recorded by Google Analytics between March 18th and June 22nd, 2022.

| Total views | 186,650 |
|--------------------------------|---------|
| Homepage | 43,513 |
| Did you #RaiseYourHandForKids? | 33171 |
| Agenda | 18,777 |
| Conference | 12,186 |
| Register | 7,208 |
| Join the #RaiseYourHandForKids | 6520 |
| Delegates | 6168 |
| Inicio | 5384 |
| Thankyou | 3632 |
| Accueil | 2933 |
| News | 2450 |

The traffic numbers underline that the site focused on the needs of conference delegates.

1. **Event information** dominates the top pages, reflecting the strength of the communications to delegates and smart linking to the site in newsletters.
2. **Contextual and highlights content** under 'News' was relatively limited.
3. **#RaiseYourHandForKids**, a broader sub-campaign, did direct a lot of traffic to the site, indicating the potential for public engagement.

Recommendation related to a campaign website

Think hard before investing in a new site, particularly one that is short-lived

There are three powerful reasons why adapting an existing site makes more sense than starting afresh:

1. **Budget:** New sites are expensive and can consume lots of management bandwidth. In this case, approximately a quarter of the budget went on the website.
2. **Visibility:** Old sites accrue visibility in the eyes of Google and other search algorithms. New sites have to build up visibility from scratch. For a time-limited event site this is particularly challenging. (See Appendix 5 for more details)
3. **Content richness:** It's confusing for users to have to switch between multiple sites to find the information they need. The 5th Global Conference site did not have the depth of background content of Alliance 8.7 or IYECL.

These arguments massively tip the balance in favour of adapting an existing site rather than starting afresh. New sites can be justified, but under limited conditions:

- Audiences do not overlap much with those for existing sites
- Goals are very different
- There's some kind of deficiency in the other sites

It is not obvious that any of these justifications were valid for the 5th Global Conference. Applying Google's Core Web Vitals tests of website quality to the three generated very limited differences (see Appendix 4 for details).

4.2.2. Newsletters

What is best practice for an event newsletter?

1. **Segmentation:** Send 'service message' content to tightly defined lists to avoid irritating those not at the event or not interested in it
2. **Be the friend who was there:** Provide digests of the news and views created by the event for those not there or too busy there to attend all the meetings
3. **Build the subscriber base** on the back of the buzz around the event to build the subscriber base with promos on the event website and reminders to those on the distribution list to share with others.

Newsletters were central to engagement with delegates in Durban and online. Segmentation was very strong with separate lists from the Alliance 8.7 distribution list for in-person delegates, online delegates, pledge-makers, workers group, government group, and employers group. Pre-event research suggested a short and very clear presentation would be optimal.

Engagement was strong. There were 17 newsletters that went to in-person and online delegates and which were largely a blend of service messaging and event highlights.

These generated an average opening rate of 43.7% and a clickthrough rate of 13.5%. By comparison, the averages for the full Alliance 8.7 list for the pre-conference newsletters were 31.4% and 6.5% respectively.

Opening rates were about double the average for Non-profits and the Education & Training sector, clickthrough rates about 4 times, according to [Mailchimp](#).

The campaign boosted the subscriber list: By the time of the June 12 World Day newsletter, there were 9678 subscribers – nearly 7% more than just before the 5th Global Conference.

Recommendations related to a campaign newsletter

1. **Make full use of email subscriber lists:** While delegates got a daily update (about 2500 recipients), the rest of the 9000-strong Alliance 8.7 distribution list got nothing. The user survey asked this group if they'd have liked one, 85% said 'yes' (see Appendix 2 for details).
2. **Provide richer content:** One of the roles that event newsletters play is to provide a digest of events from the previous day for those who weren't there, or were too busy to attend all the sessions. The campaign newsletters were too short to play this role well. This may explain why newsletters were rated the weakest element of the campaign by online delegates.

4.2.3. Media Relations Strategy

ITCILO had an ambitious media outreach strategy to target all types of media outlets – print, broadcast, and online – at every level – local, national, and regional – and to pitch directly, distribute press releases, and monitor media mentions to follow up with suggestions for interviewees.

Budget cuts led to the media strategy being cut right back. The media relations agency was present at the conference and created nine press releases. But only African media were targeted directly. In addition, only the final press release detailing the Durban Call for Action, was translated.

Despite this, there was extensive coverage – 3,000 mentions of the conference online from more than 300 news outlets. National coverage included [the Guardian Nigeria](#), and regional coverage included [CNBC Africa](#). In addition, [SABC](#), the South African broadcaster carried live streams of the conference on its site.

Best practices related to media relations

Event-related media relations campaigns do best when they include the following elements:

Pre-event

- Set clear outreach and coverage targets
- Pitch high-value content like Op-Eds to Tier 1 outlets
- Target journalists with relevant ‘beats’

During event

- Distribute media releases with strong story ideas and offer interviewees
- Provide multimedia to those producing for Web and broadcast
- Monitor coverage proactively

Post-event

- Follow-up with journalists who covered the event to nurture their interest

Recommendations related to media relations

1. **Give media relations a bigger role:** This ended up being a limited regional media relations campaign for a global event that deserved far better coverage given the importance placed on communicating the ‘Durban Call for Action’.
2. **Act global:** Ensure that press release distribution and the pitching of Tier 1 Op-Eds is global. Translate key news releases and extend journalist outreach to other languages.
3. **Sharpen the focus on stories:** There wasn’t sufficient news for nine media releases. It would have been better to have had fewer releases, translated them, and conserved resources for a big push on the final Durban Call for Action release.

4.2.4. Video

The campaign invested considerable effort into packaged video with more than 20 created and posted on social media. A wide variety of approaches was used including the following:

- **Highlights** giving a flavour of the day’s events
- **Interviews** with key participants
- Commentary from **Influencers**
- **Explainers** on ‘Child Labour’ and the ‘Durban Call for Action’
- **Human stories** including child labourers and activists

There was selective use of Twitter, Facebook, Instagram, LinkedIn and YouTube accounts from ILO, Alliance 8.7 and ITCILO, and total views are estimated at about 20,000.

Video content was the second most highly rated digital output in the survey of users, but the relatively modest view count suggests this material did not travel far beyond the core constituency of Alliance 8.7 supporters.

What is best practice?

Successful social videos need to pass several tests in order to ‘pop’ in social streams, be shareable, and serve a full role in supporting campaign goals:

- **The 3 second test:** Research shows that it takes a user about 3 seconds to decide whether a video is worth their time or not. That is why Facebook and others only count video views of more than 3 seconds. The very strong implication of this is that the opening frame of the video needs to be attractive and contain a legible caption that ‘sells’ the piece.
- **Work without sound:** Estimates suggest that 75% of users do not have sound turned on when viewing social videos. That’s why videos with captions do much better than those without. The scripts behind captions need to flow effortlessly with no excess language, jargon or complicated grammar that will make a user think this is wasting their time or not aimed at their demographic.
- **Be produced in multiple formats:** The economics of social video production heavily favour the creation of a single script that is produced in different dimensions – landscape for YouTube, portrait for Instagram Reels and YouTube shorts, square for Twitter and LinkedIn.
- **Make clear routes to more detailed content:** All networks require a blurb and, where possible, these need to link back to sites with related material.

Tracking all the accounts, networks and videos is beyond the scope of this evaluation. The analysis that follows is based on the 13 videos posted to the ILO Facebook account during the week.

| | Video views | Pass 3s test? | Works without sound? | Link in blurb? | Website ref in video? |
|--------------------------------------|---------------------|---------------|----------------------|----------------|-----------------------|
| Poem: A dream for all kids | 175 | No | Yes | No | No |
| Day 1 | 272 | No | No | Yes | No |
| Day 2 | 659 | No | No | Yes | No |
| Day 3 | 193 | No | No | Yes | No |
| “ | 307 | No | No | Yes | No |
| Day 4 | 536 | No | No | No | No |
| It’s a wrap | 299 | No | No | Yes | No |
| Siviwe Mbonzana clip | 311 | No | No | Yes | No |
| Imagine we eliminated CL... Kailyash | 162 | No | No | Yes | No |
| Promo | 524 | No | ? | Yes | No |
| Domboue’s story | 145 | No | Yes | Yes | No |
| Kuoth Wiel (celeb influencer) | 263 | No | Yes | Yes | Yes |
| Kavi Ramachadran (celeb influencer) | 262 | No | Yes | Yes | Yes |
| Haaz Kleiman | 213 | No | Yes | Yes | Yes |

Source: ILO Facebook a/c

Recommendations related to campaign videos

User-first packaging: Ensure that all videos pass the 3 second test and work for those who don't have sound turned on.

Write once, run everywhere: Only about a third of the potential slots on the various social media accounts were used. Notable gaps in posting included no videos on ILO's YouTube account, and nothing on LinkedIn.

Paid promotion: Tiny investment here can yield huge results. If 10% of the video production budget had been spent on promotion then average views would have likely multiplied from about 1,000 per story to 50-100,000.

4.2.5 Live-streaming

Almost all the Durban sessions were live-streamed via Zoom for those who registered, and on ITCILO's YouTube channel for everyone else. That meant that anyone not able to make it to Durban had almost complete access to the formal discussions.

The language of the conference was English, but live transitions into French and Spanish were available. And the live streams were aggregated on the event website for those who missed a session.

Sponsors were delighted with this core part of the hybrid event, with one remarking on how the streaming had been near flawless.

These sessions were high-level discussions, targeted at a specialist audience, and viewing figures of 2750 Zoom sessions and 4349 YouTube views suggest this content did not reach far beyond the hard-core Alliance 8.7 audience.

Of 200 online users surveyed, a high proportion – 76% – said the live-streams had been useful or extremely useful.

The data suggests that the average virtual delegate viewed relatively few sessions. If we assume that the 1783 people classed as online registrants in the MailChimp newsletter database only watched Zoom sessions and not YouTube, then the average was just 1.5 sessions.

Best practice in live streaming events

For a hybrid event, the most effective approach is to make all live sessions accessible to remote viewers, provide live translations, and make recordings easy to find.

In addition, remote viewers with more distractions to deal with, have a particular need for rich digests of events. This can be met in various ways including blog digests, newsletters, social media posts, and videos.

The most flexible but labour-intensive approach is to provide a live-blog in which highlights are provided in real-time. Recent examples include [UNHCR/World Refugee Day](#) and the [United Nations Framework Convention on Climate Change/COP 27](#)

Recommendations related to live streaming

Make use of all available networks: The live-streams were published on ITCILO's YouTube channel (1860 subscribers), a selection on Alliance 8.7's (130) but none on ILO's (196,000).

Tell the full story. Live-streaming is only part of what a hybrid event needs to give virtual delegates. The data suggests that online delegates were only able to catch one or two of the sessions.

Comprehensive highlights are a necessity but inevitably expensive to provide. Nearly half of the online registrants surveyed said that more highlights would have improved their experience of the event.

4.2.6 Social Media Posts

The ITCILO team envisaged that social media would play a crucial role in disseminating this content to the community, raising awareness, and creating sustained movements and actions.

The primary tactic was to post on Alliance 8.7 accounts on Twitter, Facebook, LinkedIn and Instagram, with some posting on ITCILO's own account.

The biggest category of posts was 'service messages' – usually referring to live-streams. Quote cards were the next most common, and then the #RaiseYourHandForKids campaign.

TikTok was not included in the campaign on the basis that the focus was on 'decision-makers' who were least likely to be on that platform.

The #RaiseYourHandForKids sub-campaign

This was the primary tactic to boost awareness of the conference and the underlying issues. The sub-campaign used an excellent blend of social tactics including:

1. **A relatable visual hook** – a smiley drawn on the palm of the hand
2. **The simplest of messages** – 'End Child Labour'
3. An accessible '**call to action**' that was fun – draw on your hand, take a photo with your mobile, and share on social media
4. **Highly visual promotion** via the use of video and stills of contributors
5. **Smart networking** via 18 'influencers' with big followings

Campaign success was measured by the number of social media posts using the hashtag – 8,000. That's quite an achievement given the limited resources and compares favourably with the 14,000 generated by the much better resourced [Make a Promise](#) campaign run by Unicef and Louis Vuitton.

Paid promotion of EUR 600 on Facebook – the only paid promotion of the entire campaign – was enormously significant and accounted for 70% of #RaiseYourHandForKids posts.

The performance of social posts

| May 15-20 | Posts | | Engagements | | Impressions | | New Followers | | Video views | | Followers | | Engagement Rate | | Peer avg |
|-----------|--------|--------|-------------|--------|-------------|--------|---------------|--------|-------------|--------|-----------|--------|-----------------|--------|----------|
| | All8.7 | ITCILO | All8.7 | ITCILO | All8.7 | ITCILO | All8.7 | ITCILO | All8.7 | ITCILO | All8.7 | ITCILO | All8.7 | ITCILO | |
| Twitter | 86 | 3 | 1100 | 17 | 115000 | 1000 | 77 | 5 | 2300 | 0 | 4416 | 6030 | 0.29 | 0.09 | 0.05 |
| Facebook | 65 | 5 | 1300 | 165 | 920000 | 23000 | 6 | 26 | 519 | 131 | 343 | 131000 | 5.83 | 0.03 | 0.07 |
| Instagram | 44 | 2 | 560 | 61 | 8000 | 704 | 42 | 13 | 1600 | 0 | 349 | 1942 | 3.65 | 1.57 | 0.63 |
| LinkedIn | 69 | 6 | 225 | 243 | 9200 | 9900 | 41 | 85 | 657 | 0 | 726 | 32000 | 0.45 | 0.13 | - |

The table highlights a number of features of the campaign:

- Choice of accounts:** The focus was on Alliance 8.7 accounts because that is where the core audience was located. However, Alliance 8.7 has a comparatively weak social following compared to its email subscribers (9,000 plus) and to the followings of ITCILO. The ILO's accounts are much more popular and while there was some posting to these, it was highly selective.
- Growth in followers:** Events tend to boost the growth in followers, and while that's true for Alliance 8.7, the effect was somewhat modest. This may have been due to the significant volume of event 'service messages' on social channels.
- Engagement rates:** The outsized Alliance 8.7 Facebook rate is the result of paid promotion for the #RaiseYourHandForKids campaign. Twitter and Instagram both did better than the average for non-profits calculated by [Rival IQ](#). The Instagram result is particularly notable – it's a vote of confidence in the visual appeal of conference output.

NB the measure used here is engagements per post per follower.

Social referrals to the website

| First user source / medium | Engaged sessions | Engagement rate | Engaged sessions per user | Average engagement time |
|-----------------------------------|-------------------------|-----------------|---------------------------|-------------------------|
| | 13,689 100% of total | 46.6% Avg 0% | 0.73 Avg 0% | 1m 26s Avg 0% |
| 1 lm.facebook.com / referral | 1,742 | 29.16% | 0.31 | 0m 07s |
| 2 (direct) / (none) | 5,793 | 54.9% | 1.23 | 2m 50s |
| 3 m.facebook.com / referral | 1,224 | 30.85% | 0.33 | 0m 07s |
| 4 google / organic | 2,084 | 61.33% | 1.51 | 3m 55s |
| 5 ilo.org / referral | 1,227 | 66.94% | 1.38 | 3m 25s |
| 6 l.facebook.com / referral | 212 | 29.36% | 0.39 | 0m 16s |
| 7 t.co / referral | 307 | 43.86% | 0.60 | 0m 54s |
| 8 Alliance 8.7 Newsletter / email | 913 | 58.75% | 1.44 | 4m 04s |
| 9 labour.gov.za / referral | 150 | 59.52% | 0.61 | 0m 41s |
| 10 linkedin.com / referral | 130 | 47.1% | 0.65 | 0m 45s |
| 11 bing / organic | 79 | 51.97% | 0.98 | 2m 16s |
| 12 intranet.ilo.org / referral | 75 | 68.18% | 1.15 | 2m 02s |
| 13 facebook.com / referral | 12 | 21.05% | 0.21 | 0m 03s |
| 14 mintrabajo.gov.co / referral | 22 | 38.6% | 0.48 | 1m 04s |

The table from Google Analytics looks at traffic for May 15-20. It's notoriously difficult to say conclusively where traffic comes from, but there are several things in these results of interest:

1. **Facebook was a big driver** – 23% of 'engaged sessions'. However, most visits were just 7 seconds and these were almost certainly the result of the paid promotion
2. **Non-promoted social media** looks like it sent just 5% of traffic.
3. **Organic Search** was a modest 15% – most websites get the majority of traffic from search and this statistic underlines the difficulties of generating search traffic for a new site in a short space of time.
4. **Direct** is the biggest generator of traffic. This is everything Google Analytics can't attribute to a source. It will include links shared via messaging apps like WhatsApp, and a lot will be clicks from the newsletters. Google attributes 913 to the newsletter, Mailchimp suggests it should be more like 3000.

What is best practice?

Social media is constantly changing, and it is hard to talk of best practices in such an environment, but several key factors must be incorporated into efficient campaigns:

- Social media is increasingly 'pay to play', i.e. it is increasingly difficult to achieve organic reach, and paid promotion is becoming a crucial part of campaigns.
- There's a tension between creating social content that will work across all platforms (efficiency) and creating platform-specific streams designed to maximise engagement.
- The internal dynamics of campaign management can lead to 'over-posting' – followers seeing a flood of content not of interest to them. This can be damaging to engagement rates and lead to a loss of followers or a slowing of follower acquisition.
- Making use of all available network connections to amplify social posts is crucial.

Recommendations related to social media posts

Make full use of ILO accounts: ILO posting of event-related content was highly selective and, given the urgency of the mission, it's unclear why it wasn't more comprehensive.

Make #RaiseYourHandForKids a model for future campaigns. This sub-campaign was world-class. It had the structure of all successful advocacy campaigns – strong visual hook, relatable advocacy messaging, clear call to action, and sharp use of networks. In an ideal world, all campaign elements would be this sharply designed.

Partner with the social platforms: Meta, Google, and TikTok all have social purpose programmes and have collaborated with NGOs and IOs on similar campaigns. They have all, for example, delivered enormous reach for campaigns run by the World Economic Forum.

4.3. Campaign Results

There are five key questions to ask about results:

1. **Audience satisfaction:** How did users rate content and services?
2. **Digital campaign goals:** Were they met?
3. **Cost-benefit:** Did the engagement value of each activity roughly justify its cost?
4. **Peer comparisons:** Within the limits of available data, did ITCILO match top performers doing similar work?
5. **Continuous improvement:** Were lessons learnt from previous projects used? What are the new learnings?

How did users rate content and services?

There's a tension between surveying people while the event is still fresh in their minds and leaving it long enough for them to change their behaviour. The survey of users conducted in July 2023 came 14 months after the event – that's too long and is reflected in the very low response rate of just over 2%.

The total population here is the Alliance 8.7 newsletter list segmented into physical attendees, all online registrants, and other subscribers. That's nearly 10,000 individuals. By deadline, the survey had generated about 200 responses. With a 95% confidence level, the results have a margin of error of about 7%.

There are some clear patterns in the responses that deserve attention:

- **High levels of satisfaction:** a weighted average of 77% saw digital elements as 'useful' or 'extremely useful', which, given tight resources, is high.
- **Proximity:** Overall, ratings were highest from those attending the physical meeting, followed by those who registered for the Zoom livestreams, and then those who support Alliance 8.7 but didn't register for the event online.
- **The website** was the most popular element followed by video content.
- **The conference app** was highly appreciated, but physical delegates ranked it the least useful of the digital tools available to them.
- **The daily newsletter** was rated least useful by online registrants. This may reflect the brevity of the email updates. However, Alliance 8.7 supporters who didn't receive daily updates overwhelmingly said they'd have liked them.
- **#RaiseYourHandForKids** was rated least useful overall. However, this sub-campaign was not designed to be useful to existing supporters of the cause but to extend awareness of the issue to a completely new set of people.

| Useful' plus 'Extremely Useful' | In-person | Online | Subscribers | Avg (weighted) |
|---------------------------------|-----------|--------|-------------|----------------|
| Website | 83.87 | 90.91 | 79.09 | 83.16 |
| Video content | 87.1 | 89.09 | 73.64 | 80.10 |
| The Conference App | 77.42 | 0 | 0.00 | 77.42 |
| Social media posts | 83.88 | 76.36 | 75.46 | 77.04 |
| Live Streamed sessions | 0 | 83.04 | 72.73 | 76.17 |
| Daily newsletter | 83.87 | 69.1 | 0.00 | 74.42 |
| #RaiseYourHandForKids | 83.87 | 72.73 | 69.10 | 72.45 |

See Appendix 2 for more details.

Were Digital Campaign Goals Met?

As has been stated elsewhere, it would have been impossible to match best practices in all areas given the resource constraints and relatively short planning phase in the run-up to the event.

The satisfaction of sponsors and the high ratings given in the user survey point to a successful campaign. But in terms of campaign goals, the answer to the question is only a qualified 'yes':

Event hybridisation was successfully delivered but the interpretation of what a virtual delegate needs was narrow.

Awareness-raising: #RaiseYourHandForKids was world-class, a model for future campaigns, and evidence of the deep skills of the Turin team. Elsewhere, budget constraints meant that public engagement generally lost out to the needs of the hybrid meeting. The lack of global media activity, especially around the Durban Call to Action, was a miss.

Acceleration of action: This was not perceived as a primary campaign goal by the ITCILO team. Nevertheless, there was some limited progress. The user survey in particular suggests that decision-makers in organisations and individuals in a private capacity were galvanised into turning commitments into actions.

Did the engagement value of each activity roughly justify its cost?

| | Budget % | Engagement* |
|-----------------------|----------|-------------|
| Video | 23 | 2 |
| Live-streams | 8 | 5 |
| Social media | 4 | 2 |
| #RaiseYourHandForKids | 6 | 5 |
| Media Relations | 6 | 3 |
| Newsletter | 11 | 4 |
| Website | 41 | 2 |

*Author's rating of effectiveness: 1 = very low, 5 = very high

These ratings of effectiveness are subjective and based on the analysis under ‘Campaign Efficiency’ above. The concept is very straightforward – within the existing budget allocation, how much of the potential engagement did ITCILO achieve?

Resourcefulness rules: The tactics that worked best – live-streams, newsletters and #RaiseYourHandForKids – tended to be the cheapest because they made very good use of what already exists – other platforms and networks.

Meanwhile, the least effective at engagement took most of the resources. The creation of a new website was a particularly expensive decision. Adapting the 2021 site and using the savings for promotion would have boosted effectiveness.

Since the consortium of sponsors chose tactics from a menu provided by ITCILO they bear primary responsibility for this mismatch. However, in future the Turin team should ensure that a smart alignment check on costs and engagement is completed before final campaign plans are sealed.

Did the campaign’s engagement match peers’ performance?

The lack of resources and planning time make this a difficult question to answer. The latent abilities of ITCILO are clearly shown in the much-better-than-peers performance in newsletters and the #RaiseYourHandForKids sub-campaign.

Were lessons from previous projects utilised?

2021’s International Year for the Elimination of Child Labour had an extremely smart theory of change that, via the model of pledge-making, generated genuine changes in perception and behaviour.

The lack of a theory of change for the Fifth Global Conference has been noted previously. And, at the risk of repetition, this is not something that ITCILO was responsible for. Likewise, the failure to follow through on developing IYECL’s pledge-making model.

However, there is a disconnect here to consider: If ITCILO aims to foster excellence in digital advocacy that leads to perception and behaviour change, it will need in future to ensure that the campaigns it supports have the same vision.

Recommendations related to campaign results

Evaluations: Digital advocacy campaigns are complicated, and best practices are subject to change as online behaviour shifts. To ensure that ITCILO stays up to speed, and to maximise responses from users while leaving enough time for users to change their behaviour, aim to complete a full evaluation within 3 months of the event.

Assessment frameworks: This evaluator struggled to place what ITCILO actually did within the four quality assurance frameworks it favours. To simplify things, an uber-framework has been used that blends the essence of these four systems with the practicalities of managing complex digital advocacy projects. Adopting this model, or some variation of it, would speed up future evaluations.

Self-reporting: ITCILO is admirably transparent and committed to continuous improvement. In future, it should itemise the KPIs it agreed for the campaign ahead of time, report results alongside those indicators, acknowledge strengths and weaknesses, and identify lessons learned.

Note on turning public awareness-raising into perception and behaviour change

Much of this evaluation has drawn on an implicit model of effective campaigning. This is based on the author's experience, supplemented by a brief review of successful campaigns.

The broad conclusions of the review are that all successful campaigns are successful in different ways, and that far more has been written about the ones that worked than the ones that failed.

Nevertheless, in tune with the need for evaluations to provide practical guidance there are some clear common success factors, without which campaigns, big and small, will always struggle:

1. **Relatability:** A simple, emotionally-appealing narrative
2. **An advocacy hook:** A smart argument to get decision-makers to think afresh
3. **Visual appeal:** In order to get noticed
4. **Network smarts:** The ability to mobilise the grass roots, influencers, the wider public, and keep the pressure on decision-makers

Even a campaign with all these attributes will struggle to change perceptions, let alone behaviour, given competition from other social change programmes. But without them, none is likely to succeed.

To fix this idea, the table gives a high-level, broad-brush view of how some famously successful campaigns have used such tactics:

| | Access to HIV/AIDS drugs | Montreal Protocol (Ozone hole) | The Bangladesh Accord (clothing) | National Child Labor Committee (US) |
|--------------------------|---|--|--|--|
| Relatability hook | Heroes vs villains – greedy pharma companies blocking access to cheap life-saving drugs | Stop all CFC emissions to close the hole above your head | People working in unsafe factories are dying creating your fashion goods | Would you want your son or daughter to live like this? Americans are better than this. |
| Advocacy hook | AIDS is threat to economic development & human security | Hole is threat to global health and food supplies | Ethical shopping is a megatrend. You need to get the right side of it. | Future of country dependent on well-educated populace |
| Visual hook | Celebrities: Princess Diana, Freddie Mercury, and much of the western entertainment industry | Satellite imagery of the 'hole' | The fires and building collapses. Endorsements from likes of Emma Watson, Naomi Campbell, Pharell Williams | Investigations of workplaces twinned with photography of children in poor working conditions |
| Network smarts | A coalition of grassroots organisations from the global LGBTQ community, media and arts, students | Mobilisation of global science community | Fashion magazines, social media influencers got behind the cause | A network of local committees |

Fostering a campaign mentality

These success factors work at both the macro and micro level. What's true of ambitious social change campaigns is also true of individual pieces of content.

High performing teams treat every blog, video, social post as a campaign in and of itself. They invest time and energy into finding the best relatability and informational hooks, visual treatments that 'pop' for users, and seek ways in which they can use their networks to amplify reach.

5. CONCLUSIONS

Users and sponsors liked what they saw. Viewed as a commercial contract, ITCILO more than fulfilled the brief under extremely difficult circumstances and without the kind of clarity a team would normally expect from a single customer.

However, ITCILO is aiming higher in digital advocacy and wants to model best practices in all its work. On this measure, there is much to be done.

5.1. Campaign design

Campaign design was complicated by a tripartite stakeholder system and communications delays while COVID was still disrupting almost everything. One key result of this was that goals and target audiences were left particularly vague.

ITCILO saw its primary roles as facilitating the hybrid conference and making some noise about the event. But it had no KPIs, and the lack of structure made it hard to optimise campaign decision-making.

All successful advocacy campaigns require superb mobilisation of networks, and this element got lost in the planning stage – one of several consequences of campaign sponsors not agreeing on a ‘theory of change’.

Formally, ITCILO was a service-providing contractor. And it’s not normally the role of a contractor to dictate how a campaign should be structured. But digital advocacy is complicated – there are trade-offs and feedback loops between goals, audiences and tactics – and campaigns need to be managed as systems.

Much of this analysis has focused on the fuzziness over responsibilities for campaign design. This explains almost all of the departures from best practice. The answer to this is to adopt the same model used for training programmes – these are designed by ITCILO in conjunction with their sponsors. That’s a very different model from offering sponsors a menu of choices and then delivering on them irrespective of whether they work well together.

5.2. Campaign efficiency

This was an enormously complex digital event, managed by a tight Turin team. The fact that everything that was promised got produced is a testament to the teamwork and esprit de corps created.

Some of the collective decision-making looks at odds with the campaign goals:

- Global media outreach was underplayed, particularly when it came to the Durban Call for Action.
- A substantial part of the budget was spent on building a new site and a conference app when much cheaper alternatives might have served almost as well.
- The hybrid conference audience was super-served but a series of decisions meant that efforts to win over newer audiences were underpowered.

There were also several departures from established best practice in digital advocacy:

- Video storytelling lacked user-centric packaging
- Highlights and contextual content was limited
- Outside the #RaiseYourHandForKids sub-campaign, efforts to engage networks to amplify reach were limited

These misalignments are mostly to do with limited resources. But some could have been avoided had there been a **pre-project alignment check**.

The idea of such a check is to ensure that audience goals line up with engagement tactics and costs. This is very different from offering a menu of options from which a customer chooses.

5.3. Campaign results

The smartness of campaign design largely dictates how successful it will be. This one had many successes. But there were gaps.

While stakeholders and users expressed satisfaction with the outcomes, some modest tweaks to budget allocations would have magnified campaign reach.

If 10% of the digital budget had been allocated to promotion then on very conservative assumptions there'd have been a doubling of site visits, five times the social media reach, and 25 times as many video views.

| | 000s | Potential enhancement | Impact |
|---------------------------|------|---|---|
| Website visits | 43.8 | EUR 5000 promotion on Google Search | 20k site visits |
| Video views | 20 | User-first packaging, EUR 10000 YouTube promotion, ILO account | 500k extra views, 5k site visits |
| Newsletters (total opens) | 9 | Expand daily newsletter to all Alliance 8.7 subscribers | 15k more opens, 1.5k site visits |
| Social media reach* | 500 | User-first packaging, EUR 2500 on each of Twitter, Facebook, Instagram, LinkedIn post promotion | 2500k more impressions, 25k site visits |

Did the campaign change behaviour?

South Africa's department of employment had a flood of requests from schools for 'advocacy talks' following the publicity surrounding the Fifth Global Conference. Previously, they rarely heard from schools, who would talk to the education department, and regard this as an example of a campaign that cut across government silos.

A film of child labourers shown in Durban and online showed strong evidence of perception and behaviour change, according to a study from [Wageningen Economic Research](#). 58% strongly agreed it had raised their awareness, 55% that it would change their behaviour.

More than 80% of newsletter subscribers said they had acted to accelerate change.

| Over the past year, have you done anything to accelerate action to end child labour? | | | | |
|--|-----------|-------------|-------------|--------------|
| | Delegates | Registrants | Subscribers | Weighted avg |
| Yes | 77.4 | 70.9 | 88.2 | 81.6 |
| No | 9.7 | 16.4 | 11.8 | |
| Other | 12.9 | 12.7 | - | |

Sample responses to the question: How did you accelerate change?

"We have organised comic strip competitions and the #RaiseYourHandForKids Challenge, inter-school theatre competitions, sketches on the issue of the worst forms of child labour and set up a comic strip to raise awareness and provide information in some of our local secondary schools."

"I have, in my own very modest way, raised awareness of the issues with family and friends."

I have also spoken in person to politicians in my country (Ireland) about supply chain assessment for child labour, for example, in coltan mining, agriculture, and the textile industry."

"I have been engaged in an eight months radio programme outreach to discuss with the public about child labour, its effects, and how best can we work towards its elimination."

"Though I am serving as Director of Finance in a provincial social security Institution and working on child labour is not my official mandate, I have tried to discuss it with employers around me and to convince them about avoiding such practices."

"I have incorporated best practices on decent work, child labour eradication, and gender equality and inclusiveness in my sustainable management systems contracts with my clients."

"I am a journalist, and most of my content after [the conference] would link or be connected to advocating against child labour."

"I spoke to my community leaders, political parties in my township about what I learnt at the conference and the importance of protecting children from labour."

6. RECOMMENDATIONS

All campaigns can be improved with the benefit of 20:20 hindsight and, as discussed above, on a range of measures, this one was an undoubted success. Nevertheless, this evaluation has made many recommendations, behind which are a handful of fundamental performance-drivers.

| Recommendation | Project stage | Nature |
|--|---------------------|-------------------------------|
| Insist on a theory of change (TOC) | Campaign Design | Coherent planning |
| Insist on Key Performance Indicators (KPIs) | Campaign Design | Coherent planning |
| Take the lead on Campaign Design | Campaign Design | Coherent planning |
| Align tactics to TOC and KPIs | Campaign Design | Coherent planning |
| Only build new sites, apps if no alternative | Campaign Efficiency | Adapt not Build |
| Make full use of subscriber lists | Campaign Efficiency | Use all network opportunities |
| Consider richer newsletter content | Campaign Efficiency | Good storytelling |
| Give media relations a bigger role | Campaign Efficiency | Use all network opportunities |
| Employ user-first packaging in videos | Campaign Efficiency | Good storytelling |
| Write once, run everywhere | Campaign Efficiency | Use all network opportunities |
| Make use of paid promotion for video | Campaign Efficiency | Paid promotion |
| Provide remote users with rich digests | Campaign Efficiency | Good storytelling |
| #RaiseYourHandsForKids as model for campaigns | Campaign Efficiency | Coherent planning |
| Partner with the social platforms | Campaign Efficiency | Use all network opportunities |
| Run digital advocacy evaluations within 3 months | Campaign Results | Coherent planning |
| Agree a pragmatic structure for evaluations | Campaign Results | Coherent planning |

1. Insist on coherence in planning

It is essential to get campaign goals, target audiences, engagement tactics, and KPIs fully articulated and well aligned. The way to do this is to insist that sponsors discuss and agree on a theory of change. Without this, it simply won't be possible to make smart decisions within the campaign.

2. Act resourceful and adapt rather than build

No campaign ever has the resources it wants, and all successful ones show huge resourcefulness. The cost-benefit review reveals that building event-specific digital infrastructure was expensive and that the biggest engagement came from harnessing existing platforms.

3. Good storytelling: always put the audience(s) first

If it's worth investing in content, then it is worth optimising that content for users. In places, content packaging was exemplary, in others engagement finesse were missed.

Sessions were rich with insights, case studies and perspectives. People don't have time to watch long sessions – make it easy by packaging up highlights for all audiences.

4. Use all network opportunities

Change-seekers need to muster all the support they can. The lack of time precluded this for the 5th Global Conference, but if such a campaign was to be re-run it would need to feature greater promotion by the ILO, the involvement of adjacent organisations like UNICEF and FAO, and the possible support of the major social platforms.

5. Balance production against promotion

The EUR600 spent on Facebook promotion had a huge impact on #RaiseYourHandForKids. This underlines the harsh reality that social and search is becoming more 'pay to play'.

Less than 0.5% of the campaign budget was spent on promotion. Commercial campaigns typically spend 20% on the production of content and 80% on promotion/advertising. That's too rich for a purpose-driven campaign, but the 5-15% recommended by Getting attention is a useful benchmark.

ANNEXES

1. The Terms of Reference of the Evaluation

INTERNATIONAL TRAINING CENTRE OF THE ILO, TURIN

Evaluation of the Communication and Advocacy activities of the Centre

Terms of reference

About the International Training Centre of the ILO

1. The International Training Centre is the capacity development arm of the International Labour Organization (ILO). The ILO is a specialized agency of the United Nations (UN) system with the mandate to promote decent work and social justice for all, and the Centre offers individual and institutional capacity development services to support its constituents worldwide in making the decent work agenda actionable. Its mission is to be the leading global provider of learning and training for the world of work. Each year, it delivers training and learning activities for tens of thousands of people from over 200 countries. For more information about the Centre refer to www.itcilo.org.

Background

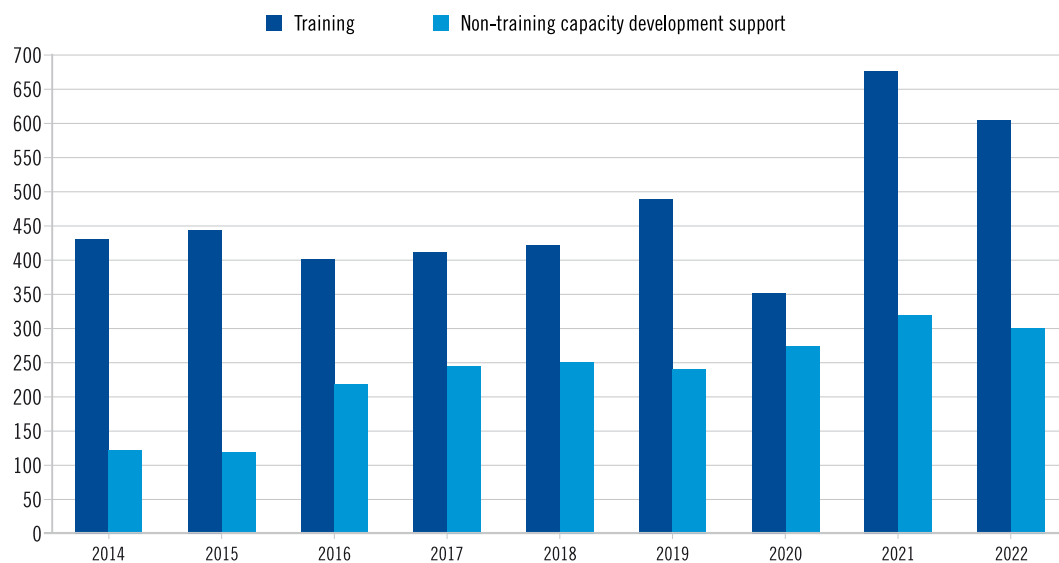
2. The Centre's capacity development services include services for both individual learners and organizations. Services for individual learners focus on training, while those for organizations entail strategy advice, training material development, communication and advocacy services, meeting and event facilitation and project management services.

FIGURE 1: THE SERVICE PORTFOLIO OF THE CENTRE ILLUSTRATED

| Training | Non Training services | | |
|--|-------------------------------|---|-----------------------------------|
| STANDARD COURSES (including Masters programmes) | ADVISORY SERVICES | TRAINING PRODUCT DEVELOPMENT | |
| CUSTOMIZED COURSES | PROJECT MANAGEMENT SUPPORT | COMMUNICATION AND ADVOCACY CAMPAIGNS | MEETING AND EVENT FACILITATION |

3. In 2022, the ratio of training services to non-training services stabilized at 2:1, as per the target set in the Programme and Budget. In 2022, the Centre implemented 299 non-training activities, a slight decrease in the number of activities compared to 2021 but a significant increase in volume-per contract and consequently the numbers of people reached, reflecting the higher effectiveness and maturity of the portfolio.

FIGURE 2: BREAKDOWN OF ACTIVITIES BY CATEGORY (2014-22)

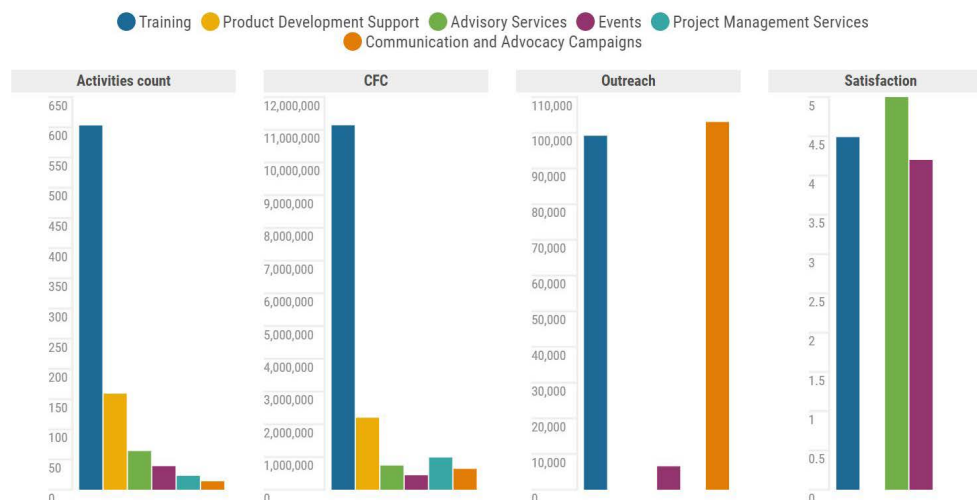


Source: MAP. Media development activities were first recorded in MAP in early 2016, with the introduction of the new MAP.

4. The graph below illustrates the asset weight in the service mix as of end 2022, in terms of activity numbers, activity outreach and contribution to fixed costs. It shows that technical and functional skills training dominates in terms of number of activities but that non-training activities make an important contribution to outreach and financial performance. This implies that quality management for learning services and for non-training capacity development services is *equally* important.

FIGURE 3: ITCILO'S SERVICE PORTFOLIO

Count of activities, outreach, generated CFC and participants' satisfaction by category (2022)



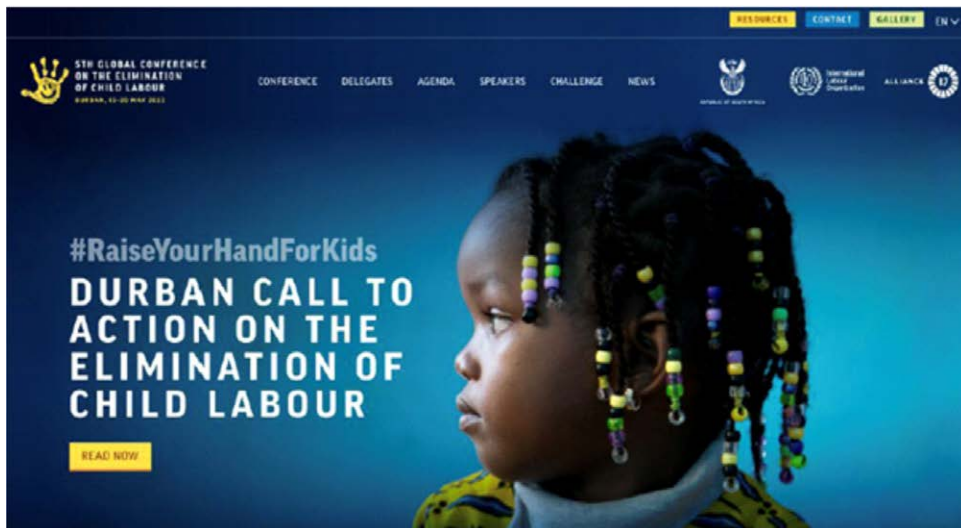
Source: Management of Activities and Participants (MAP) - Product Development Support services include both Training Product Development and Media Development. Advisory Services include both Consultancies and Data Driven Services
Training outreach figure includes indirect trainees enrolled in training courses on platforms curated by the Centre. Satisfaction is based on the average rating on a 1 to 5 scale via end-of-activity satisfaction questionnaires

5. Mostly at the request of the ILO, the Centre designed and delivered a number of communication and advocacy campaigns to promote decent work and social justice. In 2022, the flagship project in this domain was the communication campaign linked to the Global Child Labour Conference in Durban, run by the Centre under commission from the ILO FUNDAMENTALS Unit and the 8.7 Alliance. The Centre calculated that 103,024 people actively engaged with these campaigns, and thus qualified as beneficiaries.

The Communication Campaign in support of the 5th Global Conference on the Elimination of Child Labour (Durban, 15-20 May 2022)

The 5th Global Conference on the Elimination of Child Labour was a collaborative venture involving the ILO, the South African Government, international organizations, social partners and other stakeholders. The Centre's Learning Innovation Programme (LIP) was commissioned to create a communication ecosystem consisting of a number of channels: the social media #RaiseYourHandForKids challenge, the official website, a weekly newsletter and an app for in-person delegates. In addition, the Centre organized the hybrid format of the event, providing a multi-language livestream, facilitating the event and handled on-site branding.

The livestreams of the Conference were viewed 15,000 times by almost 4,000 people. Furthermore, 2,750 people registered online and took part in Zoom sessions, with 1,107 people watching on YouTube. SABC News in South Africa and the South African President's Twitter feed were among the channels that broadcast these livestreamed sessions locally. In total, nine press releases were distributed before, during, and after the Conference, resulting in more than 750,000 impressions, with over 300 global media outlets reporting on the matter. The dedicated conference website registered 45,000 visitors and 7,000 return visitors.



Content related to the 5th Global Conference on the Elimination of Child Labour reached half a million people. With nearly 217,000 impressions, Twitter emerged as the best-performing platform, while Facebook accounted for most overall interaction with 79,200 comments, likes and shares. A dedicated Trello Board was used for downloading and using over 100 social media cards, which helped the stakeholders to extend their reach. The campaign was given an extra boost by the social media challenge, which saw nearly 8,000 people posting the hashtag #RaiseYourHandForKids.

6. Mindful of the increasing importance of communication and advocacy services in its portfolio, in 2022 the Centre commissioned a review of its communication and advocacy campaigns in an attempt to establish and standardise a quality assurance approach to these services. The review led to a number of recommendations, one of them being to commission annual external evaluations of one of the flagship campaigns in order to strengthen the evidence base about its outcomes. The Terms of Reference of this evaluation are described in the following.

Purpose of the evaluation

7. The purpose of the evaluation is to:

- provide the Centre with evidence of the relevance, validity, coherence, effectiveness, efficiency, impact and sustainability of its Communication and Advocacy activities;
- assess which modalities offered by the Centre are more effective and efficient;
- extrapolate good practices, lessons learned and recommendations for the improvement or scale-up of Communication and Advocacy activities of the Centre.

8. The evaluation findings will be used in order to make relevant decisions on the future programming of the Centre with regard to its Communication and Advocacy services.

Scope of the evaluation

9. The evaluation will assess the 2022 communication and advocacy campaign in support of the 5th Global Conference on the Elimination of Child Labour.

Clients of the evaluation

10. The main clients of this evaluation will be:

- The Board of the Centre;
- The Training Department of the Centre;
- Internal ITCILO units outside the Training Department (FINSERV, ICTS, FIS/PATU)

Evaluation criteria

11. The evaluation will focus on the six evaluation criteria proposed by the Development Assistance Committee of the Organisation for Economic Co-operation and Development (**OECD DAC**)’s Network on Development Evaluation (EvalNet). The **relevance** of the sampled activities to beneficiary needs (and where applicable the institutional sponsors financially supporting their participation), their **coherence**, the activities’ **efficiency**, **effectiveness**, **impact** and **sustainability** will be assessed.

FIGURE 4: THE SIX OECD DAC NETWORK ON DEVELOPMENT EVALUATION (EVALNET) EVALUATION CRITERIA



Refer to the following list of assessment criteria and the corresponding evaluation questions.

| Assessment Criteria | Questions to be addressed |
|---|---|
| <i>Relevance:</i> The extent to which the objectives and design of the activity respond to the beneficiaries' requirements and needs, as well as to partners' and donors' policies and priorities. | IS THE INTERVENTION DOING THE RIGHT THINGS? <ul style="list-style-type: none"> • How well did the activity operationalize the 2022-25 strategic plan and the 2022-23 Programme & Budget of the Centre, and the higher level ILO 2022-25 Strategy Framework and 2022-23 Programme and Budget? |
| <i>Coherence:</i> The compatibility of the activity with other activities that serve the ILO mandate and its core constituents | HOW WELL DOES THE INTERVENTION FIT? <ul style="list-style-type: none"> • To what extent does the activity serve the ILO mandate and the needs of the ILO core constituents? |
| <i>Effectiveness:</i> The extent to which the activities immediate objectives were achieved, taking into account their relative importance. | IS THE INTERVENTION ACHIEVING ITS OBJECTIVES? <ul style="list-style-type: none"> • What results have been achieved (or expected to be achieved) /what progress has been made (or expected to be made) by learners since the implementation of the activities? • Which gaps remain and how could these be addressed through follow-up activities? • To what extent have the activities and the used tools been an effective instrument to strengthen the capacity of ILO constituents and other ILO development partners? • Are there any differential results across groups? |
| <i>Effectiveness of management arrangements:</i> The extent to which management capacities and arrangements put in place supported the achievement of results | HOW WELL WERE THE ROLES ASSIGNED? <ul style="list-style-type: none"> • Were the roles and responsibilities of Centre officials, including programme management, who were responsible for the implementation of the activities clearly defined and understood? • Were the current arrangement for implementing the activities effective? • Were the activities coordinated across technical programmes? |
| <i>Efficiency:</i> The extent to which the resources/ inputs (funds, expertise, time, etc.) were economically and timely converted to results | HOW WELL ARE RESOURCES BEING USED? <ul style="list-style-type: none"> • Have the resources invested into the delivery of the activities been used in the most efficient manner? How economically were resources and inputs (funds, expertise, time etc.) converted to results? Did the results justify the cost? • What time and cost efficiency measures could have been introduced without impeding the achievement of results |
| <i>Impact:</i> The strategic orientation of the activities towards making a significant contribution to broader, long-term, sustainable development changes, and whether the changes have been durable/were replicated by beneficiaries | WHAT DIFFERENCE DOES THE INTERVENTION MAKE? <ul style="list-style-type: none"> • What are the participants' perceived benefits from the activities (differentiated by groups)? What evidence exists of participants benefiting from the activities? • What actions might be required for achieving long-term impact? |
| <i>Sustainability:</i> The extent to which the net benefits of the activity continue, or are likely to continue | WILL THE BENEFITS LAST? <ul style="list-style-type: none"> • How likely is it that the results of the activities will be maintained or up-scaled by the beneficiaries? |

12. The evaluation should comply with UNEG's general Norms for Evaluation¹.

¹ Norm 1: Internationally agreed principles, goals and targets – Norm 2: Utility – Norm 3: Credibility – Norm 4: Independence – Norm 5: Impartiality – Norm 6: Ethics – Norm 7: Transparency – Norm 8: Human rights and gender equality – Norm 9: National evaluation capacities – Norm 10: Professionalism

Methodology

13. In the Centre, Monitoring and Evaluation is considered a function of service quality management. In line with the definition used by the International Standards Organization (ISO), the Centre defines *quality* as the totality of features and characteristics of a service that bear on its ability to satisfy stated or implied needs.² *Quality management* refers to the systematic application of processes and tools to assure quality at each step of the service delivery cycle, as prescribed by the relevant ISO quality standards.³

14. To manage the quality of its communication and advocacy campaigns, the Centre takes inspiration from ISO 21502:2020(E) standard for project, programme and portfolio management. In line with this standard, the Centre's communication and advocacy campaigns are treated like projects and their design and delivery is structured along the ISO Plan-Do-Check- Act cycle. Seen through this quality management lens, monitoring is a means to measure progress towards intended outcomes on a recurrent basis **while evaluations, examine the extent to which outcomes were achieved**. Monitoring is consequently conducted at all stages of the service delivery cycle **while evaluations usually take place at the CHECK stage to check on results**. The Centre has mapped a results chain for communication and advocacy campaigns in order to clearly distinguish between related inputs, outputs, out-takes and outcomes; this evaluation is to assess the entire service cycle but with focus on out-takes and outcomes.

15. In order to track and qualify change along the service cycle, the Centre uses the following model for monitoring and evaluation purposes:

INPUTS → OUTPUTS → OUT-TAKES (INTERIM OUTCOMES) → OUTCOMES → IMPACT

Whereby:

- Inputs describe the activities performed and resources used to generate results;
- Outputs refer to the immediate results or deliverables;
- Out-takes or intermediate/interim outcomes capture an emerging change; example for out-takes are knowledge acquisition as a direct result of training, or the *sustained* engagement of people reached via a communication campaign like pledging, committing, or accepting a challenge;
- Outcomes express lasting change directly attributable to the outputs and flowing from the out-takes; an example of an outcome is performance improvement as a result of knowledge application or change in behaviour as a result of a campaign;
- Impact relates to the long-term lasting change; an example for impact is a reduction of a given decent work deficit.

16. The charts overleaf illustrate the standard-specific quality conditions for communication and advocacy projects and the key performance criteria along the results chain.

² ISO 8402:1994 Quality management and quality assurance Vocabulary, withdrawn and revised by ISO 9000:2000 Quality management systems -- Fundamentals and vocabulary, March 2004

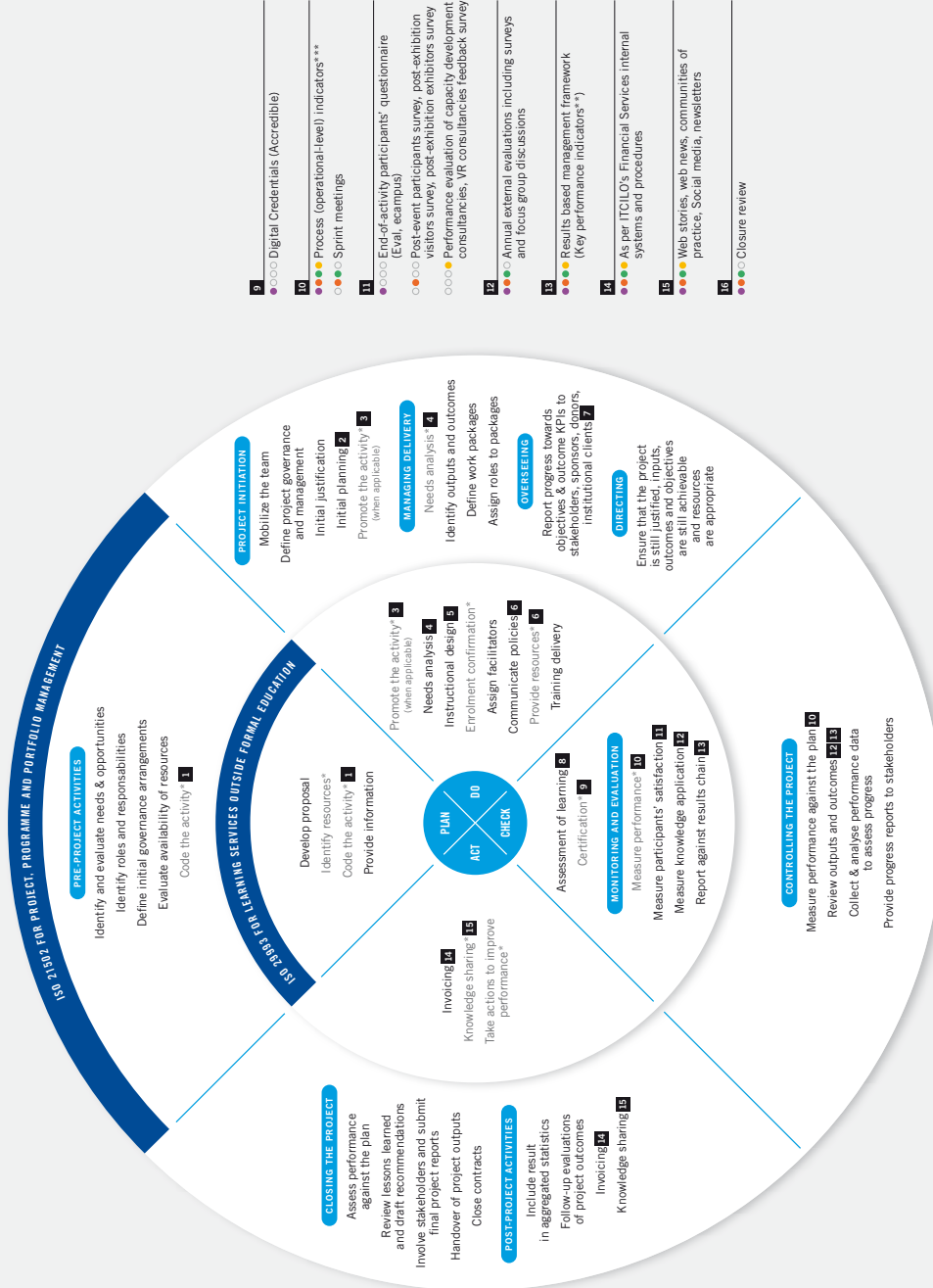
³ ISO 8402:1994 Quality management and quality assurance Vocabulary, withdrawn and revised by ISO 9000:2000 Quality management systems -- Fundamentals and vocabulary, March 2004

STANDARD-SPECIFIC CONDITIONS FOR COMMUNICATION ALONG THE PDCA CYCLE

MASTER PLAN-DO-CHECK-ACT CYCLE

Standard-specific conditions along the PDCA Cycle

- 1 ●●●● Management of activities and Participants (MAP)
- 2 ●●●● Design thinking toolkit, Project management tools (Microsoft Teams, Atlassian Jira, Slack, shared google sheets, etc.)
- 3 ●●●● Institutional website, Official social media stakeholders channels
- 4 ●●●● Pre-knowledge assessment tests (eCampus), registration information (OARF), upfront surveys, focus group discussions, Interviews with key informants, customer panels, desk research on secondary data
- 5 ●●●● Pre-event participants survey
- 6 ●●●● Institutional scan, learning services requirements scan, online training feedback survey
- 7 ●●●● eCampus, DL community of practice, DL quality assurance checklist, three-tier certification framework, The Compass Toolkit, Digital facilitation toolkit, etc.
- 8 ●●●● Institutional website
- 9 ●●●● eCampus
- 10 ●●●● Data dashboards Ex. Google Data Studio
- 11 ●●●● Post-knowledge assessment tests (eCampus), formative and summative assessments, capstone projects



* The action does not make part of the ISO standards but has been added by the ITCILO as an additional control point.

** Key performance indicators track aspects of project performance that point towards effectiveness (doing the right things).

*** Process indicators mainly track project efficiency (doing things the right way).

- Training
- Events
- Communication campaigns
- Consultancies

SERVICE-SPECIFIC PERFORMANCE CRITERIA ALONG THE RESULTS CHAIN FOR COMMUNICATION AND ADVOCACY CAMPAIGNS

MASTER RESULTS CHAIN

Service-specific key performance indicators



| | INPUTS ACTIVITIES | OUTPUTS IMMEDIATE RESULTS | OUT-TAKES INTERIM OUTCOMES | OUTCOMES DIRECT INFLUENCE | IMPACT ¹ INDIRECT INFLUENCE |
|--|--|--|--|--|--|
| DEFINITION | The activities performed and resources used to generate results | The immediate results or deliverables | An emerging change | A lasting change directly attributable to the outputs and flowing from the out-takes | The long-term lasting change |
| QUESTIONS | <ul style="list-style-type: none"> What was done? Which activities were carried out? | <ul style="list-style-type: none"> Who do you expect to reach with the activity? Did the activity reach the target audience? | <ul style="list-style-type: none"> Was the message received? Did the activity meet the expectations of the target audience? What is the instantaneous effect on the target? | <ul style="list-style-type: none"> Were the general objective(s) achieved? Did the activity lead to the expected results? Did the activity change the perception/behaviour of the audience? | <ul style="list-style-type: none"> How did the activity positively impact the society in the long term? |
| MEASURE Key Performance Indicators (KPI) | Count of activities implemented | Outreach indicators measuring (qualitatively and quantitatively) the extent to which the activity reached the right target audience | Recall indicators measuring the extent to which the activity satisfied, captured the attention of target audience, or raised knowledge and awareness | Performance improvement indicators measuring the extent to which the activity led to either an increased awareness, an evident action taken or a desired change in the target audience perception/behaviour/attitude | Define the long term changes which the service helped achieve for the promotion of decent work and social justice |
| TRAINING | Count of components/modules of training activity | Count and breakdown of training participants ² | <ul style="list-style-type: none"> Participants satisfaction with the overall quality of training activities Percentage of participants who acquire new knowledge during training | New knowledge application post training | Increased functional and technical skills, resulting in improved individual performance |
| COMMUNICATION | Count of activities performed and resources created as work packages ³ within the campaign | Outreach expressed in number of people actively engaged ⁴ with the campaign | Sustained engagement⁵ as a proxy for emerging behaviour change | Lasting behavior change ⁶ | Shifts in value systems and perceptions in society, that contribute to decent work and social justice |
| EVENTS | Count of event components | Count and breakdown of events participants | <ul style="list-style-type: none"> Participants satisfaction with the overall quality of the event Increased knowledge of the main topic of the event Number of connections established as a result of the event An emerging consensus on a discussed strategy | Lasting behavior change ⁷ | Lasting change in society that contributes to decent work and social justice |
| ADVISORY SERVICES | Count of activities along the advisory service cycle | Count of institutional clients served | <ul style="list-style-type: none"> Satisfaction with the overall quality of the advisory service Increased knowledge of the addressed topics An emerging consensus | Improved institutional capacity to operate in a sustainable manner measured against technical, financial, and governance parameters | Stronger institutional structures to support decent work and social justice |

1 No KPIs are currently defined.

2 Including breakdown by training modality, gender, geographical distribution, and professional context. In addition to average completion rate, number of certificates issued, and percentage of returning participants.

3 Count of webpages created, social media pages set-up to promote the activity and its outcomes, Number of web news published, Number of e-newsletters sent, Number of articles in the press, Number of publications disseminated.

4 Engagement is assumed to take place if a recipient of a communication & advocacy message has threshold for engagement (e.g. at least one such reaction but projects might choose to raise the bar and emphasize on more sustained interaction including by way of multi-level engagement).

5 Sustained engagement is assumed in cases where participants go one step further and actively commit to change. In the context of communication and advocacy projects this is captured by tracking the share of participants who accept campaign challenges, commit, and make campaign pledges, or reach out for establishing partnerships or alliances.

6 Behavior change is defined as performance improvement after treatment. Behavior change is typically measured using a mix of surveys and tracer studies. Ex. Call to action, Adoption, endorsement, certification, etc.

7 Ex. Adoption of an idea presented at the event, new projects/ideas/initiatives, an agreement on a start-up has attracted funding and support, a new community of practice has been created, policy makers have been shown new evidence that they adopt to address solutions.

17. Using the information above, the evaluator is to outline the framework of the proposed evaluation methodology in the technical proposal. At the outset of the assignment, the framework is to be further elaborated in an inception report. It is expected that the evaluator will apply a combination of quantitative and qualitative evaluation methods that draw on both hard and soft evidence and involve multiple means of analysis. In principle the following methods are proposed:

- **Desk review** the systematic analysis of existing documentation, including quantitative and descriptive information about the activities, including final reports about their outputs and outcomes, and other evidence.
- **Online survey:** responses from stakeholders will be sought to questions designed to obtain in-depth information about their impressions or experiences of the activities.
- In-depth **interviews** with internal and external stakeholders.

Deliverables

18. The main deliverable of the assignment is an evaluation report, with statistical annexes. Refer below for a draft timetable of activities

| Deliverables | By |
|--|------------------|
| Short inception report. The inception report should describe the conceptual framework planned for undertaking the evaluation, including the evaluation questions | May 2023 |
| Desk research, convene interviews with stakeholders and collect relevant data | May 2023 |
| Online survey | May 2023 |
| Draft evaluation report | June 2023 |
| Final evaluation report | July 2023 |

19. The Evaluation Report will be structured as follows:

Cover page with key intervention and evaluation data

1. Executive Summary
2. Brief background on the project and its logic
3. Purpose, scope and clients of evaluation
4. Methodology
5. Review of implementation
6. Presentation of findings
7. Conclusions
8. Recommendations
9. Lessons learned and good practices

Annexes: ToR, questionnaires, list of informants, statistical annexes

All the above mentioned outputs will be delivered in English.

Management and responsibilities

20. The contract between the evaluator and the Centre will be signed by the Director of the Centre and the contractor will accordingly report to the Office of the Director. The evaluation will be carried out with the logistical and administrative support of a Quality Assurance focal point in the Office of the Director of Training.

Quality assurance

21. The evaluator will be required to ensure the quality of data (validity, reliability, consistency and accuracy) throughout the analytical and reporting phases. It is expected that the report shall be written in an evidence-based manner such that all observations, conclusions, recommendations, etc., are supported by evidence and analysis.

Qualifications of the Evaluator

22. The evaluator will have the following competencies:

- Demonstrated experience in the design and implementation of communication and advocacy campaigns;
- Experience in the evaluation of national and international organizations;
- Ability to write concisely in English;
- No relevant bias related to ILO or the Centre, or conflict of interest that would interfere with the independence of the evaluation.
- Knowledge of the ILO's and the Centre's role and mandate, tripartite structure and policies is considered an added advantage.

Selection of the evaluator

23. The evaluator will be selected through a "Call for Proposals," in which candidates will be requested to provide a financial and technical proposal on how to undertake the evaluation based on the present ToR.

24. The selection committee will adopt the following criteria for the final selection of the evaluator:

- Skills and experiences of the evaluator
- Quality of the proposal in terms of pertinence, clarity, feasibility and cost.

2. User Surveys

2023 External Evaluation of the Communication & Advocacy Services of the ITCILO - In Person Delegates

Delegates Survey

*** 1. When you cast your mind back, what is the most memorable thing from our digital communications around the event?**

*** 2. On a scale of 1-5, rank how useful the following elements were**

| | Not useful at all | Not very useful | Neutral | Useful | Extremely useful |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| The website | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social media posts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The daily newsletter | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Video content | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The #RaiseYourHandForKids social media campaign | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The conference app | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

*** 3. For your top-rated content, please tell us why you liked it.**

*** 4. A year on, what best describes the impact of the conference on you?**

- No impact, I was already actively trying to accelerate action on child labour
- Encouraged me to increase my efforts at tackling child labour (Please provide details in the next question)
- Other (please specify)

5. If you responded "Encouraged me to increase my efforts at tackling child labour" to the previous question, Please give brief details of what you did

2023 External Evaluation of the Communication & Advocacy Services of the ITCILO - Online Delegates

Delegates Survey

*** 1. When you cast your mind back, what is the most memorable thing from our campaign?**

*** 2. On a scale of 1-5, rank how useful the following elements were**

| | Not useful at all | Not very useful | Neutral | Useful | Extremely useful |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| The website | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social media posts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The daily newsletter | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Video content | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Livestreams of the conference panel sessions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The #RaiseYourHandForKids social media campaign | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

*** 3. For your top-rated content, please tell us why you liked it.**

*** 4. What would have made the virtual experience better?**

- Nothing, it was everything I needed
- More highlights to help catch up on sessions I missed
- More background content
- Other (please specify)

*** 5. A year on, what best describes the impact of the conference on you?**

- No impact, I was already actively trying to accelerate action on child labour
- Encouraged me to increase my efforts at tackling child labour (Please provide details in the next question)
- Other (please specify)

6. If you responded "Encouraged me to increase my efforts at tackling child labour" to the previous question, Please give brief details of what you did

2023 External Evaluation of the Communication & Advocacy Services of the ITCILO - Newsletter Subscribers

Subscribers Survey

*** 1. When you cast your mind back, what is the most memorable thing from our digital communications around the event?**

*** 2. On a scale of 1-5, rank how useful the following elements were**

| | Not useful at all | Not very useful | Neutral | Useful | Extremely useful |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| The website | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social media posts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Video content | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Livestreams of the conference panel sessions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The #RaiseYourHandForKids social media campaign | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

*** 3. For your top-rated content, please tell us why you liked it.**

*** 4. Would you have been interested in a daily newsletter summarizing the highlights of the conference?**

- Yes
 No

*** 5. Over the past year, have you done anything to accelerate action to end child labour?**

- Yes
 No

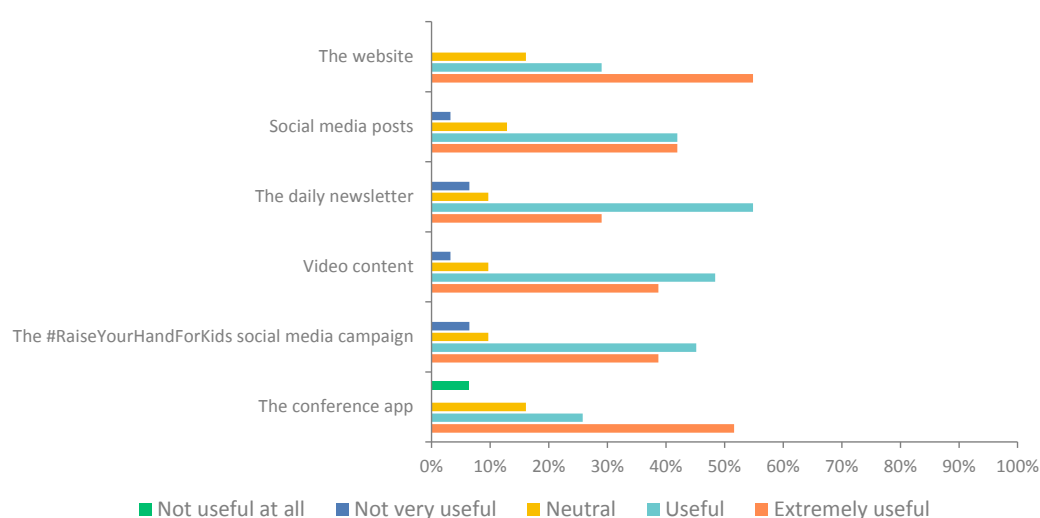
6. If you responded with "Yes" to the previous question, please give brief details of what you have done.

3. User Survey Results

2023 External Evaluation of the Communication & Advocacy Services of the ITCILO - In Person Delegates

Q2: On a scale of 1-5, rank how useful the following elements were

Answered: 31 Skipped: 0

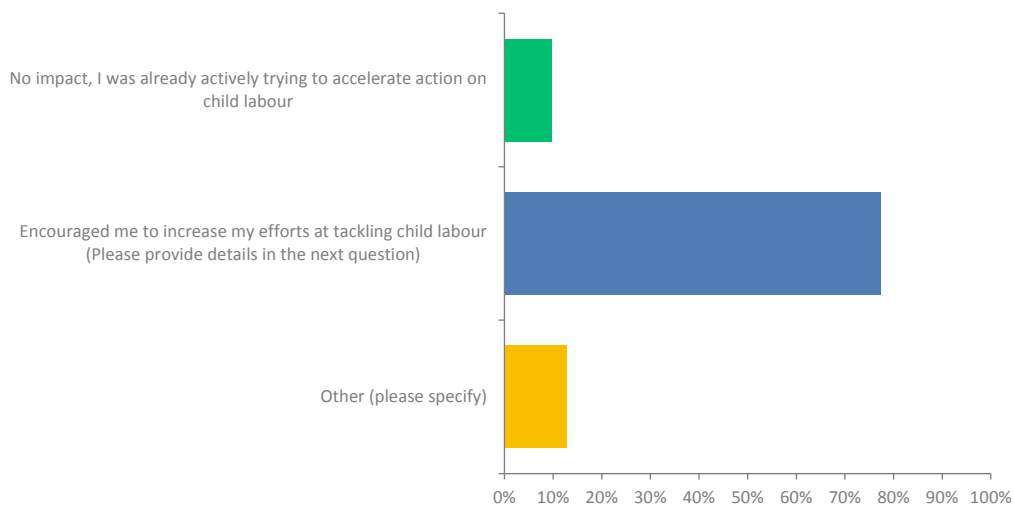


| | NOT USEFUL AT ALL | NOT VERY USEFUL | NEUTRAL | USEFUL | EXTREMELY USEFUL | TOTAL | WEIGHTED AVERAGE |
|---|-------------------|-----------------|-------------|--------------|------------------|-------|------------------|
| The website | 0% 0 | 0% 0 | 16.13% 5 | 29.03% 9 | 54.84% 17 | 31 | 4.39 |
| Social media posts | 0% 0 | 3.23% 1 | 12.90% 4 | 41.94% 13 | 41.94% 13 | 31 | 4.23 |
| The daily newsletter | 0% 0 | 6.45% 2 | 9.68% 3 | 54.84% 17 | 29.03% 9 | 31 | 4.06 |
| Video content | 0% 0 | 3.23% 1 | 9.68% 3 | 48.39% 15 | 38.71% 12 | 31 | 4.23 |
| The #RaiseYourHandForKids social media campaign | 0% 0 | 6.45% 2 | 9.68% 3 | 45.16% 14 | 38.71% 12 | 31 | 4.16 |
| The conference app | 6.45% 2 | 0% 0 | 16.13% 5 | 25.81% 8 | 51.61% 16 | 31 | 4.16 |

2023 External Evaluation of the Communication & Advocacy Services of the ITCILO - In Person Delegates

Q4: A year on, what best describes the impact of the conference on you?

Answered: 31 Skipped: 0

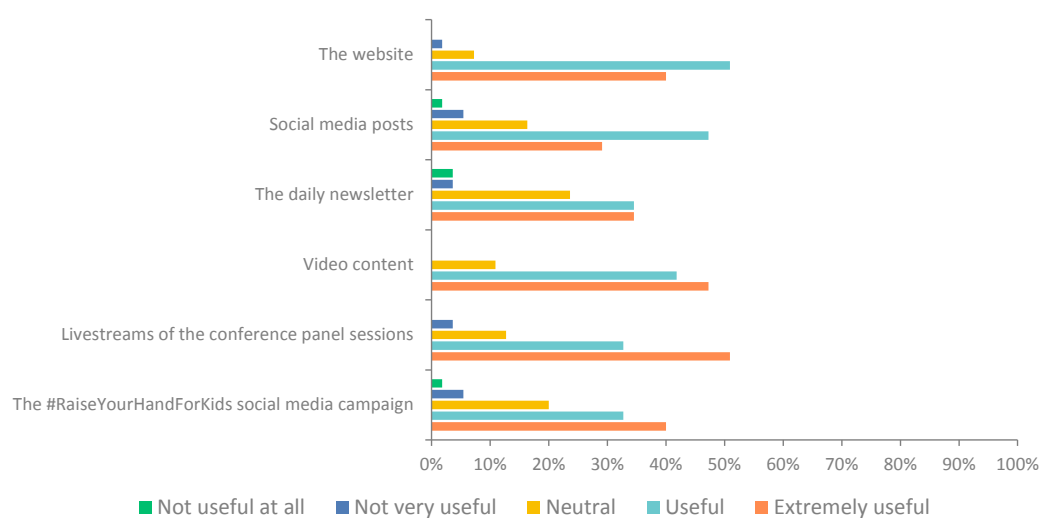


| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----------|
| No impact, I was already actively trying to accelerate action on child labour | 9.68% | 3 |
| Encouraged me to increase my efforts at tackling child labour (Please provide details in the next question) | 77.42% | 24 |
| Other (please specify) | 12.90% | 4 |
| TOTAL | | 31 |

2023 External Evaluation of the Communication & Advocacy Services of the ITCILO - Online Delegates

Q2: On a scale of 1-5, rank how useful the following elements were

Answered: 55 Skipped: 0

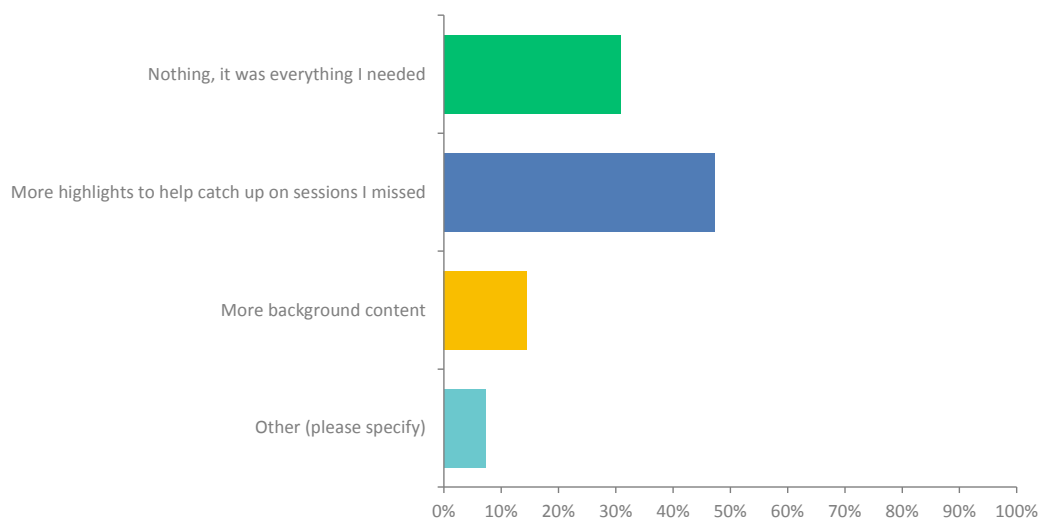


| | NOT USEFUL AT ALL | NOT VERY USEFUL | NEUTRAL | USEFUL | EXTREMELY USEFUL | TOTAL | WEIGHTED AVERAGE |
|--|-------------------|-----------------|--------------|--------------|------------------|-------|------------------|
| The website | 0% 0 | 1.82% 1 | 7.27% 4 | 50.91% 28 | 40.0% 22 | 55 | 4.29 |
| Social media posts | 1.82% 1 | 5.45% 3 | 16.36% 9 | 47.27% 26 | 29.09% 16 | 55 | 3.96 |
| The daily newsletter | 3.64% 2 | 3.64% 2 | 23.64% 13 | 34.55% 19 | 34.55% 19 | 55 | 3.93 |
| Video content | 0% 0 | 0% 0 | 10.91% 6 | 41.82% 23 | 47.27% 26 | 55 | 4.36 |
| Livestreams of the conference panel sessions | 0% 0 | 3.64% 2 | 12.73% 7 | 32.73% 18 | 50.91% 28 | 55 | 4.31 |

2023 External Evaluation of the Communication & Advocacy Services of the ITCILO - Online Delegates

Q4: What would have made the virtual experience better?

Answered: 55 Skipped: 0

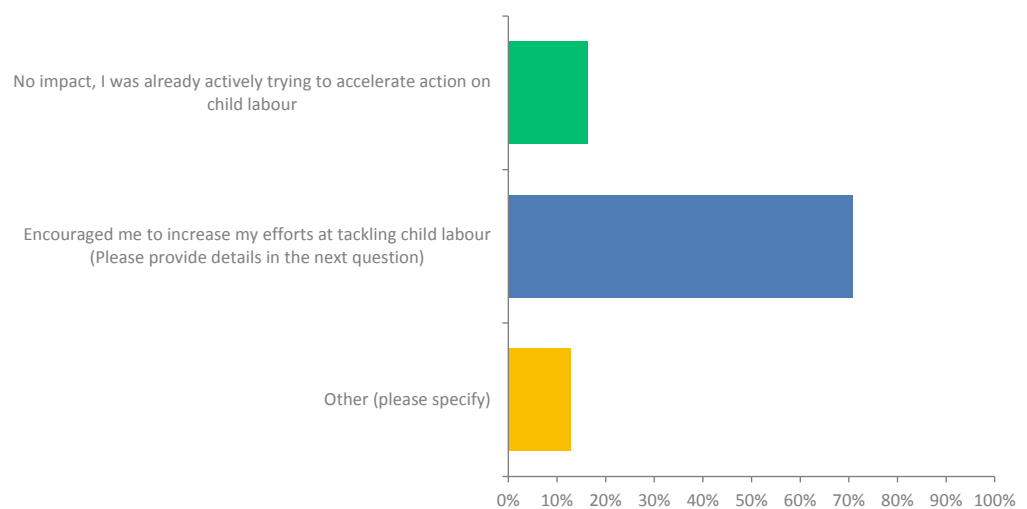


| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----------|
| Nothing, it was everything I needed | 30.91% | 17 |
| More highlights to help catch up on sessions I missed | 47.27% | 26 |
| More background content | 14.55% | 8 |
| Other (please specify) | 7.27% | 4 |
| TOTAL | | 55 |

2023 External Evaluation of the
Communication & Advocacy Services of
the ITCILO - Online Delegates

Q5: A year on, what best describes the impact of the conference on you?

Answered: 55 Skipped: 0

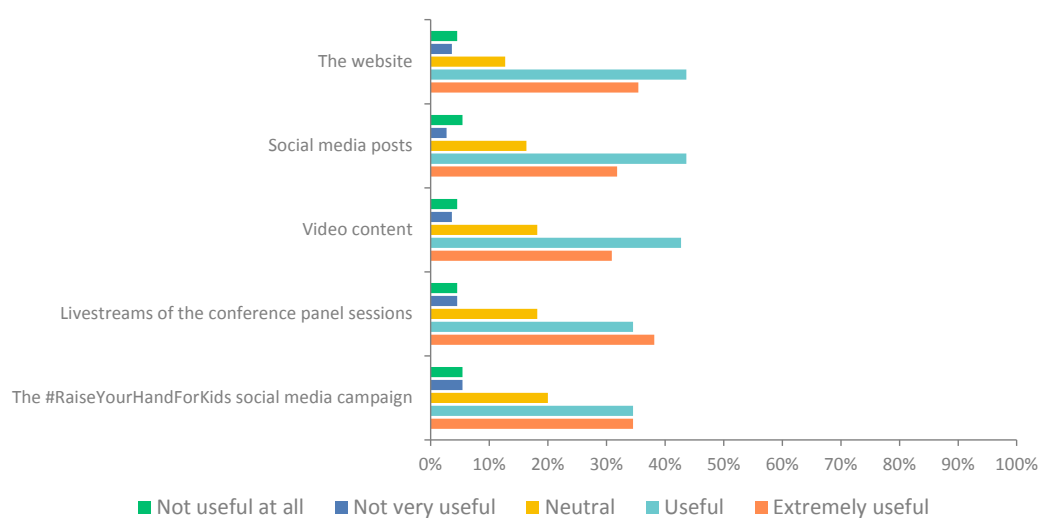


| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----------|
| No impact, I was already actively trying to accelerate action on child labour | 16.36% | 9 |
| Encouraged me to increase my efforts at tackling child labour (Please provide details in the next question) | 70.91% | 39 |
| Other (please specify) | 12.73% | 7 |
| TOTAL | | 55 |

2023 External Evaluation of the Communication & Advocacy Services of the ITCILO - Newsletter Subscribers

Q2: On a scale of 1-5, rank how useful the following elements were

Answered: 110 Skipped: 0

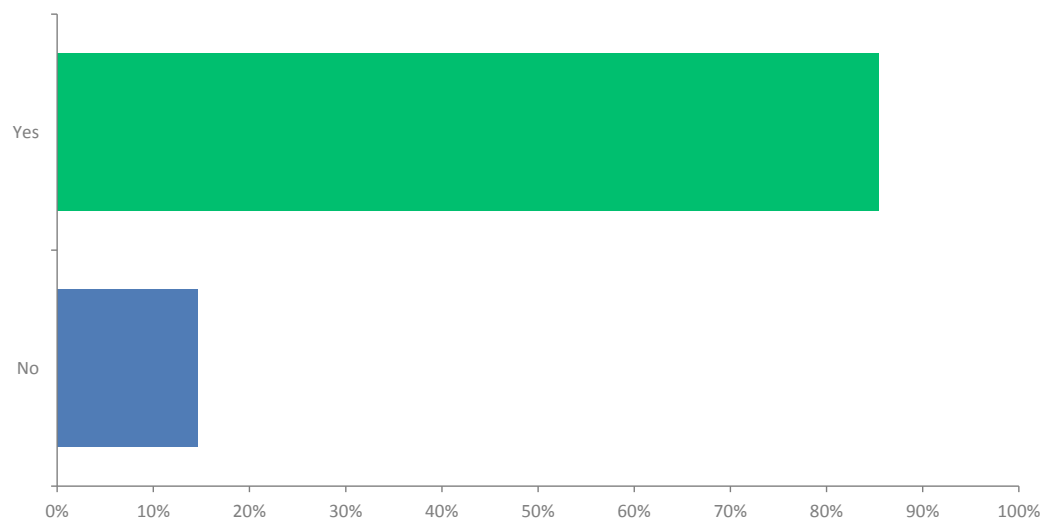


| | NOT USEFUL AT ALL | NOT VERY USEFUL | NEUTRAL | USEFUL | EXTREMELY USEFUL | TOTAL | WEIGHTED AVERAGE |
|---|-------------------|-----------------|--------------|--------------|------------------|-------|------------------|
| The website | 4.55% 5 | 3.64% 4 | 12.73% 14 | 43.64% 48 | 35.45% 39 | 110 | 4.02 |
| Social media posts | 5.45% 6 | 2.73% 3 | 16.36% 18 | 43.64% 48 | 31.82% 35 | 110 | 3.94 |
| Video content | 4.55% 5 | 3.64% 4 | 18.18% 20 | 42.73% 47 | 30.91% 34 | 110 | 3.92 |
| Livestreams of the conference panel sessions | 4.55% 5 | 4.55% 5 | 18.18% 20 | 34.55% 38 | 38.18% 42 | 110 | 3.97 |
| The #RaiseYourHandForKids social media campaign | 5.45% 6 | 5.45% 6 | 20.0% 22 | 34.55% 38 | 34.55% 38 | 110 | 3.87 |

2023 External Evaluation of the
Communication & Advocacy Services of
the ITCILO - Newsletter Subscribers

Q4: Would you have been interested in a daily newsletter summarizing the highlights of the conference?

Answered: 110 Skipped: 0

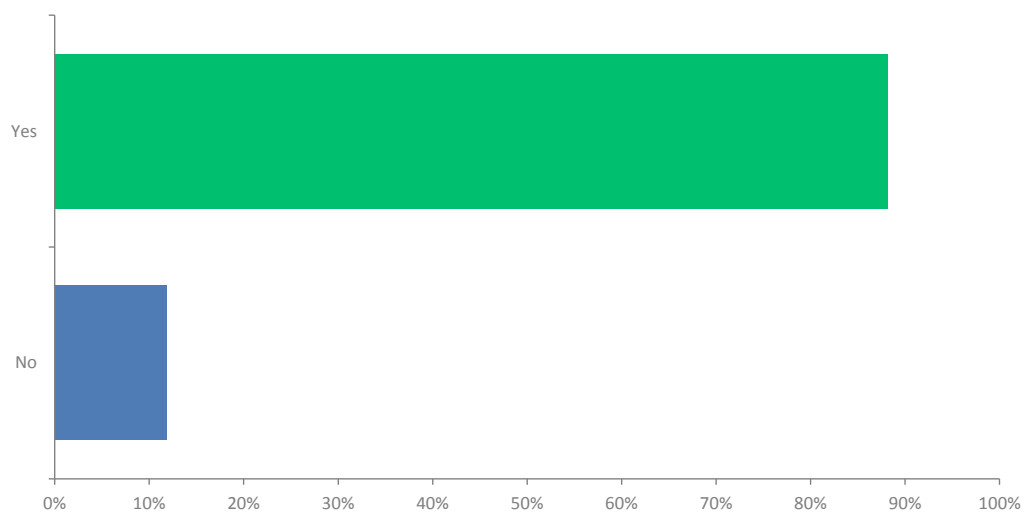


| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Yes | 85.45% | 94 |
| No | 14.55% | 16 |
| TOTAL | | 110 |

2023 External Evaluation of the Communication & Advocacy Services of the ITCILO - Newsletter Subscribers

Q5: Over the past year, have you done anything to accelerate action to end child labour?

Answered: 110 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Yes | 88.18% | 97 |
| No | 11.82% | 13 |
| TOTAL | | 110 |

4. List of interviewees

- *Thomas Wissing*, Head of Advocacy and Partnerships Unit, ILO Fundamentals
- *Francesco D'Ovidio*, Head of the Solutions and Innovation Unit, ILO
- *Sipho Ndebele*, Department of Labour, South Africa
- *Fabio Thoma*, Federal Ministry for Economic Cooperation and Development (formerly with ILO Fundamentals)
- *Musabbiha Jagot*, Account Manager APO Group
- *Andreas Klemmer*, Director of Training, ITCILO
- *Massimiliano Leone*, Senior Officer, Communication and Advocacy, ITCILO

5. How the sites performed on Google tests

| | 5 th Global Conf | | IYECL | | Alliance 8.7 | |
|----------------|-----------------------------|---------|--------|---------|--------------|---------|
| | Mobile | Desktop | Mobile | Desktop | Mobile | Desktop |
| Performance | 78 | 96 | 63 | 86 | 81 | 99 |
| Accessibility | 78 | 78 | 78 | 80 | 89 | 85 |
| Best practices | 100 | 100 | 92 | 92 | 92 | 92 |
| SEO | 77 | 75 | 71 | 67 | 75 | 75 |
| CWV | FAIL | PASS | FAIL | FAIL | FAIL | FAIL |

Source: Google Speed Insights

The table shows the results for the three sites under Google's Core Web Vitals tests. These are designed to help managers make their sites as useful for users as possible.

None of the sites passes the Mobile speed test. While the 5th global conference site was faster than IYECL, it was not as fast as Alliance 8.7.

The 2022 site wasn't quite as accessible as the IYECL site and considerably less accessible than the Alliance site. The principal problem is in providing additional metadata for the sight-impaired.

6. Search Engine Optimisation scores

Websites build up links from other sites over time as they become better known and their content becomes richer. This is a crucial determinant of how they are ranked in search results by Google.

The table shows the results from the SEO firm Moz. The long-standing Alliance 8.7 has built up the greatest visibility, followed by the year-long promotion of the International Year for the Elimination of Child Labour site, with the 5th Global Conference in the last position but doing extremely well given the limited time for promotion.

| Search rankings | 5 th Global Conf | IYECL | Alliance 8.7 |
|-------------------------|-----------------------------|-------|--------------|
| Domain Authority | 34 | 44 | 53 |
| Linking Domains | 365 | 747 | 1400 |
| Top 50 Ranking Keywords | 110 | 109 | 160 |

Source: Moz

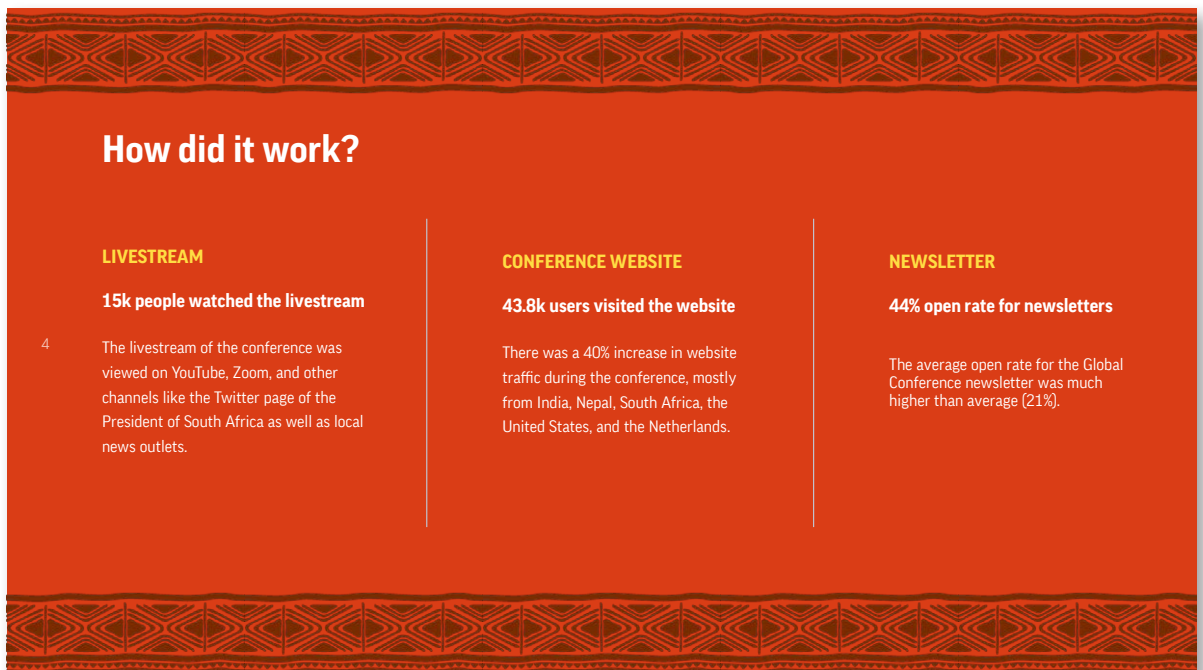
7. Story page views

| The stories | Page views | Story type |
|---|-------------|------------|
| What is the Durban Call to Action? | 773 | Explainer |
| Day 6 recap | 370 | Digest |
| 3 Things You Need to Know about the event | 232 | Explainer |
| Acting together to eliminate child labour in agriculture | 213 | News |
| Durban ICC stays strong amid flooding | 199 | News |
| Day 1 recap | 200 | Digest |
| Day 3 recap | 139 | Digest |
| Guest article: For the children, to the children | 115 | News |
| Day 4 recap | 113 | Digest |
| Day 5 recap | 105 | Digest |
| Proper social security can save 15 million children from becoming child labour statistics | 103 | Digest |
| Children to participate at the 5th Global Conference | 99 | News |
| Remarks by Guy Ryder | 99 | Transcript |
| Day 2 recap | 97 | Digest |
| Speech by former child labourer Thato Mhlungu | 73 | Transcript |
| Address by President Cyril Ramaphosa | 69 | Transcript |
| President Ramaphose to address opening ceremony | 69 | News |
| Employment and Labour Minister Nxesi | 65 | News |
| | 3133 | |

8. Final report of the 5th Global Conference on the Elimination of Child Labour – Event outreach and Impact (produced by the ITCILO)



| INDEX | |
|--------------|---------|
| Summary | 3 - 5 |
| Livestream | 6 - 18 |
| Website | 19 - 22 |
| Newsletter | 23 - 25 |
| Social Media | 26 - 40 |
| Outreach | 41 - 45 |
| Media | 46 - 48 |
| Sources | 49 |



How did it work?

SOCIAL MEDIA CONTENT

8k posts with the hashtag #RaiseYourHandForKids

Global leaders, UN staff, and people from countries spanning the globe raised their hands to raise awareness about child labour.

CELEBRITY OUTREACH

18 celebrities joined the challenge

Influencers and celebrities with millions of followers posted with our hashtag and spread the message.

Top celebrities: [Kanatip Soonthornrak](#), [Mahmoud Hegazy](#), [Mapi Maponyane](#), [Peeka-Emna Ben Reieb](#).

MEDIA RELATIONS

2.4 million impressions on our press releases

The press releases have generated over 2.4 million impressions through 340 media outlets worldwide.

5

LIVESTREAM

LIVESTREAM

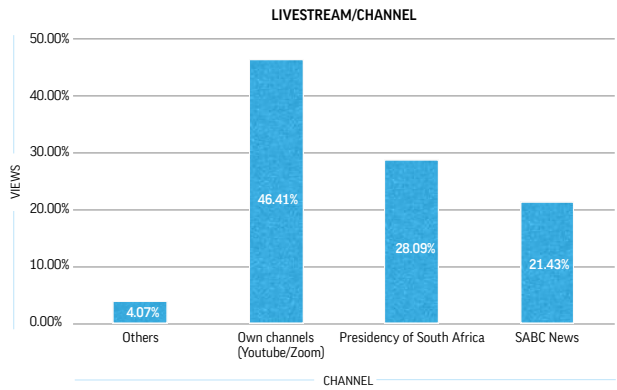
The livestreams were viewed **15k** times by nearly **4k** people.

A total of **2,750** people registered online and participated in the sessions on Zoom. Another **1,107** watched on YouTube. Other channels broadcast the livestream of the event sessions locally, including news outlets like SABC News in South Africa and the President of South Africa.

7

The **plenary sessions** were the most-watched sessions on Zoom. "How to accelerate progress and achieve impact at scale," which included high-level speakers including ILO Director General Guy Ryder, attracted **220** participants alone.

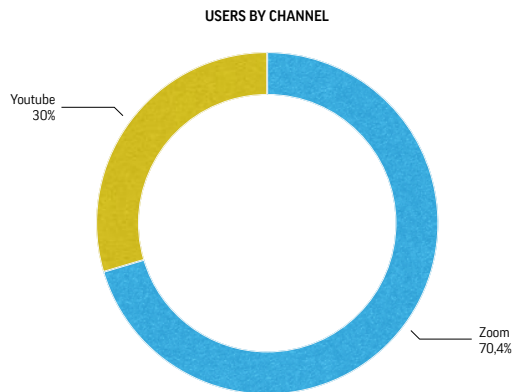
On Day 5, a total of nearly **400** unique users watched the livestream of the event sessions on YouTube. That busy day included 8 side events and 4 thematic panels.



LIVESTREAM

DID MORE PEOPLE USE ZOOM OR YOUTUBE?

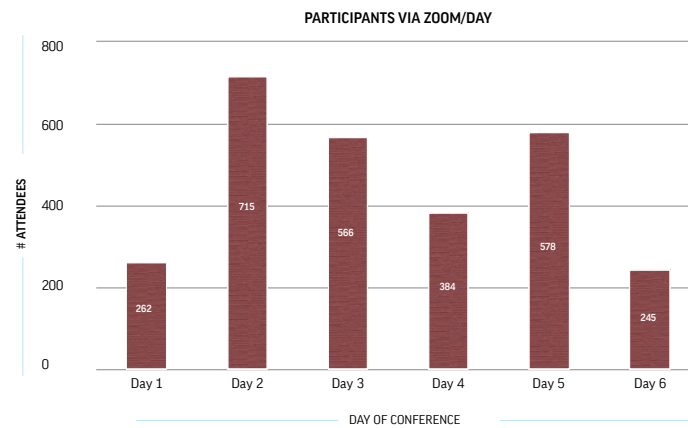
8



LIVESTREAM

HOW MANY PEOPLE PARTICIPATED ON ZOOM?

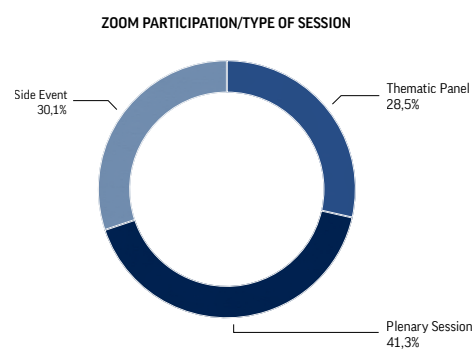
9

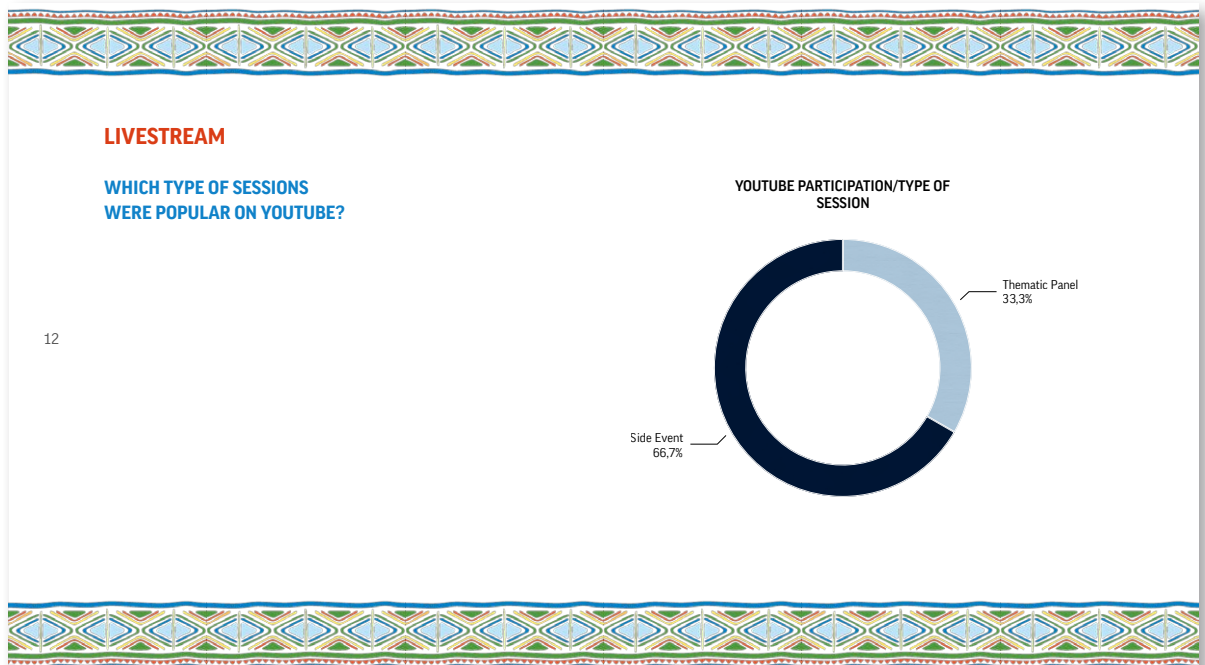
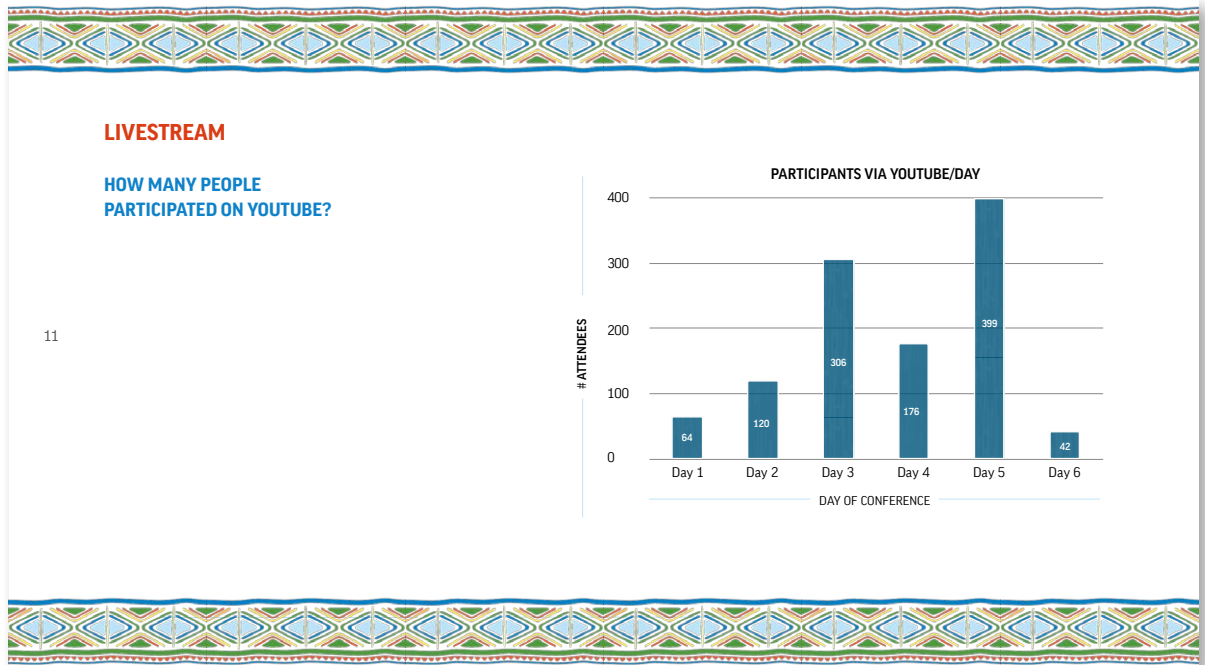


LIVESTREAM

WHICH TYPE OF SESSIONS WERE POPULAR ON ZOOM?

10





LIVESTREAM

WHICH SESSIONS WERE THE MOST POPULAR ON ZOOM?

13

Thematic panels

- No. 5: The central role of social protection in tackling child labour - 134
- No. 1: Education - 90
- No. 12: Children forum - 73

Side events

- No. 19: Child labour in sport - 57
- No. 6: Addressing child labour in South Asia - 51
- No. 17: What factors are needed to accelerate progress towards SDG Target 8.7 - 49

Plenary sessions

- No. 2: How to accelerate progress and achieve impact at scale - 220
- Voices of the World - 210
- No. 1: Setting Global Priorities - 200

LIVESTREAM

WHICH SESSIONS WERE THE MOST POPULAR ON YOUTUBE?

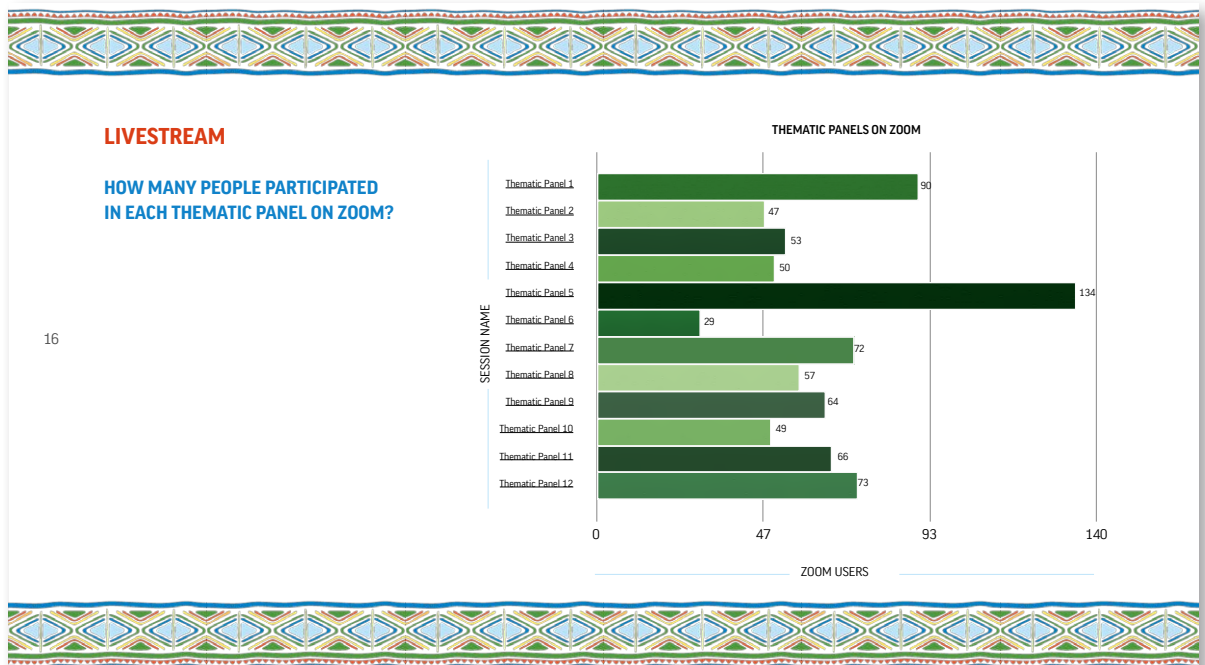
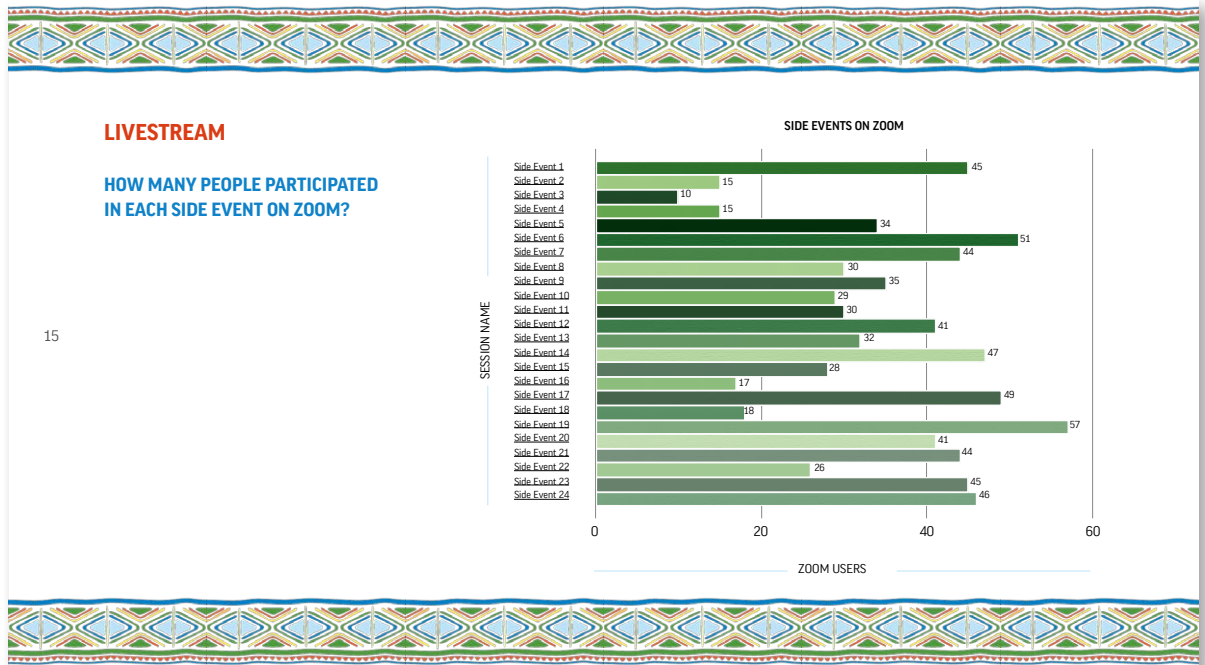
14

Thematic panels

- No. 11: Child labour in supply chains - 70
- No. 3: African Union session on Policy priorities to end child labour in Africa - 69
- No. 9: Making a breakthrough in agriculture to end child labour - 65

Side events

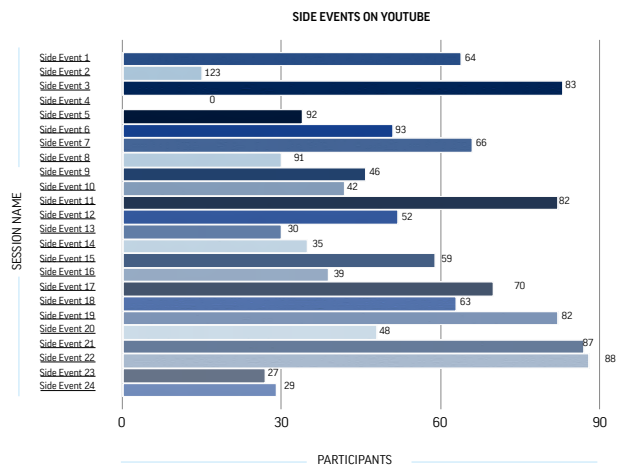
- No. 22: Building on Monitoring and Remediation Systems in Global Supply Chains: Addressing Child Labor Through a Holistic Child Centered Approach - 69
- No.1: Child Labour Free Supply Chains: Tackling Root Causes from Maker to Market - 43
- No.11: From Research to Action: the state of child labor and forced labor research and the need to build the evidence base to increase policy impact - 30



LIVESTREAM

HOW MANY PEOPLE PARTICIPATED
IN EACH SIDE EVENT ON YOUTUBE?

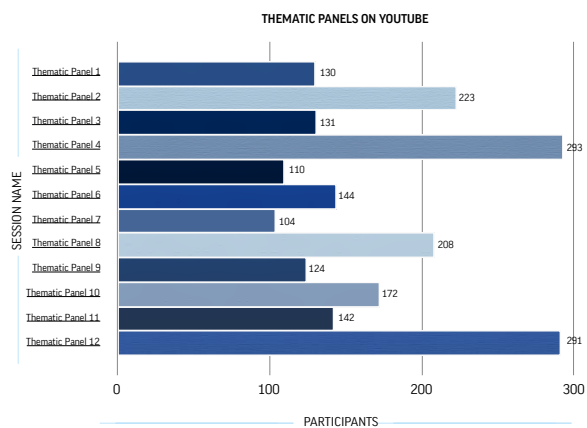
17



LIVESTREAM

HOW MANY PEOPLE PARTICIPATED
IN EACH THEMATIC PANEL ON YOUTUBE?

18



WEBSITE

WEBSITE

A total of **45k new users** visited the website, while more than **7k** were counted as **returning visitors**.

Of all the webpages, which contained information such as key topics and practical information, the **challenge page** was the most popular with **16.5k views**.

Why? We posted the challenge as a news story, which ended up being more visited than the challenge page itself. It was also promoted on Facebook, which was the platform with the best organic reach and brought **18k users** to the website.



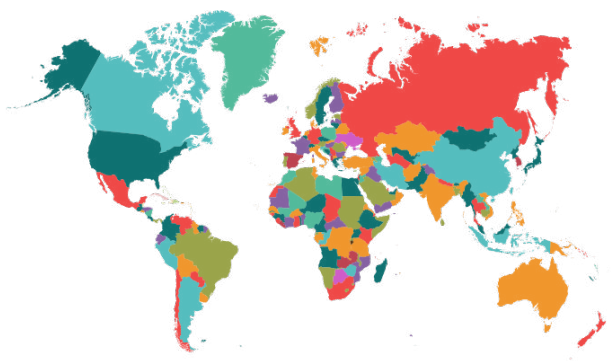
WEBSITE

WHERE DID VISITORS COME FROM?

21

TOP FIVE

- India - 9.8k
- Nepal - 6.6k
- South Africa - 4.3k
- United States - 4.3k
- Netherlands - 2.1k



WEBSITE

WHICH PAGES WERE THE MOST POPULAR?

22

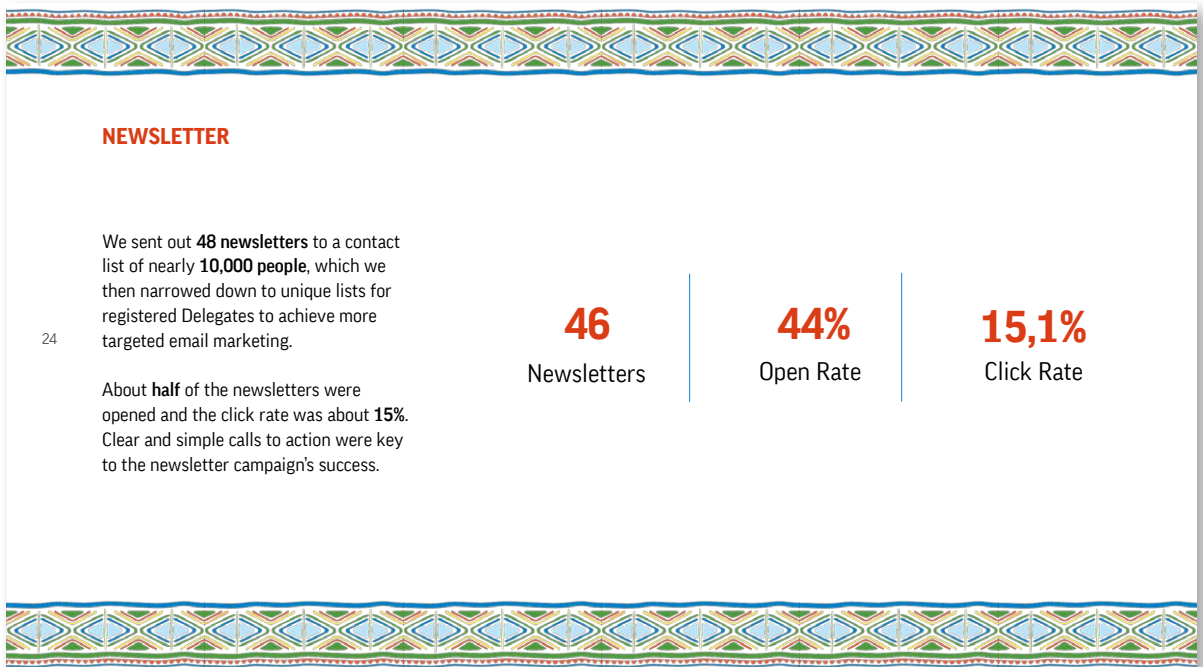
- 16.5k - the [challenge](#) page
- 15.8k - the [homepage](#)
- 5.7k - the [agenda](#) page

HOW MANY USERS WERE NEW vs RETURNING?

We reached **45k new users** for the one-week Global Conference event, with **7.1k returning users**.

HOW DID USERS GET TO THE WEBSITE?

- 18k Facebook
- 4k ILO
- 3.1k Google
- 1.4k Twitter



24

NEWSLETTER

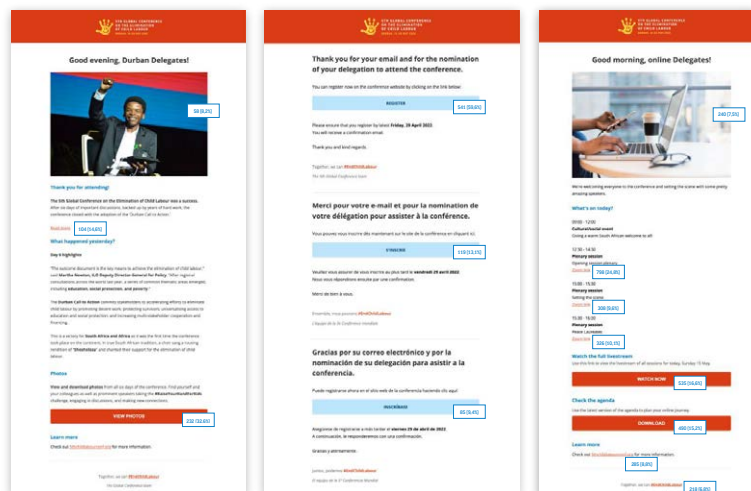
WHAT WORKED?

- Multiple languages
- Clear and simple messaging
- Calls to action from most important to least important

25

THE BEST LAYOUT STRUCTURE

- Title
- Image
- Subtitle
- Content
- Call to action



SOCIAL MEDIA

SOCIAL MEDIA

Between the Alliance 8.7 and ILO social media channels, conference-related content reached **500k people**.

27

Twitter was the best-performing platform with almost **217k impressions** on conference posts. However, people were more engaged on Facebook, where posts attracted **79.2k likes, shares, and comments**.

Stakeholders were able to download and use more than **100 social media cards** from the dedicated Trello board, accelerating reach. The social media challenge, in particular, boosted the campaign; nearly **8k people posted with the hashtag**, with the start of the conference being the best day.

| CHANNEL | REACH | ENGAGEMENT | AVE. ENGAGEMENT RATE |
|-------------|---------|------------|----------------------|
| FACEBOOK | 49,684 | 79,297 | 4,07% |
| INSTAGRAM | 28,889 | 1,557 | 5,40% |
| LINKEDIN | 204,315 | 6,554 | 2,79% |
| TWITTER | 217,712 | 7,616 | 4,34% |
| GRAND TOTAL | 500,600 | 95,024 | 4,15% |

TWITTER

217k

reach

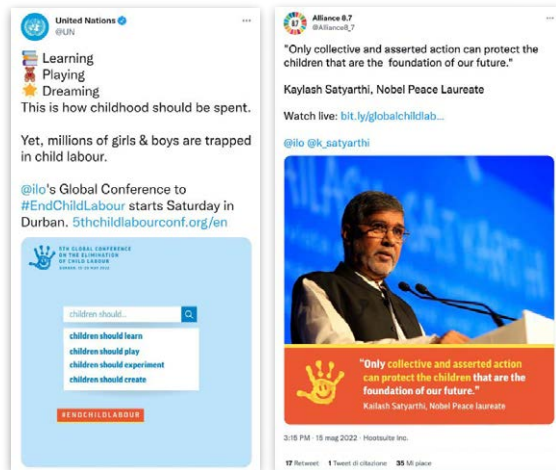
7,6k

engagement

28

WHAT WORKED

- Social media challenge
- Saying thank you to influencers and celebrities
- Videos and cards with quotes



TWITTER

CONTENT WITH MOST IMPRESSIONS

- Cards with quotes
 - Impressions: 4,8k
- Cards with the list of speakers
 - Impressions: 3,9k
- Celebrities
 - Impressions: 7,5k

29

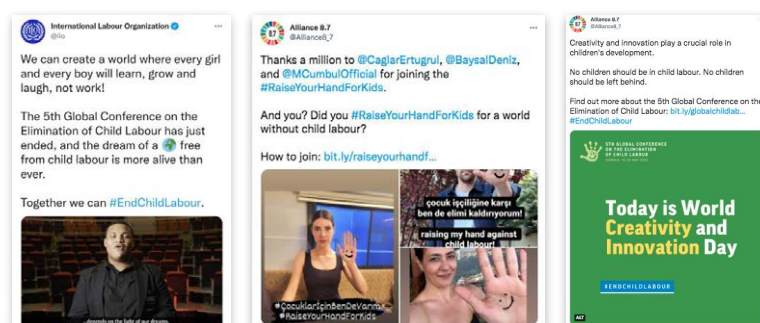


TWITTER

MOST ENGAGING CONTENT

- Closing video
 - Engagement rate: 12%
- Thanking influencers
 - Engagement rate: 12%
- Celebrating special days
 - Engagement rate: 11%
- Children should - video
 - Engagement rate: 7,34%

30



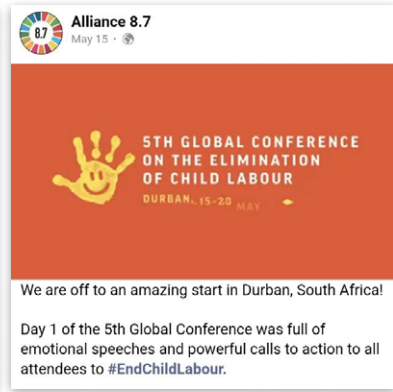
FACEBOOK

49,6k reach
79,2k engagement

WHAT WORKED

31

- Increasing posting during the conference
- Involving children in the challenge
- Creative content including poems and videos
- Human-centered storytelling



FACEBOOK

CONTENT WITH MOST IMPRESSIONS

32

- [Cards about the challenge](#)
 - Impressions: 537
- [Kids participating in the challenge](#)
 - Impressions: 320
- [Video summary of day 1](#)
 - Impressions: 319

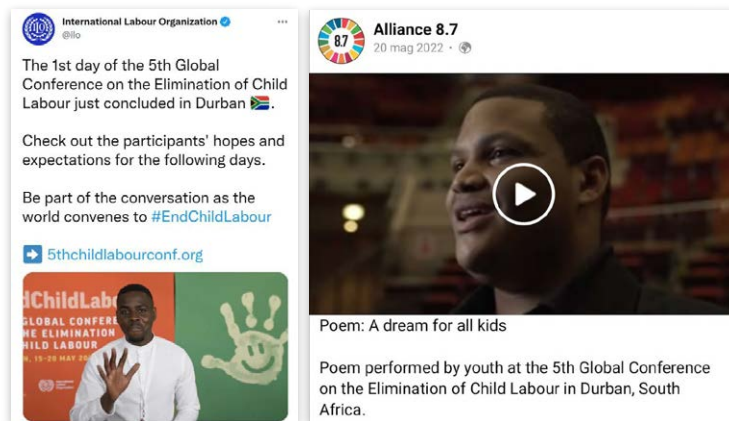


FACEBOOK

MOST ENGAGING CONTENT

- Creative content like
 - [Poems](#)
 - [Challenges](#)
 - [Videos](#)

33



INSTAGRAM

28,8k reach
1,5k engagement

34

WHAT WORKED

- Bold call to action to join the challenge
- Involving influencers and high-profile people
- Video interviews during the event
- Explaining what child labour is



INSTAGRAM

CONTENT WITH MOST IMPRESSIONS

35

- [Bold call to action to join the challenge](#)
 - Impressions: 258
- [Involving influencers and high-profile people](#)
 - Impressions: 206

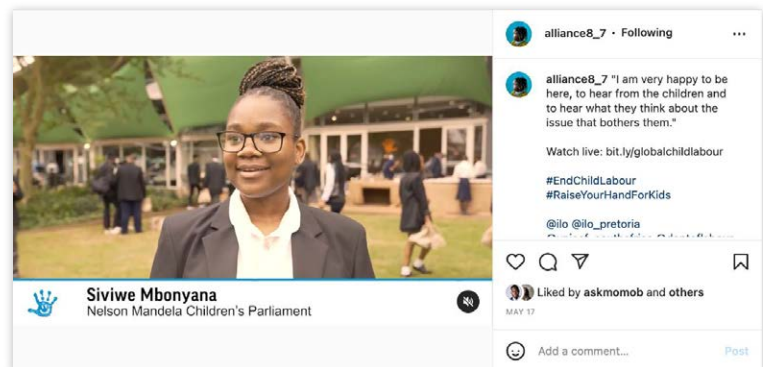


INSTAGRAM

MOST ENGAGING CONTENT

36

- [Video interviews](#)
 - Engagement rate: 88
- [Bold call to action to join the challenge](#)
 - Engagement rate: 81



LINKEDIN

204,3k reach

6,5k engagement

37 **WHAT WORKED**

- Asking people about their expectations for the conference
- Informational posts about child labour
- Photo recaps
- Repetition of a bold message

International Labour Organization
281,344 followers
1mo •

How can we all do our part to eliminate child labour?

Get informed
Support initiatives and campaigns
Take action

Join the discussion around the 5th Global Conference on the Elimination of Child Labour bit.ly/globalchildlabour

#EndChildLabour

5th GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR
DURBAN 10-12 SEP 2023

Together, we can #endchildlabour
Together, we can #endchildlabour
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Together, we can #endchildlabour
Together, we can #endchildlabour
Together, we can #endchildlabour
Together, we can #endchildlabour
Together, we can #endchildlabour


Alliance 8.7
562 followers
1mo •

The ILO Pretoria team welcomed Regional Director Cynthia Samuel-Olonjuwon to the Durban ICC ahead of the 5th Global Conference that starts this Sunday.

More: bit.ly/globalchildlabour

#EndChildLabour #RaiseYourHandForKids

International Labour Organization UNICEF South Africa



LINKEDIN

CONTENT WITH MOST IMPRESSIONS

- Countdowns
 - Impressions: 966
- Conference participants doing the challenge
 - Impressions: 1340

Alliance 8.7
543 followers
1mo •

Welcome to Durban, the warmest place to be!


We are getting ready to welcome 4,000 representatives to the 5th Global Conference on the Elimination of Child Labour.

2 days left!

Follow the conference on our channels.

#RaiseYourHandForKids

International Labour Organization UNICEF South Africa



Alliance 8.7
543 followers
1mo •

We invite you to join:


- ✓ Guy Ryder, ILO Director-General
- ✓ Jessica Ngousa Nseme, Miss Cameroon '15
- ✓ Joni Musabayana, ILO Pretoria Director

and hundreds of other individuals in the #RaiseYourHandForKids challenge.

Raise your voice and say "NO" to child labour.

Find out more: <https://lnkd.in/d/4VyhX6C>

International Labour Organization UNICEF South Africa



LINKEDIN

MOST ENGAGING CONTENT

- [Sessions cards](#)
 - Engagement rate: 20%
- [Photo recaps](#)
 - Engagement rate: 19,6%
- [Posts about child labour](#)
 - Engagement rate: 16,9%

SOCIAL MEDIA IN DETAILS

| TWITTER | LINKEDIN | INSTAGRAM | FACEBOOK |
|---|---|---|---|
| <ul style="list-style-type: none"> • Twitter by day • 21 apr- 24 May by tweet • ILO social media | <p>21 apr- 24 May LinkedIn.xlsx</p> <p>ILO social media</p> | <p>Instagram by day</p> <p>ILO social media</p> | <ul style="list-style-type: none"> • Facebook by day • ILO social media |

OUTREACH

SOCIAL MEDIA CHALLENGE

Nearly **8k people** all over the world joined the [#RaiseYourHandForKids](#) social media challenge, including the Director General of the ILO, Guy Ryder; the Labour Minister of South Africa, TW Nxesi; and dozens of UN officials.

Again, Facebook was the most popular platform to post about the challenge, garnering **5.6k posts** with the hashtag. Twitter was second-best with **1.3k posts**.

18 celebrities with millions of followers got involved and boosted the campaign's reach.

42

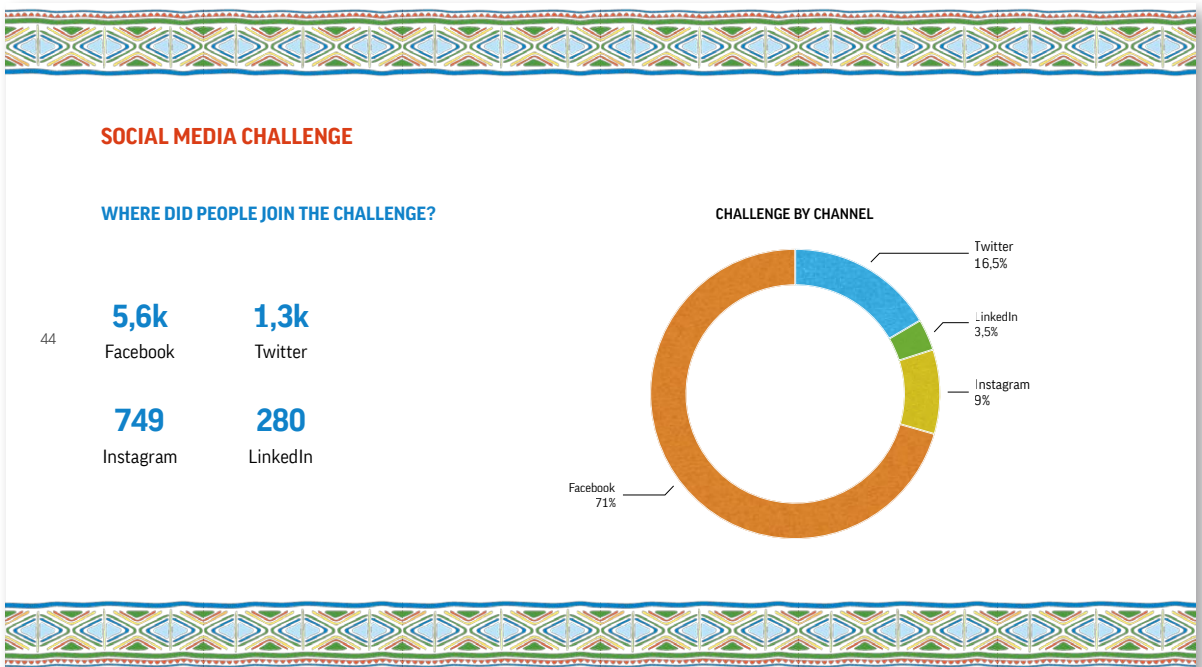
TOP CELEBRITIES

[N Mahmoud Hegazy \(Actor, Egypt\)](#)
2m followers

[Maps Maponyane \(TV Presenter, South Africa\)](#)
1.2m followers

[Kanatip Soonthornrak \(Public figure, Thailand\)](#)
1.2m followers

[Emna "Peeka" Ben Rejeb \(Actor, Tunisia\)](#)
786k followers



SOCIAL MEDIA CHALLENGE



45

- WHAT WORKED**
- Multi-channel promotion in which each channel had a unique voice and tone
 - Involving celebrities and influencers with millions of followers
 - Using a simple gesture (the hand raised)

MEDIA

PRESS RELEASE

Before, during, and after the conference, **9 press releases** were distributed widely. They generated over **750k impressions** and reached more than **300 global media outlets**, such as The Guardian Nigeria (with a circulation of 50m+), CNBC, African Business Live, Ventures Africa, and many more.

47 The op-ed written by Cynthia Samuel-Olonjuwon, ILO Assistant Director-General and Regional Director for Africa, was published by more than **10 major outlets**. Translating it into French boosted its reach on the continent.

9
press releases

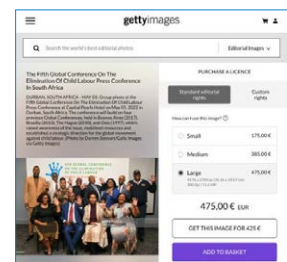
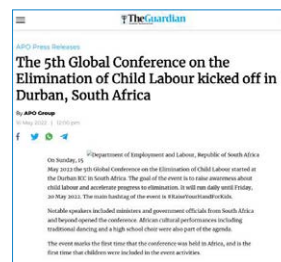
340
media outlets
reached

3,000
news site
mentions

PRESS RELEASE

**WHICH WEBSITES
FEATURED THE CONFERENCE?**

48 CNBC
The Guardian Nigeria
African Business
Ventures Africa
Getty images



SOURCES

Live-streaming

- ITCILO Youtube account

Conference

- Zoom
- App analytics

49

Challenge

- EmbedSocial
- Social media accounts

Website

- Google Analytics
- Google Keyword planner
- Mailchimp Analytics
- ClickMap

Social media (Alliance 8.7 accounts)

- Twitter (Analytics)
- Facebook (Analytics)
- Instagram (Analytics)
- Hootsuite

SEO tools

- Google Search Console
- Google Trends
- SEMRush

Media coverage

- APO group

Raw data

- [View all](#)



**5TH GLOBAL CONFERENCE
ON THE ELIMINATION
OF CHILD LABOUR**
DURBAN, 15-20 MAY 2022

INFO

**FOR FURTHER INFORMATION
PLEASE CONTACT**

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