



Campaign name: First Stop: Family Mediation

Campaign theme: Providing access to justice for those who need it

Campaign date: 2nd January – 24th March 2015

Date of evaluation report: 31st March 2015

Business objective:

Increase the use of family mediation and
increase use of legal aid for those who are eligible



Communication Objectives

Improve public awareness and understanding of the benefits of family mediation, the legal requirements to consider it before court, and the availability of legal aid for those who are eligible

- Target of 30% increase in site traffic to Family Mediation Council (FMC) website
- Target of 20% increase in people using FMC's 'Find a Mediator' tool
- Target of 10% increase in people saying they would like help working out an agreement before getting lawyers involved or going to court on the Legal Aid Checker
- Target of 10% increase in page views to information on publicly funded mediation on the FMC website
- Target of 3000 people reached on Facebook, 500,000 reached on Twitter (and support from influential stakeholders) and 10,000 hits on GOV.UK
- Target to achieve coverage across national, regional and consumer media outlets

Specifically, increase awareness amongst women and men between 30 – 55 (highest divorce rates)

- Target 4500 page views to family mediation Q&A microsite on Mumsnet (average for Mumsnet microsites)
- Target of 60% of those surveyed on Mumsnet stating they now know more about family mediation.
- Target of SAY Media generating over 1000 clicks to FMC website

In the longer term increase in people attending a Mediation Information & Assessment Meeting (MIAM) – first meeting with a mediator.



Know someone who needs a better way
to separate and sort out their family
arrangements?

Visit Family Mediation Council

Images used with permission of Protocol IT Ltd 2014





Audience Insight

- There were 118,140 divorces in England and Wales during 2013 (ONS Divorce Stats 2014)
- 65% of cases were led by women who sought to dissolve their marriage
- The average age of divorcing couples is 42 for women and 45 for men
- 48% of households going through divorce had at least one child under the age of 16.
- 55% of women and 51% of men said they were aware of mediation to deal with family disputes outside of court. (2012/2013 Crime Survey for England and Wales).

Strategy

Raise awareness of family mediation and highlight it as a practical way to sort out child arrangements, money and property.

- Launch the campaign to coincide with the peak time for people searching on the internet for information on divorce and separation.
- Launch a paid for, online-digital ad and sponsorship campaign using Google Key Word Search, Google Display Network (GDN) ads, sponsored discussion and survey on Mumsnet and a multi-media unit via SAY Media to raise awareness.
- Launch a themed social media campaign across MoJ channels including: Facebook, Twitter, LinkedIn, YouTube, Vine and Storify to encourage conversation and promote the benefits of mediation.
- Proactively place stories and blogs about the campaign in mainstream and consumer media. Use case studies to raise further awareness of how mediation has helped separating couples to make the practical arrangements they need to.
- Work with stakeholders and other government departments including Family Mediation Council, National Family Mediation, Resolution and Department for Work and Pensions, to share campaign material across internal and external channels.

Mediation is about making practical arrangements for you and your children if you're separating or divorcing.

family mediation council

Did you know mediation:

- Is quicker and cheaper than going to court
- Is less stressful for children
- Could be free if you're eligible for Legal Aid

FIRST STOP: FAMILY MEDIATION

For more information and to get in touch with a local accredited mediator please contact the Family Mediation Council.

Images used with permission of Protocol IT Ltd 2014

The advertisement features a woman with a child on her hip, looking thoughtful. The text is presented in a clean, sans-serif font. A red stamp-like graphic contains the phrase 'FIRST STOP: FAMILY MEDIATION'. The Family Mediation Council logo is in the top right corner.

Considering Divorce or Separation?

Sort out your child arrangements, money and property issues without going to court.

FIRST STOP: FAMILY MEDIATION

Images used with permission of Protocol IT Ltd 2014

The advertisement features a man and a woman standing together, looking at each other. The text is presented in a clean, sans-serif font. A red stamp-like graphic contains the phrase 'FIRST STOP: FAMILY MEDIATION'. The background is split into light blue and light yellow sections.

Implementation – What we did

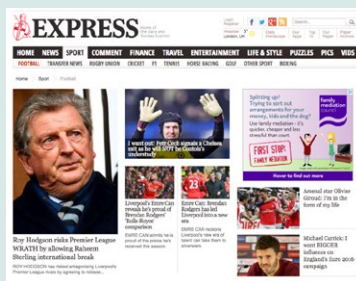


Developed an online digital advertisement and sponsorship plan

Carried out a survey with Mumsnet readers to test the impact of the campaign.

Produced a series of display ads appearing in targeted online environments to reach members of our target audience who weren't necessarily looking for related services.

Generated a short video from existing material to be used across websites targeted more at the male audience.



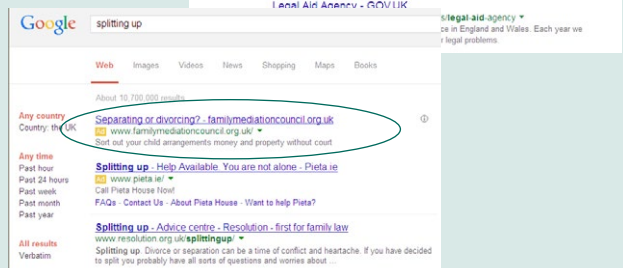
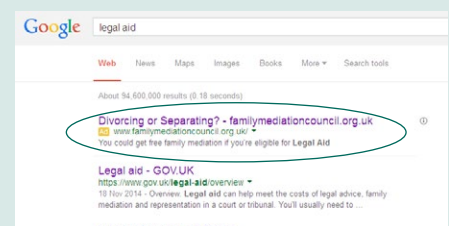
Put in place contextual adverts which appeared when people searched for topics related to mediation. These ads ensured people could find the right information and were signposted to the FMC website for more information.

Google Key Word Search: **Child Custody**
Separating or divorcing? - familymediationcouncil.org.uk
www.familymediationcouncil.org.uk/
Family mediation can be quicker and easier for **child arrangements**

Hosted a Q&A panel for Mumsnet readers, with the Minister for Family, the Rt Hon Simon Hughes MP together with Glynne Davies and Robin ap Cynan, family mediators with over 35 years' experience, from the Family Mediation Council Board.



Identified a list of key words for Google Key Word Search, including: child custody, divorce, separation, legal aid, splitting up, child arrangements, sorting out money, sorting out property.



Working with Design102, we developed a suite of campaign assets to be used across digital advertising, social and consumer media and with stakeholders.



Developed a social media campaign using MoJ channels: Facebook, Twitter, LinkedIn, YouTube, Vine and Storify



Mediation themes on social media included 'Mediation for parents', 'Mediation at no or little or not cost', 'Your questions to a family mediator' etc.

Promoted the case studies, Mumsnet Q&A, mythbusting and blogs across these digital channels.

Organised and wrote tweets for Mumsnet to post to their 99,200 followers.

Encouraged OGDs, bloggers, and mediators to tweet positive messages on mediation.

Worked with family mediators and members of the public who had been through the family mediation process, to develop case studies about their experiences.



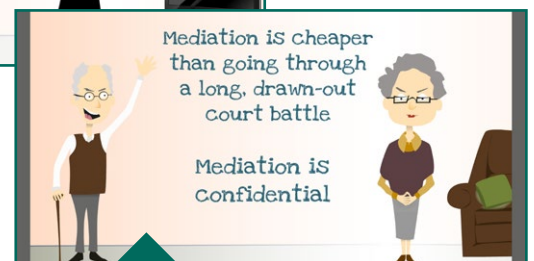
Proactively sold the case studies into national, regional and consumer media including key messages and directing the audience to the FMC website.

Used a range of images to represent the diverse audience we were trying to reach, including, couples with children, same sex couples, single parents and older people.

We hosted all the digital assets on a single GOV.UK resource page, making products easily accessible to the public and stakeholders.

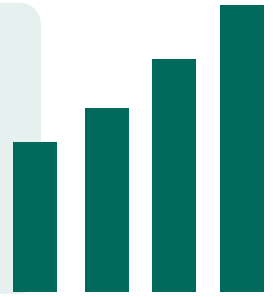
Delivered Internal Communications to staff

- Published an article outlining benefits of mediation and how to access to guidance and support on the intranet
- Created a poster to display in lifts
- Had video showing on loop in reception and atrium
- Images and information shared across Government Departments



Utilised existing images and content that had been developed with behavioural insight experts and mediators.

Results



FMC Page website

54% increase to MIAMS page (target 10%)

- Total pages views via Google referral (Key word search and Ads) to the FMC website **229,131**
- An average of **1,851** daily page views between 1st July and 31st December vs **8,500** during campaign.



340% increase
in hits to website
(target 30%)

45% increase
to 'find a mediator'
page views
(target 20%)

Traffic Sources to the FMC Website

A range of sites referred users to the FMC website, including Citizens Advice (**7,290 users**), Justice.Gov (**2,065**), and the Legal Aid Checker (**665**).

Case studies

Secured 8 case studies of trained mediators and people who have benefited from family mediation and used these across consumer and social media



- After the initial Mediation Information Assessment Meeting (MIAM) session Nisha said: "It felt so good, I had support, people at family mediation are really helpful."
- "I would give family mediation 10/10. It is a very positive experience and helps you to move forward. The outcome is that despite our divorce we both live in the same town and we have been able to maintain a friendship despite our difficulties" Richard Millwood, Mediated
- "People retain the control over their future relationship and you can see people visibly relax because there is a structure to family mediation that couples wish to adhere to, and help them to make decisions about their children." Cressida Burnet, Family Mediator and FMC Board member



GOV.UK

**Family Mediation
Resource Page**

Over
12,000
views during
campaign
(target 10,000)

- **18.7%** increase in people answering that they would like help working out an agreement on the Legal Aid Checker from Jan-Mar 2014 and Jan-Mar 2015 (target was 10%).

Mumsnet

Q&A about family mediation



- Through the Q&A we engaged actively with Mumsnet readers. We increased their understanding of mediation and encouraged conversation.
- 1,345 unique visits to Q&A (average for Q&A 1,000)
- 35 questions asked
- 5,064 visitors to the family mediation microsite (average for microsities 4,490)

Survey to Mumsnet users



- 23% of respondents **took part/followed** the Q&A
- 25% of these said they now **felt equipped to talk** to others about mediation
- 20% said campaign messaging made them want to find out more about mediation
- 29% of all respondents **took action** and spoke to a family member or friend about family mediation after seeing this campaign (but increasing to 44% of respondents with Primary-Junior aged children)
- 67% said they **now know more** about family mediation after seeing the campaign (target 60%)

Internal Communications

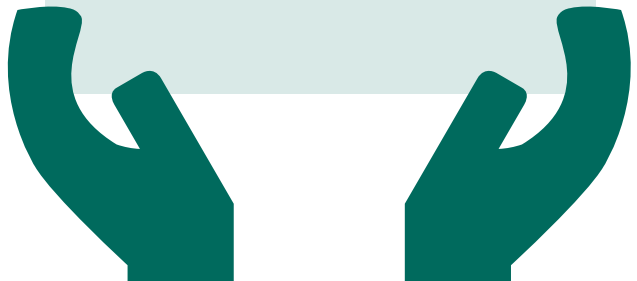
Mojozine article

- 1,139 unique views in the first 7 days
- 13% clicked through to the FMC website (CTR are typically 5%)

SAY Media targeting male audience

The 101,113 video views of the 45-sec length video generated:

- Over 335 hours viewing time = increasing viewers awareness and understanding
- 1,318 clicks to the FMC website = quality engagement (clicks following a very clear explanation of what family mediation was so viewers have made the decision that they wanted to take things forward)



National, Regional and Consumer Media coverage

Family mediation article and quote from the Minister in Envoy Magazine (for RAF Families Federation)



The Minister and Richard Millwood (case study) were interviewed on BBC Radio Essex

Secured free T.V exposure in **Coronation Street** – ITV (world's longest-running TV soap opera – over 9 million viewers)

Our ads published on the **Coronation Street** website and link to FMC website

The Minister and Nisha Doherty (case study) were interviewed on **BBC Radio Tees**: FMC page views after interview were **double the average** for the previous 3 Thursdays



MailOnline **B B C** London Evening Standard

Sold in family mediation into **The Archers** – BBC Radio 4 (most listened to Radio 4 non-news programme – over 5 million listeners)



“The current family mediation storyline is as a result of an email that we received from MoJ Campaigns in December”
Sarah Andrews, BBC



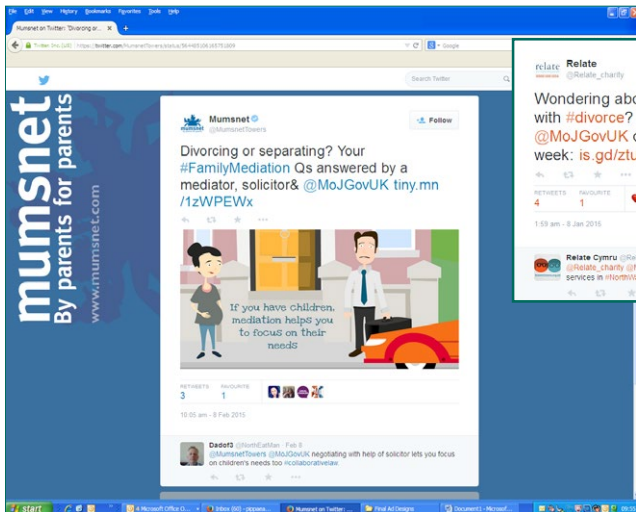
“ Simon Hughes was quoted in **Press Association, Western Mail Online, BT News, Mail Online** and the **Evening Standard.** ”

Social Media Campaign

@MoJGovUK tweeted
16 times between
2nd Jan and 24th March
about Family Mediation

Simon Hughes
retweeted:
Your #FamilyMediation
questions to lawyer
Robin ap Cyan to his
6,564 followers

- Content re-tweeted **432** times
- Potential reach **509,862 (target 500,000)**
- Most frequent re-tweeters include:
@NatFamMediation @RelateCymru
@TheWomensLawyer @PolicingUK
- Most re-tweeted tweet: Almost 70% of couple who used #FamilyMediation reached an agreement: <http://ow.ly/Ho4H9>
#Divorce # Separation



Mumsnet tweet to
promote Q&A – 99,200
followers, 3 RTs,
1 favourite, 35 clicks
to Q&A.

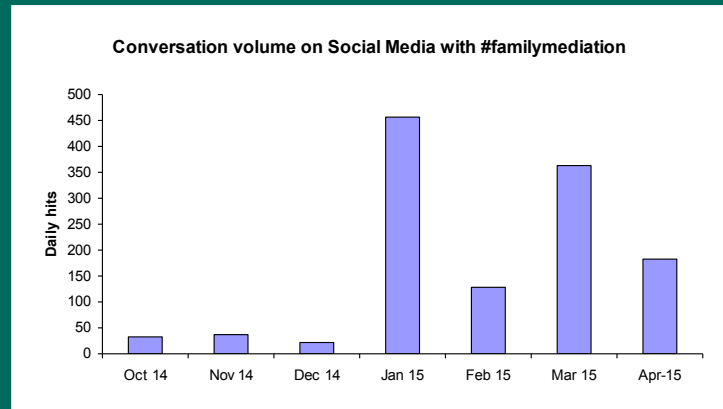
Your #FamilyMediation
questions to Family Mediator
Glynne Davies (a Family Mediator
with 10+ years experience)



Social Media Campaign

Continued

Conversation on Social Media peaked in January (month campaign kicked off) with 456 mentions of #FamilyMediation



5,436 views of YouTube video – 27% higher than same period before start of campaign



8,556
impressions
on LinkedIn



3,896
Total Facebook
post reach
(target 3,000)



146
views of
Storify



2,829
loops of the
vine video
achieved