

# FEEDBACK DOCUMENT ON THE BROADCAST STRATEGY

## **Introduction**

*This document provides feedback on the broadcast strategy I implemented to raise awareness about bullying in schools. The strategy aimed to reach students, teachers, parents, and administrators through a combination of social media channels, online forums, and direct outreach. I used platforms like Instagram, Facebook, Twitter, and school-related groups to engage with the target audience and collect feedback through a survey.*

## **What worked Best.**

*The most successful part of my broadcast strategy was the use of Instagram and Facebook groups. Both platforms have strong communities where people actively engage with content. Instagram stories, in particular, saw high engagement, as users were more likely to interact with polls and quick messages. Facebook groups provided valuable feedback, with many users sharing their personal experiences and suggestions for anti-bullying initiatives.*

*Additionally, my survey received a good number of responses (40+), with many respondents suggesting that more in-school programs and teacher training could help prevent bullying. I also received messages from parents, praising the initiative and offering support for future campaigns.*

## **Challenges Faced:**

1. **Low Engagement on Twitter:** *Despite using relevant hashtags, engagement was lower than expected.*
2. **Difficulty Reaching Teachers and Administrators:** *Teachers and school administrators were unresponsive to messages sent through school-related groups.*
3. **Low Survey Response Rate:** *Many people didn't complete the survey, leading to a lack of responses.*

## ***How I Overcame Them:***

1. **Engagement on Twitter:** *Partnered with influencers who advocate for anti-bullying to increase visibility and encourage interaction. Additionally, used Twitter threads to elaborate on the campaign and tagged relevant organizations.*
2. **Reaching Teachers and Administrators:** *Shifted outreach to email and school newsletters, following up with phone calls to ensure they were aware of the campaign and encouraged them to share feedback.*
3. **Survey Response Rate:** *Offered incentives, such as a gift card chance for completing the survey, which helped boost participation. Also sent follow-up reminders to encourage completion.*

## ***Conclusion.***

*Overall, the broadcast strategy was effective in raising awareness about bullying and gathering valuable feedback from my target audience. While there were challenges with engagement on certain platforms, I was able to adapt and overcome them through collaboration and targeted outreach."*

*"Moving forward, I will use the insights gained from this campaign to improve my future strategies, focusing on direct outreach and more tailored content for different social media platforms*