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Girl Up Collegiate Outreach Strategy
University Honors



Girl Up Mission: “Girl Up envisions a world where all girls, no matter where they live, have the opportunity to become educated, healthy, safe, counted and positioned to be the next generation of leaders.”

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Abstract:

This capstone project is an extension of a semester of public relations work on behalf of the United Nation Foundation's Girl Up Campaign. Girl Up seeks to expand its program of middle and high school clubs, which advocate for women's issues abroad, to college campuses across the United States. The Girl Up PR portfolio class public relations team worked to bring one of the first collegiate Girl Up clubs to a college campus, developed a series of marketing materials aimed at a college audience and hosted and promoted a screening of the documentary *Girl Rising*, which premiered this spring at the Sundance film festival. This project builds upon the work of the Girl Up public relations team and provides a comprehensive outreach strategy to further Girl Up's engagement with college campuses. This outreach strategy focuses on engaging college students, especially former Girl Up high school student leaders, sorority women and Girl Scout Gold Award winners, who are all interested in promoting women's empowerment. The college outreach campaign would focus on converting high school leaders into college Girl Up club founders as the students transition to college. Through partnerships with the National Panhellenic Conference and Girl Scouts, Girl Up could reach an expanded audience of enthusiastic, proactive women. This campaign will expand the range of students exposed to Girl Up's program through events, media and social media, and will remarket to former club leaders to encourage them to interact with Girl Up again once they reach college.

Research:

About Girl Up:

Girl Up is an innovative campaign of the United Nations Foundation. It gives American girls the opportunity to become global leaders and channel their energy and compassion to raise awareness and funds for United Nations programs that help some of the world's hardest-to-reach adolescent girls. Girl Up empowers American teenagers to raise awareness and advocate for girls abroad. Girl Up supports United Nations programs that work primarily in Ethiopia, Liberia, Guatemala, and Malawi.

Why This Matters:

- Less than half a cent of every development dollar goes to programs for girls, particularly those ages 10-14¹.
- One in seven girls in the developing world marries before the age of 15².
- Girls who receive an education: marry later, have fewer children, are more likely to seek health care for themselves and their children³.
- There are 67 million children that are not in school. More than half of these children are girls⁴.
- Medical complications from pregnancy and childbirth are the leading cause of death among girls ages 15-19 worldwide⁵.
- When girls receive 7 years of schooling, they marry 4 years later and have 2.2 fewer children⁶.
- When 10% more of its girls go to school, a country's GDP increases an average of 3%.⁷
- Educated mothers are 50% more likely to immunize their children. And when more girls are educated, a country's malnutrition and HIV rates decline.⁸
- Less than two cents of every development dollar goes to programs specifically for girls, particularly those ages 10-14⁹.
- Studies show that every year of schooling increases a girl's earning power by 10-20%¹⁰

¹ The World's Adolescent Girls. Girl Up. <http://www.girlup.org/learn/the-worlds-adolescent-girls.html>

² The World's Adolescent Girls.

³ Promoting Gender Equality. UNFPA. <http://www.unfpa.org/gender/empowerment2.htm>

⁴ Education. Girl Up. <http://www.girlup.org/learn/education.html>

⁵ Adolescent Pregnancy. World Health Organization.

<http://www.who.int/mediacentre/factsheets/fs364/en/>

⁶ The Girl Effect. Nike, INC. <http://nikeinc.com/pages/the-girl-effect>

⁷ The Economic Power of Women. The Calvert Foundation.

<http://www.calvertfoundation.org/the-economic-power-of-women>

⁸ Facts About Primary Education. The World Bank.

http://www.worldbank.org/ieg/education/facts_figures.html

⁹ Uniting Girls to Change the World. United Nations Foundation.

<http://www.unfoundation.org/assets/pdf/girl-up-fact-sheet.pdf>

¹⁰ The World's Adolescent Girls.

- Women in 32 countries who remained in school after primary school were five times more likely to know basic facts about HIV than illiterate women.¹¹
- A child born to a mother who can read is 50 percent more likely to survive past the age of 5 than a child born to an illiterate woman.¹²
- Globally, 77.6 million girls are currently not enrolled in either primary or secondary education.¹³
- Of 163 million illiterate youth in the world, more than half—63 percent—are female.¹⁴

About the Countries Where Girl Up Operates (Guatemala, Ethiopia, Malawi and Liberia)

- In Liberia, more than 40% of girls ages 10-14 have never gone to school.¹⁵
- Less than 25% of girls finish elementary school in Malawi.¹⁶
- More than 2 million children in Guatemala do not attend school. Most of them are indigenous girls living in rural areas.¹⁷
- Ethiopian girls ages 15-19 are seven times more likely to be HIV positive than their male peers.¹⁸
- A 35-year study in Guatemala found a link between the years girls spent in school and the timing of childbearing. For each additional year a young woman spent in school, the age at which she had her first child was delayed approximately six to 10 months.¹⁹

Audience:

The primary audience for existing Girl Up media efforts is girls 12-18. Girl Up supports awareness-raising and fundraising clubs in middle and high schools and in community organizations that serve middle and high school girls.

Clubs (made up of at least five members) expand the mission of Girl Up within their local communities. They empower others to get involved, teach their communities that girls matter and take action to change the lives of girls around the world. There are three different ways that clubs take action: spreading awareness, fundraising for UN programs and advocating for large-scale change.²⁰

¹¹ The Effect of Girls' Education on Health Outcomes: Factsheet. Population Reference Bureau. <http://www.prb.org/Articles/2011/girls-education-fact-sheet.aspx?p=1>

¹² What Can Literacy Achieve. World Literacy Foundation. <http://www.worldliteracyfoundation.org/literacy-achieve.html>

¹³ Early Adolescent Girls: A Global View of Participation in Lower Secondary Education. <http://www.uis.unesco.org/FactSheets/Documents/fs11-2011-en.pdf>

¹⁴ Girls Education. Women Deliver. <http://www.womendeliver.org/knowledge-center/facts-figures/girls-education/>

¹⁵ Liberia. Girl Up. <http://www.girlup.org/learn/liberia.html>

¹⁶ Malawi. Girl Up. <http://www.girlup.org/learn/malawi.html>

¹⁷ Guatemala. Global Education Fund. <http://www.globaleducationfund.org/what-we-do/guatemala/>

¹⁸ Ethiopia. Girl Up. <http://www.girlup.org/assets/pdfs/ethiopia.pdf>

¹⁹ The Effect of Girls' Education on Health Outcomes: Factsheet.

²⁰ Girl Up Clubs. Girl Up. <http://clubs.girlup.org/learn-more>

Media:

Girl Up's existing media coverage primarily involves several events including:

- The 10x 10 documentary premiere of Girl Rising which was promoted through PR Newswire and Marketwatch (newswires) and featured in Forbes and the Huffington Post
- Nickelodeon star, actress, and singer Victoria Justice, who has partnered with Girl Up and released a single specifically to raise awareness and funds for Girl Up. This story was featured in Nickutopia, ClevverTv (blog), Cambio, Fanlala
- Announcement of new Girl Up campaign director, Melissa Hillebrenner which was promoted through PR Web (a wire service)
- The Athena Doctrine, a book about empowering women, whose proceeds all benefit Girl Up. This story was featured in the Huffington Post.
- Malala Yousafzai's first grant from her educational fund with Girl Up support, which was featured on ABC news

Girl Up has an existing social media presence on:

Facebook: (<https://www.facebook.com/girlup>) 214,000 likes, 8,800 talking about

Twitter: (<https://twitter.com/girlup>) 42,800 followers

Flickr: (<http://www.flickr.com/photos/girlup>)

Tout: (<http://www.tout.com/u/uniteforgirls>) 391 followers

Pinterest: (<http://pinterest.com/unfoundation/>)²¹

Youtube: (<http://www.youtube.com/girlupcampaign>) 76,428 video views

Girl Up has a very active existing social media presence. This strategy would not change much about their social media use other than promoting more ways to get involved, targeting college women, especially former Girl Up high school club members, and developing a unique Girl Up Pinterest presence. This campaign would also seek to shift the focus of Girl Up's social media use from raising awareness to engaging and inspiring girls involved in some way with Girl Up to take the next step and start a college Girl Up club.

Key Challenges for Girl Up:

In reaching a collegiate audience Girl Up faces several challenges. These include differentiating Girl Up from other college campus organizations as well as fighting for students' valuable time. Girl Up also must find a way to form partnerships with campus organizations with similar missions of women's empowerment and international development and use these partnerships to add to Girl Up's network of students rather than competing with organizations that work in a similar field.

²¹ The Girl Up website links to the Pinterest Page for the United Nations Foundation. There is no specific Pinterest account for Girl Up.

Girl Up faces competition on college campuses from several nationally prominent organizations working toward similar missions of women's empowerment, international development and social justice including:

- Amnesty International
- UNICEF
- Sororities
- Service Greek organizations such as Delta Phi Epsilon (the foreign service sorority) and multicultural Greek organizations such as Lambda Pi Chi
- Dignity for Women Worldwide
- She's the First

Campaign Objectives:

In reaching out to university students, Girl Up seeks:

- To start at least 5 Girl Up college-level clubs during the 2013-2014 school year
- To start 20 Girl Up college-level clubs by the 2015-2016 school year
- To develop and reinforce a network of former high school Girl Up leaders poised and equipped to begin Girl Up college clubs at their own universities
- To create a meaningful, distinct college engagement strategy that ensures students feel that their club has a tangible impact
- To provide a complete set of resources to equip students starting a club on their campus with information about how to start the club, handling bureaucratic barriers to club founding and providing suggested activities to engage members
- To provide digital copies of each of the resources available for download on the Girl Up website
- To develop a forum for Girl Up college-age leaders to connect and share ideas
- To create an event that promotes activism and brings club members together
- To create an event that prompts high school leaders to engage with Girl Up further and transition from membership in a high school club to founding a Girl Up club on their college campus
- To use the American University chapter of Girl Up as a model for future Girl Up college clubs
- To leverage social media to engage college students further in raising awareness about Girl Up's key issues including education for girls around the world
- To partner with a prominent organization with influence on many college campuses
- To partner with a prominent organization with a wide audience of engaged women about to enter college
- To design a unique college-appropriate section of the Girl Up website with suggested activities and resources for college students looking to start a Girl Up chapter or to support their college-level club
- To recognize outstanding campus leaders who promote Girl Up's mission

Programming:

Potential Partnerships:

Girl Scouts of America

I would propose a strategic partnership with Girl Scouts of America to recruit the enthusiastic and motivated women who pursue the Girl Scout Gold Award (Girl Scouts' highest award achieved during senior year of high school). The Girl Scout Gold Award requires women to develop and implement a social action project independently during their senior year of high school. The award also represents a culmination of many years of dedicated service as a Girl Scout. These women would likely be interested in women's empowerment, responsible and interested in leadership. The Girl Scout Gold Award winners would be a key target audience for promotions surrounding the Legislative Day of Action conference and Leadership Training Institute. The summertime conference would ideally provide the Gold Award winners with a taste of the impact Girl Up has and encourage them to start a Girl Up club at their college when they begin college in the fall. Girl Up would offer former Gold Award members an opportunity to continue their activism beyond their high school years.

National Panhellenic Conference

The National Panhellenic Conference is the umbrella organization and governing body for the 26 nationally recognized sororities. The National Panhellenic Conference (Panhellenic) represents more than 4 million women at more than 655 colleges and universities across the United States²². A partnership with Panhellenic offers unparalleled access to motivated collegiate women interested in women's empowerment and serving their communities. Panhellenic would be asked to promote the Girl Up cause to its members, offer support to sorority women who were interested in starting a Girl Up club on their campus and highlight sorority chapters that partnered with Girl Up. Girl Up would provide the National Panhellenic Conference with a meaningful cross-chapter platform to engage sorority women in activism surrounding a worthy cause backed by the United Nations Foundation.

Outreach:

The target audience of this campaign would be collegiate women 18-22 interested in social justice, women's empowerment or international affairs. One of the key differences between college students and Girl Up's existing audience is the level of knowledge and engagement of club participants. College students will require a more complex analysis of the major issues Girl Up addresses and the solutions being undertaken to address those issues. College students want to be equipped with extensive information about a problem. College students will also look to take further action beyond liking the page on social media or hosting a discussion. This might be perceived as 'slactivism' or creating the appearance of activism with little meaningful impact. A crucial issue in developing and implementing college-level Girl Up program is to ensure that students are meaningfully engaged and feel that their efforts can make a tangible difference in addressing the issue of empowering girls around the world.

²² National Panhellenic Conference. Meet Us. <https://www.npcwomen.org/about.aspx>

One key audience would be women who have previously been deeply involved in women's empowerment activities such as Girl Scouts Gold Award winners (Girl Scouts who have attained the highest level of Girl Scout achievement). These leaders would already have a deep understanding of the importance of the girls' empowerment as well as a history of community service and leadership.

Another key audience is the existing Girl Up high school club leaders. Many of these girls are involved with Girl Up throughout middle school and high school but do not have the ability to continue their involvement after high school ends. These existing leaders already know what it takes to run a Girl Up club and have already proven their dedication to Girl Up's mission. Transitioning the high school club leaders into Girl Up college club founders would allow those leaders to take their leadership and involvement to the next level as well as continue to maintain their connection to Girl Up. Girl Up will also have an advantage in promoting to the former high school student leaders. Promoting to former high school student leaders is merely a matter of converting one type of student leader into another. These students are already familiar with Girl Up's cause and the value of the club. They would be a ripe ground for selecting college leaders if they are offered an opportunity to expand on their high school service in new and challenging ways.

In reaching out to specific universities, the target audience would include former women's colleges. These schools have a history of women's empowerment and this theme is built into the core of their campus communities. Persuading these schools to adopt a Girl Up club would reinforce the existing mission and history of these schools. These schools include:

Outreach would also center around schools in the metropolitan Washington, DC area. American University in Washington, DC will have the only active Girl Up in the country and would serve as a model and potential partner for universities in the area. Other Girl Up clubs at surrounding colleges would be able to co-host event with the American University club and learn from the American University club's experiences. These schools include:

Lastly, partnering with National Panhellenic Conference would expand Girl Up's reach to hundreds of universities through an existing organization working to empower college women and interested in service and advocacy. The National Panhellenic Conference influences multiple sororities on each of its campuses thus providing more than one potential group of campus Girl Up club organizers.

Events:

Legislative Day of Action Conference and Leadership Training Institute

A legislative day of action conference and Leadership training institute would engage high school Girl Up leaders and Girl Scout Gold Award recipients during the summer between their senior year of high school and their first year of college. The conference and institute would prompt the student leaders to get involved in Girl Up in college, provide them with leadership skills training and offer the leaders an opportunity to advocate for girl's empowerment with their elected officials. The first Legislative Day of Action and Leadership Training Institute would occur in the summer of 2014 to give Girl Up adequate time to plan the conference, arrange meetings with legislators and promote the conference to its members. The event would include two one-day components. The first component would be a one day leadership institute to train leaders in public speaking, budgeting and event planning in addition to providing information about the Girl Up mission and message points to share with others. The institute would be free or

inexpensive to attend and emphasize that student leaders should use their knowledge to start a chapter of Girl Up on their campus the following fall semester.

The second day would include a morning briefing on a key legislative issue for Girl Up in 2014. In 2012 and 2013 Girl Up's legislative priority was supporting legislation to end child marriage. The accepted leaders would be provided with a petition prior to their attendance at the conference and would be encouraged to acquire as many signatures as possible in order to present the signed petition to their elected official. Attendees would be equipped with talking points, and their signed petitions when they met with their representative. The event coordinators would arrange meetings with each attendee's elected representatives prior to the day of action. Not only would a legislative day of action help lobby Congress in support of important piece of legislation but it would also boost girls' public speaking confidence and reinforce to the girls that their voice can make a difference. The conference and legislative day of action, hosted in Washington, DC would also serve as an excellent way to engage the American University Girl Up club and allow the leaders of the club to share best practices.

Girl Up TedX Conference

TED conferences host speakers under the umbrella of "ideas worth spreading." The TED conferences are well known for hosting innovative and influential speakers that motivate and inform. The TEDx program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level²³. TEDx events are fully planned and coordinated independently, on a community-by-community basis. Girl Up could coordinate and host a TEDx event of its own. The event could highlight partner organizations that receive Girl Up's funding to speak to the important work Girl Up is doing in the countries as well as teen advisors and leaders speaking to their experiences advocating for girls abroad. The event could also feature speakers from non-profits and non-governmental organizations, academics and business leaders working to create change for girls abroad. TED and TEDx speaker presentations are posted on youtube and can be shared on social media. An event like TEDx would enable Girl Up to highlight the innovative nature of its approach and establish thought leadership in the realm of girls' empowerment. The videos and event would offer the higher level engagement and information sought by college students as well as forge additional partnerships and build reputation capital for Girl Up as a whole.

Girl Up Alternative Spring Break

College students would look for a way to connect on a more individual, hands-on level with Girl Up's mission. Alternative break trips offer college students a way to learn about an issue in depth and then participate in service opportunities related to that issue. A spring break trip offered in partnership with Girl Up that showcased the importance of education, health care and citizenship to girls abroad would offer students a more tangible approach to learning about Girl Up's work. The program might feature volunteer work in a school in Guatemala or a discussion with a minister of education in Liberia. The program would allow students to engage with academic analysis of the issues and different approaches taken to address the problem. Students would then be able to see first-hand what the problems look like within the countries. The alternative break would ideally create Girl Up evangelists who learned about the issue and were determined to

²³ About. TED. <http://www.ted.com/pages/about>

help. Like the leadership conference, an alternative spring break program would be an excellent introduction for many college students to what Girl Up is and how they help. The program could emphasize the importance of starting a Girl Up club on campus upon return and offer a readily-available group of returned trip participants to make that club succeed.

Girl Up ‘College Hero’ Award

Girl Up would create a scholarship for the college student who had made the biggest difference or who had the most innovative approach to advocating for women’s empowerment in their campus community over the course of the year. The winner would receive \$1000, recognition on the Girl Up website and the opportunity to tour the United Nations Foundation headquarters in New York City. The winner would be chosen by applications judged by a panel of United Nations Foundation staff members and ideally in future years of the award, judged by influential members of the international development and women’s empowerment community. This award could become a prestigious way to recognize outstanding Girl Up college club members and encourage college clubs to seek more creative ways to raise awareness and create change on their campus and globally.

Each of the above events would generate interest in Girl Up, prompt interest students to engage further with the cause and provide an engaged and informed audience for Girl Up to persuade to found a Girl Up club.

Earned Media Placements:

Because the college audience spends more time online than reading news publications, the use of traditional media pitching would be relatively limited for this campaign. To reach the 18-24 year old collegiate audience the campaign would involve pitching stories to blogs rather than print magazines. Stories would focus on continuing and expanding upon high school activism in college and why students should get involved with Girl Up. The pitches would feature a current or former Girl Up ambassador who had continued her involvement on a college level.

Her Campus is ideally suited to promote Girl Up to college students. Though Her Campus has a national presence, each university has an individual blog presence coordinated by students. Her Campus is the top-ranked online community for college women. It has a presence on over 200 college campuses²⁴. Promotion through Her Campus could have national prominence but through specific posts tailored to each individual school.

Suggested placements that reach a college audience:

- Her Campus
- USA Today College
- Huffington Post College
- Every College Girl (blog)
- Thought Catalog

²⁴ About Us. Her Campus. <http://www.hercampus.com/about-us>

Web Redesign

One key element of this campaign is the redesign of the Girl Up website. Girl Up needs to create a college sub section of Girl Up web page. The existing Girl Up page provides age-appropriate content about the issues in each of the countries and advice for middle school and high school clubs. Because middle and high school students and college students have such distinct needs, the language, activities and advice on the college page would need to be distinct from the existing information on the Girl Up website.

- How to get involved on college level
- More direct information about problems facing affected girls in countries served
- Digital copy of all Girl Up college club starter kit materials
- College club starter forum for members to post questions and get peer feedback

Social Media

Social media is a key element in engaging with college students. According to Pew²⁵'s Internet and American Life Project²⁶, the 18-29 year old demographic is most likely to use a social network.

Facebook

Girl Up has an existing active Facebook presence but should consider developing a Girl Up @ College specific page to reach their collegiate audience. According to Pew's Internet and American Life Project, 67% of social media users use Facebook and of these, they are most likely to be adults ages 18-29. A Girl Up Facebook page could feature campus events from different college level Girl Up clubs, post thought-provoking articles and provide information about events in on or near the campuses of college Girl Up clubs that related to international development or women's empowerment. The page would engage the emerging Girl Up college leaders, link them to the additional resources on the Girl Up college section of the website and differentiate the Girl Up college clubs from the middle school and high school clubs.

Suggested Facebook posts might include:

- What is your campus doing for International Day of the Girl? Click for easy to organize campus activities to raise awareness.
- What can Malala Yousafzai's defense of education in Pakistan show us about the struggle of girls around the world to receive an education? Tell us in the comments.
- Read more about the struggle to rebuild schools in Haiti after the earthquake. [Link] Tell us why you are thankful for your education in the comments.

Use Facebook to Keep Former Club Leaders Engaged

²⁵ Brenner and Duggan. Pew Internet and American Life Project. April 14, 2013.

<http://pewinternet.org/Reports/2013/Social-media-users/The-State-of-Social-Media-Users.aspx>

²⁶ Pew Internet and American Life Project.

Girl Up's Facebook account predominantly reaches women 18-24 according to page analytics. This age group is the exact audience demographic Girl Up is currently trying to reach (college women). The engagement with women 18-24 as opposed to younger girls is likely because the Facebook page is followed by former Girl Up club members who have aged out of high school programs. Using Facebook would help Girl Up target an audience of interested young women who would likely be open to starting a college club because of their previous involvement. Girl Up could focus on remarketing to these former club members rather than explaining its value proposition to a new group of students. Facebook would keep these former Girl Up club students informed of Girl Up happenings and provide opportunities to continue engaging with the campaign.

A key element of developing college level Girl Up clubs would be providing a forum for the emerging leaders to share information about successes and seek advice from their peers. A private Facebook group would offer student leaders support as they encounter challenges in adopting Girl Up on their campus. Girl Up's website currently offers a forum function for members once they have logged in, but using Facebook could create more dialogue through a platform college students regularly check. The forum could have a staff member moderator to address headquarters-specific queries and prompt discussion. The Facebook group would offer an additional peer support system for students starting Girl Up clubs on their campuses as well as a built in communication channel for students to follow-up with one another after meeting at events such as the Leadership Training institute.

Pinterest

Pinterest is one of the leading social networks among collegiate women. Nearly one fifth of online women use Pinterest.²⁷ More than 80% of Pinterest's user base is made up of women²⁸. Pinterest also has a greater stickiness, meaning users spend more time on the website, than most websites and both Facebook and Twitter²⁹. Girl Up does not have a presence on Pinterest. The UN Foundation does have a presence but there is not even a pin board dedicated to Girl Up. A Pinterest presence would help increase awareness among college-aged women and create a connection to the campaign. Pinterest also encourages sharing of 'evergreen content.' While Twitter and Facebook revolve around immediacy, content on Pinterest can be shared months after it is posted to the site. 80% of content of Pinterest is a 'repin' or sharing of content posted by someone else³⁰. Content creators, those who post to Pinterest, can see their content widely spread. Pinterest is also based on visual content and would offer Girl Up a platform to share event photos, the people they help and activity ideas with their followers.

Suggested Pinterest boards:

²⁷ Bit Rebels. Comparing Pinterest with Facebook and Twitter.

<http://www.bitrebels.com/social/comparing-pinterest-with-facebook-twitter-infographic/>

²⁸ Experian Hitwise. Pinterest Becomes Top Traffic Driver for Retailers.

<http://www.experian.com/hitwise/in-the-news-pinterest-retail-infographic.html>

²⁹ Modea. Pinning = Winning. <http://www.modea.com/blog/pinterest-infographic>

³⁰ Bit Rebels.

- Inspirational women
- Girl Up Club activity ideas
- Fundraising ideas
- Inspirational quotes
- Why we do what we do
- What We're Reading
- STEM for girls ideas

Evaluation:

Girl Up could measure engagement through a variety of metrics. These metrics would provide feedback about what campaign events successfully led to new Girl Up college chapters and which efforts failed to convert interested students into emerging Girl Up club leaders. Because students are required to submit their names as club leaders when they officially register a club, Girl Up would be able to cross-reference the list of participants from various recruitment activities with the list of newly elected leaders. The most important metric would be participation in campaign activities. Girl Up, at first, would seek to optimize turnout at campaign events. The second metric would be the number of participants who founded a college club.

The campaign would measure participation at:

- The Girl Up Leadership Training Institute
- The Legislative Day of Action
- College 'Hero' award applicants
- Alternative Spring Break applicants and participants
- TedX conference attendees

The campaign would also look at social media engagement to measure the impact of social media in keeping former club participants involved with Girl Up and its activities.

These metrics would include:

- New college Girl Up Facebook page likes and comments
- Existing Girl Up Facebook page likes and comments from women ages 18-24 (this information is available through Facebook page owner settings)
- Pinterest followers, likes, and repins
- Facebook private group comments on moderated posts as well as unprompted participation in the group

The Girl Up college club registration form would also include a question, as part of the campaign, about how the person heard about Girl Up. This would clearly delineate which promotional activity prompted the student to form a college Girl Up club.

Additionally, Girl Up would measure interest by examining unique visitors to the college section of the Girl Up website. College students might explore the page but not choose to start a club for a variety of reasons. Using web analytics such as Google Analytics, Girl Up could measure interest in the college club. By using unique visitors rather than total visitors as a determining metric, Girl Up could see how many different college students viewed the page. Google Analytics can also provide demographic information about the visitors including location and age, which would help Girl Up target the colleges and students where there is interest. If Girl Up were interested in paid promotion at a later date, they might use the data gathered here to inform advertising choices including which states and regions to market to as well as what platform drive traffic to the Girl Up website. They could learn whether the visitors were brought to the website through search or social media or direct referral. This would further clarify promotional priorities.

Finally, Girl Up would measure the most important metric; they would measure how many college Girl Up clubs were formed during the 2013-14 school year and during the 2014-15 school year. This is the primary objective and the most critical measurement of the campaign's success.