



# Tell Someone 2026 Campaign

First four months performance (25 Jan – 25 May)

## Website engagement



Total users

Increased engagement

(compared to previous four-month period)

### Most visited website pages:

1. Tell Someone Campaign Toolkit
2. What should I tell someone about? (for children and young people)
3. Resources and training
4. Tell Someone Network
5. Having conversations (for adults, parents and carers)

### Primary traffic sources:

1. Direct traffic (URL search)
2. Snapchat
3. Meta (Facebook and Instagram)

## Multimedia campaign engagement



Impressions\* across all platforms

\*Impressions mean the number of times Tell Someone content has been shown.

### Breakdown of impressions:

Platform	Percentage	Platform	Percentage
Meta	36.5%	Hoopla	9.7%
Snapchat	38.0%	Youtube Parents	2.0%
7PLUS	3.7%	Youtube Kids	4.0%
NINE	2.6%	SBS	3.5%