

# MEDIA RELEASE

## PERTH

Monday 26 October 2015

### TELETHON TAKES 'INITIATIVE' WITH SOCIAL MEDIA

It was a record breaking weekend at this year's Channel 7 Telethon, with donations hitting \$25,854,524 and now over \$200million raised since its inception in 1968. Thanks to the tireless efforts of media communications agency Initiative, who led a team of staff and volunteers, Telethon's social media channels also hit record heights over the weekend, including #telethon7 trending number one globally on Saturday night.

Initiative staff and volunteers generously donated their time and expertise over the weekend to significantly grow the social media foot print of Telethon, giving fans behind the scenes access to the event and connecting the people of Western Australia (and the world) with their favourite stars.

Significant social media milestones include:

- Saturday evening #telethon7 was trending number one GLOBALLY! As well as number one in Australia, the US, Canada & New Zealand, Number 3 in Indonesia & Malaysia & number 8 in the UK.
- Over 3.5million Facebook impressions
- 200,100 views of videos posted to Facebook
- 36,169 Telethon related Instagram posts
- Facebook engagement increased by 354% from previous week.
- Twitter followers grew from 14,587 to 19,018 (increase of 30%)
- Instagram followers grew from 8,280 to 11,100 (increase of 34.0%)
- Facebook audience grew to 93,384

Initiative has generously donated their services and staff to Telethon, driving social media success, since 2013.

Clive Bingwa, Managing Director at Initiative said "Telethon is one of the best weekends on the Perth calendar. We feel extremely privileged to have played a part in such a successful weekend. Paige English spearheaded the Initiative contribution this year rallying the Initiative team as well as extending involvement to friends of Initiative Perth to deliver around the clock social engagement. I am extremely proud of everyone's contribution and look forward to a bigger, better 2016 Telethon Weekend!"

Mario D'Orazio, Managing Director at Channel Seven Perth said "Telethon really appreciates Initiative's great skill and insights into social media, helping bring Telethon not just to the people of Western Australia, but the world."

2016 Telethon will be on October 15 and 16.

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