



2024 Rosebowl Challenge – ‘Rise Up & Roar’

Submission from Soroptimist International Manchester





Figure 1 - Profile picture

Introduction

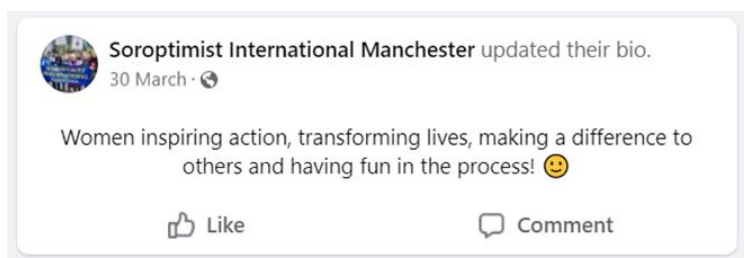
Following conversations held during our annual reflection session, it was agreed to use social media to ‘advertise’ what we are all about and the work we are doing. SI Manchester has an active Facebook page which is managed by three members who all have access to publish posts. Having three people has meant that we are spreading the load and are able to post consistently and persistently.

Facebook page - <https://www.facebook.com/SoroptimistManchester>

It was decided to start with updating the profile picture and the cover photo to reflect an example of service that we were doing and the diverse nature of our club.



Figure 2 - Cover Photo



We also updated the bio to “*Women inspiring action, transforming lives, making a difference to others and having fun in the process!* 😊”

Twelve-week Campaign of regular Facebook Posts

We then commenced a twelve-week campaign, which started mid March 2024 with a post about who we are (See Appendix 1), information which was taken from the SI website and from our Prospective New Members pack. <https://tinyurl.com/SI-Who-We-Are>



We then posted on a weekly basis for the following eleven weeks. The posts were prewritten and uploaded and scheduled to be published to our Facebook page at 7.30am each Saturday morning to ensure it would pop up in peoples Facebook feed during the weekend when it was more likely to have an impact.

Week 2 was a post about our club history (See Appendix 1), <https://tinyurl.com/SIM-Our-History>

Week 3 started a run where each week, for the following 9 weeks, we put a post up about each of our projects and called this 🌟 Shining a light on our projects 🌟.

Each post would include a picture, a write up of the project and the support we have given and would include the website of the project. The projects, and links to each of the Facebook posts, are as follows: -

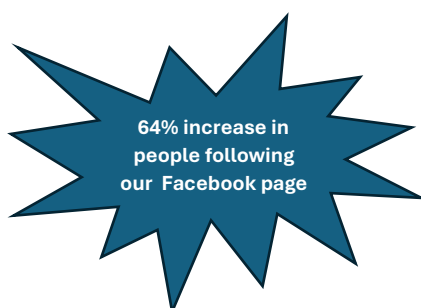
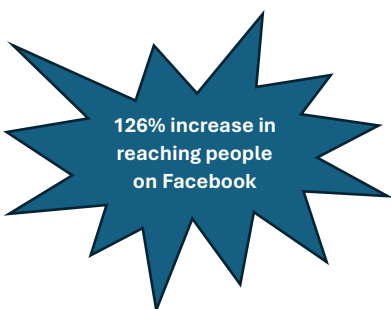
🌟 Shining a light on our projects 🌟		
Week 1	Emmeline's Pantry	https://tinyurl.com/SIM-Emmelines
Week 2	The Pankhurst Trust and Manchester Women's Aid	https://tinyurl.com/SI-Pankhurst-partnership
Week 3	New Hope	https://tinyurl.com/SI-New-Hope-Project
Week 4	WomenMATTER	https://tinyurl.com/SI-and-WomenMATTER
Week 5	MASH - Manchester Action on Street Health	https://tinyurl.com/SI-MASH
Week 6	Act4Africa	https://tinyurl.com/SIM-Act4Africa-projects
Week 7	Early Essentials	https://tinyurl.com/SIM-Early-Essentials
Week 8	S.A.L.V.E. International	https://tinyurl.com/SIM-SALVE
Week 9	The River Manchester - Empowering survivors of domestic abuse	https://tinyurl.com/SIM-THE-RIVER

The final week was a post about the Climate Fresk Workshop, held on Saturday 1st June 2024 at Stretford Public Hall, and included members from SI Manchester, SI Liverpool, SI Southport and SI Bolton.

<https://tinyurl.com/SIM-Climate-Fresk>



Figure 3 - Climate Fresk Workshop



Additional Posts



Figure 4 - Meet the Mancunian Podcast

At the beginning of the year, our President Elect, Fiona Spencer, was interviewed for the Podcast – Meet the Mancunian. We have promoted this far and wide and then put the link to this podcast on the bottom of almost all our posts. (See below)

During the twelve-week campaign, as well as the weekly posts outlined above, we included topical posts about any events we were attending , we promoted our speaker evenings and invited anybody who would like to come along (these were also shared onto local Facebook groups). For example, this post when we had Rev. Jean Hurlston from Oldham Street Angels <https://tinyurl.com/SIM-Street-Angels-Speaker>. We also shared

content from our partners, and created a couple of generic posts with a Call to Action, like the one below¹ : -

- ✔ Do you want to be part of an International Women’s Organisation?
- ✔ Do you want to make a difference to the lives of women and girls everywhere?
- ✔ Do you want to work with liked-minded women?
- ✔ Yes? 🧑🏻

Then you’re in the right place! 🧑🏻

We are looking for new Members. Join your local club today and you will belong to a organisation of women working to improve the lives of women and girls locally, nationally and internationally.

Help us transform the lives of women and girls. Join us and make a difference! 🙏

<https://sigbi.org/get-involved/membership/club-membership/>

🎧 Listen to Season 7, Episode 8 of the MeettheMancunian podcast for inspiring stories of women empowering communities. Hear Fiona Spencer, Vice President of the Soroptimist International Manchester Club talk about how they make a difference - "I think that the people who surround you and the work that you can do with them is the most important lesson... by working with people and helping encourage them to want to make a difference too."

🎧 ✨ Listen now:

<https://www.meetthemancunian.co.uk/meet-the-mancunian.../>

#soroptimist #peace #change #makinglivesbetter #promotingpeace #women #effort #faith #world #unitednations #ngo #opinion #positivethinking #bringachange #peaceonearth #wisdom #mindfulness #peaceonearth #soroptimist #nonprofit

Figure 5 – Call to Action Post

¹ https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.meetthemancunian.co.uk%2Fmeet-the-mancunian-talking-supporting-women-and-girls-with-fiona-spencer%2F&h=AT2WX164NQTaVdL7SiGkbw1BGocaD2dU323uuzeGsNokMR5Wlq80PvjqoM_P0opUCI4YYVnJ7dAK0d1xmqj0B2O10qhoDhafQ6aY-CCUGB492SrdT0mjiLznW5yP4QLBoA&s=1

Each member has been asked to please share each of the posts to their own Facebook page and the posts have also been shared on to local 'What's On' type Facebook pages. In Manchester we have posted on: -

- [Local volunteering roles and community events.](#)
- [What's On In Sale](#)
- [Sale, Timperley & Altrincham](#)
- [TRAFFORD AREA for business and the community](#)

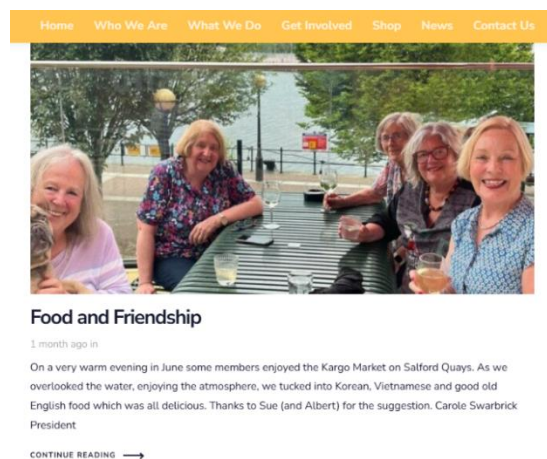
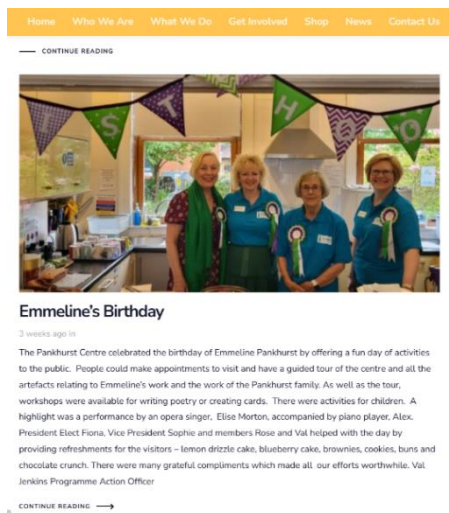
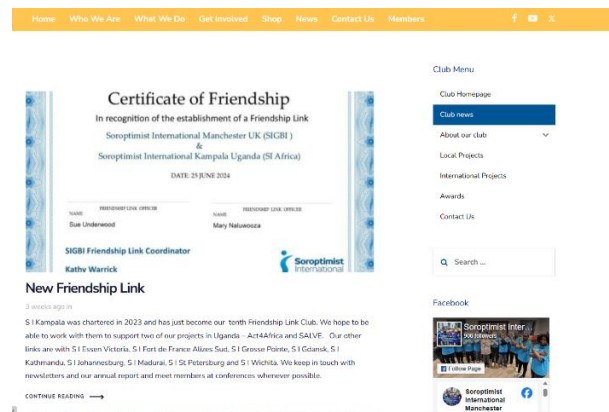
We have also posted to the SI South Lancs page to allow other clubs to see and potentially reshare or copy the post. The more interaction that a post gets, the more likely it is that Facebook will automatically show it to other people who may be interested, whether that is our own members or other soroptimists from region or further afield. Comments also help in increasing the reach of a Facebook post.

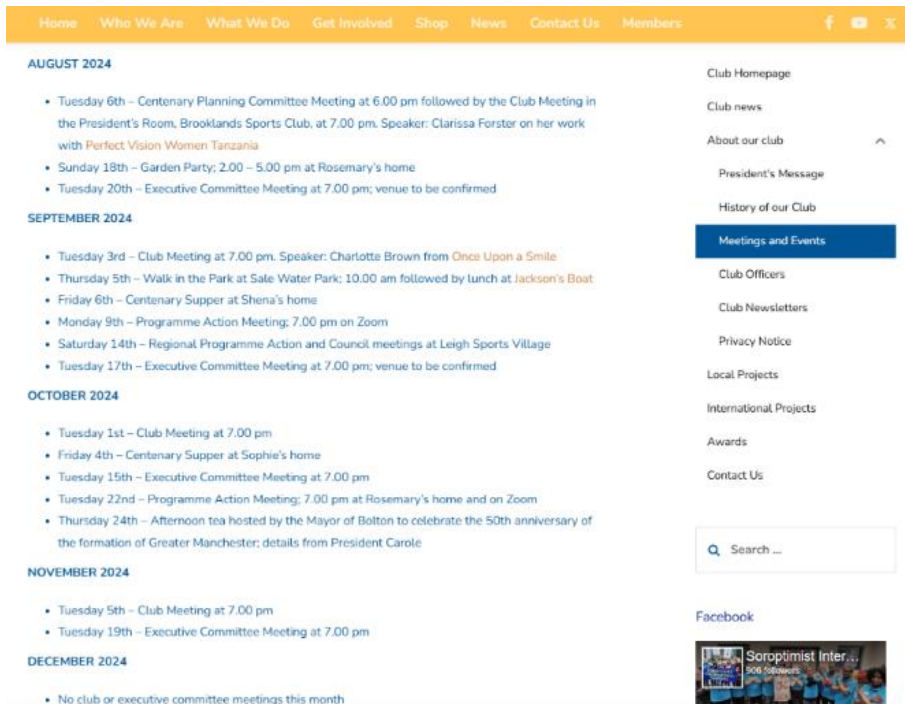
For example, the Call to Action post above was one of our most successful posts with a reach of 1,026, impressions of 1,250, 39 interactions and 29 link clicks. These were all much higher than typical posts. See Appendix 5 for further details.

Keeping the website up to date

As part of the campaign we have signposted people to our club website. As a club, we understand the importance of keeping the website up to date. This is the world's window into our club, the work that we do and the diversity of projects that we support. Another member of the club updates the website on a very regular basis.

The Club News section is updated regularly after our events. Sometimes the same information is used for Facebook and the website so as not to duplicate effort.





The write ups highlight the diversity of projects that we support and show how active we are as a club.

We also make sure that the meetings and events section is kept up to date so that when prospective new members look at what we are doing they are able to select what they might like to join in with.

Testimonial

From Carole Swarbrick: Re the website

During a conversation about Soroptimist International a former Lord Mayor of Manchester Carl Austin-Behan OBE DL was directed to the website. He was so impressed and interested in learning more about the organisation that he has expressed an interest in attending our fund raising event in October.

The 'Ripple Effect' of talking about Soroptimism.....

We have talked about Soroptimism at face-to-face meetings also, which has caused a Ripple Effect and increased our supporter pool.

One Soroptimist (Fiona) goes to a stitching group -

- ✓ Talks about Soroptimism and SI Manchester's project 'Early Essentials'
- ✓ Stitchers introduce 'Early Essentials' as a possible 'Linus Project' beneficiary
- ✓ & Stitchers, plus family & friends, also begin knitting for 'Early Essentials'!

Another Soroptimist (Liz) goes to the Ashton Village Saver shop -

- ✓ Talks about Soroptimism and SI Manchester's projects including 'New Hope, Orissa' & 'Early Essentials'
- ✓ Shop owners Mum & her sister get busy knitting



Another Soroptimist (Rosemary) is having dinner with a friend -

- ✓ Talks about Soroptimism and SI Manchester's project 'Early Essentials'
- ✓ This friend sets up a group called the Chorley Knitters and is knitting baby clothes and hats for SI Manchester's projects

All of this not only gets Soroptimism out there, it also increases our pool of supporters which we feel is crucial for a viable club. As each of these groups donate their items for our charities we post about this on our Facebook page and website.

Results

When we review the insights, taken from Facebook, we can see a huge increase in interaction on our Facebook page. The amount of people overall that our Facebook page has reached (our reach) has **increased by 126%** (see Appendix 2), the amount of visitors to our page has **increased by 309%** (see Appendix 3), and the amount of followers of our page has **increased by 64%** (see Appendix 4). These were the results for the period 16th March 2024 – 15th June 2024 in comparison to the previous 3 month period.



This year, we have received **ten new member enquiries** and so far, have **five new members** this year. One of which we can attribute directly to this campaign. Claire Hughes saw our posts and was keen to get involved. See her testimonial below.

Testimonial

'I use social media regularly to organise my social life and regularly sign up for activities such as book clubs, crafting classes and live, local events. When the post for SI popped up on my Facebook feed, I was immediately intrigued to find out more - it was an organisation I'd not heard of.

The post was a great hook, prompted me to get in touch and within a week or so I was invited to attend one of their scheduled monthly meetings. Then, after being welcomed by such an enthusiastic, warm and inclusive group of women it was a very easy decision to sign up and join. A great example of the positive impact of social media!'


Claire Hughes (Attended May meeting, joined 12th June 2024)

During this period SI Manchester has **"Risen Up and Roared"** about Soroptimism as a whole, about the work that we do specifically in SI Manchester, and the projects we support.

Appendices


Appendix 1

Who We Are post -

 **Soroptimist International Manchester**
16 March · 🌐

"Who are we?" I hear you ask....
Founded in 1921, Soroptimist International is a global volunteer movement with a network of around 66,000 club members in 120 countries. Advocating for human rights and gender equality, is at the heart of Soroptimist International's advocacy work across seven United Nations (UN) Centres, where our UN representatives ensure that the voices of women and girls are heard.
Our membership work on projects that help women and children achieve their individual and collective potential, realise aspirations and have an equal voice in communities worldwide.
In order to maintain our consultative status with the UN we ensure that all the work that we do is reported centrally and links in to at least one of the UN Sustainable Development Goals.
(<https://sdgs.un.org/goals>)
Soroptimist International is made up of five Soroptimist International Federations: Soroptimist International Africa Federation (SIAF), Soroptimist International Southeast Asia Pacific (SISEAP), and obviously we are part of the fifth - Soroptimist International of Great Britain & Ireland (SIGBI).
SIGBI has 6,000 Members and 270 Clubs in 18 countries including Great Britain, Ireland as well as countries in Asia, the Caribbean and Malta, who work at a local, national and international level to educate, empower and enable women and children.
<https://sigbi.org/>

Our History post -

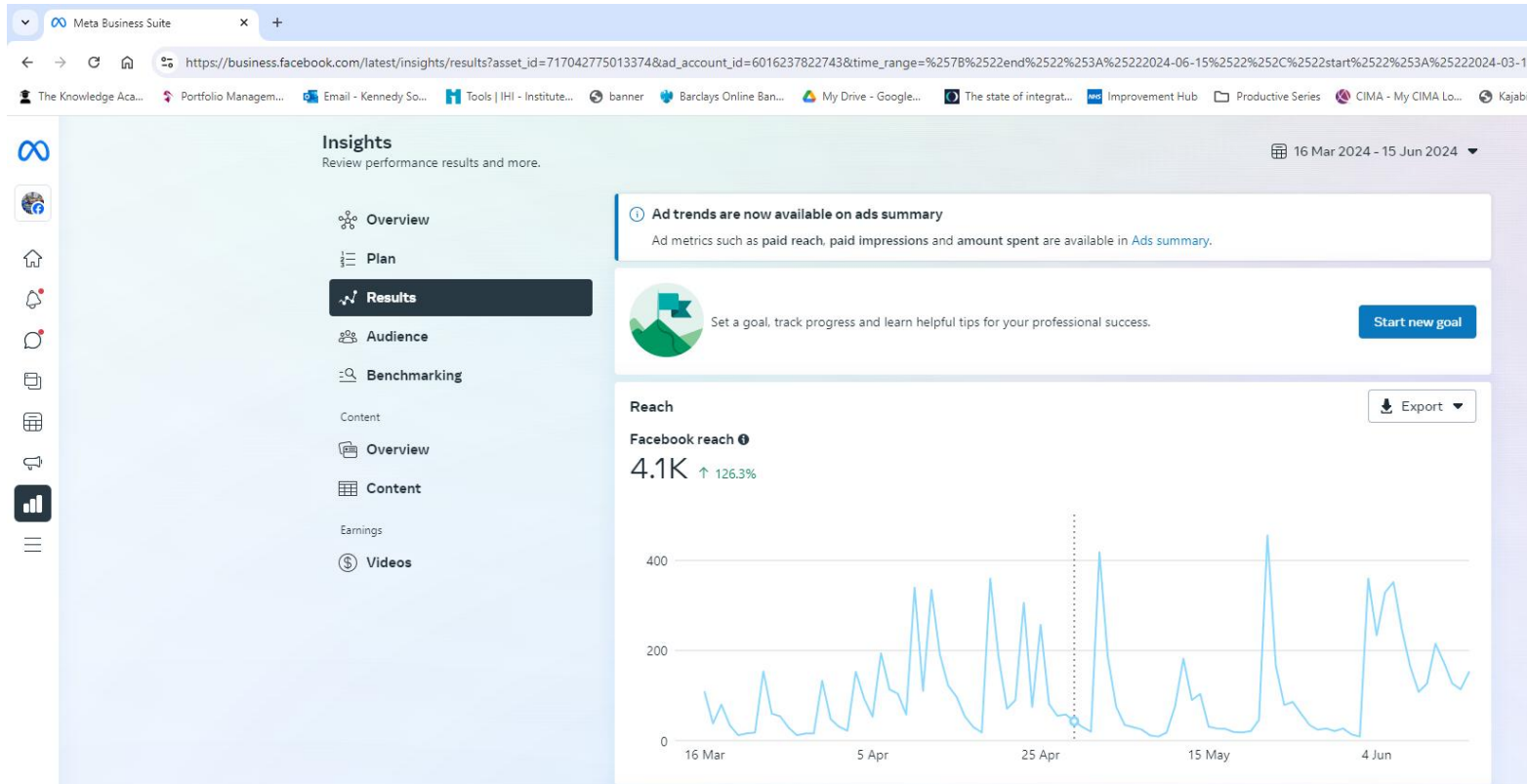
 **Soroptimist International Manchester**
23 March · 🌐

Our history....
SI Manchester is part of Soroptimist International of Great Britain and Ireland (SIGBI).
The first meeting of SI Manchester was held on 18th February 1926 when Lady Falmouth, founder member of SI Greater London was present. On 16th June that year an inaugural banquet was held and the Charter was presented.
There were 62 founder members drawn from a wide variety of business and professional fields, many involved in Manchester's textile industry – blouse maker, cotton waste merchant, garment manufacturer, grey cloth agent, and others still familiar today – dentist, florist, journalist, solicitor.
To celebrate the
🌟 Golden Jubilee of the Club in 1976, an annual prize was established
💎 The Diamond Jubilee project in 1986 was for the NSPCC Special Families unit in Fallowfield.
👩 To mark the 70th anniversary of the Club in 1996, £7,000 was raised to furnish and equip a multi-sensory room for children at a local assessment centre.
🎉 The Club's 80th anniversary was marked by donating £8,000 to St Mary's Sexual Assault referral centre for a new paediatric room.
📍 Act4Africa, a charity the Club is still involved with, was the recipient of £9,000 raised for the 90th anniversary in 2016.
👏 We are currently planning our 100th anniversary in 2026, how exciting!! 🎉
If you are a woman who wants to work together, with other like-minded women to make a difference in Manchester and further afield, as well as help us celebrate, all the work that we do, during our 100th year then please drop us a message. 🙋
<https://sigbi.org/manchester/>



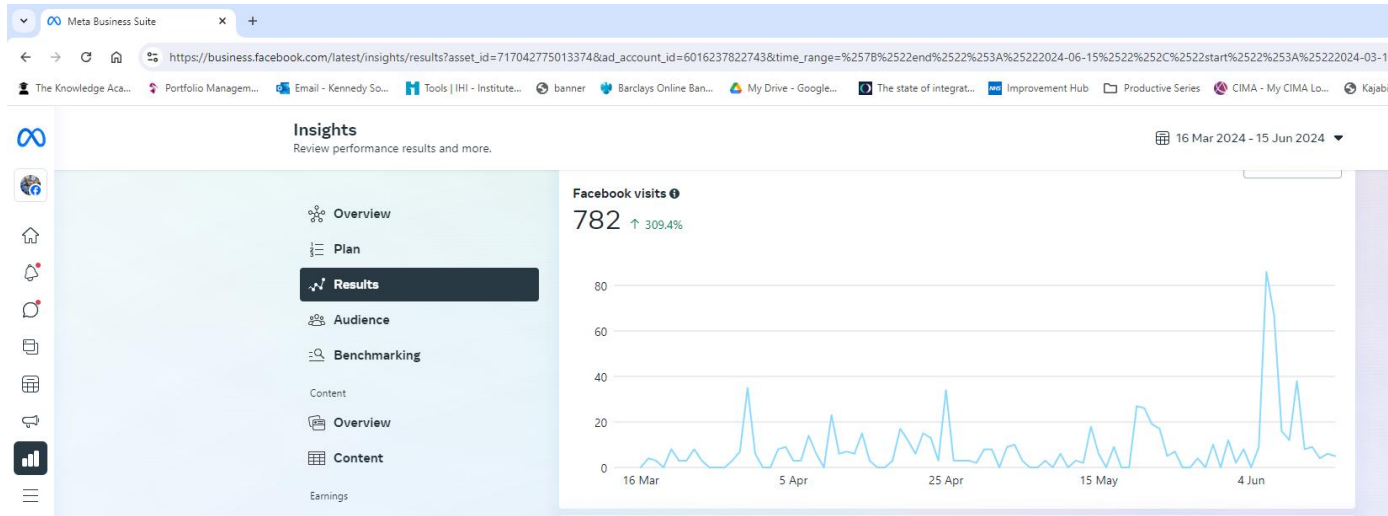
Appendix 2 - Facebook reach

This metric counts reach from the organic distribution of our Facebook content, including posts, stories and ads (if we had ran any during this period, but we had not). It also includes reach from other sources, such as tags, check-ins and Page or profile visits. Reach is only counted once. This metric is [estimated](#) by Facebook using sampling and modelling algorithms. Our reach increased by 126%, compared with the previous 3 months.



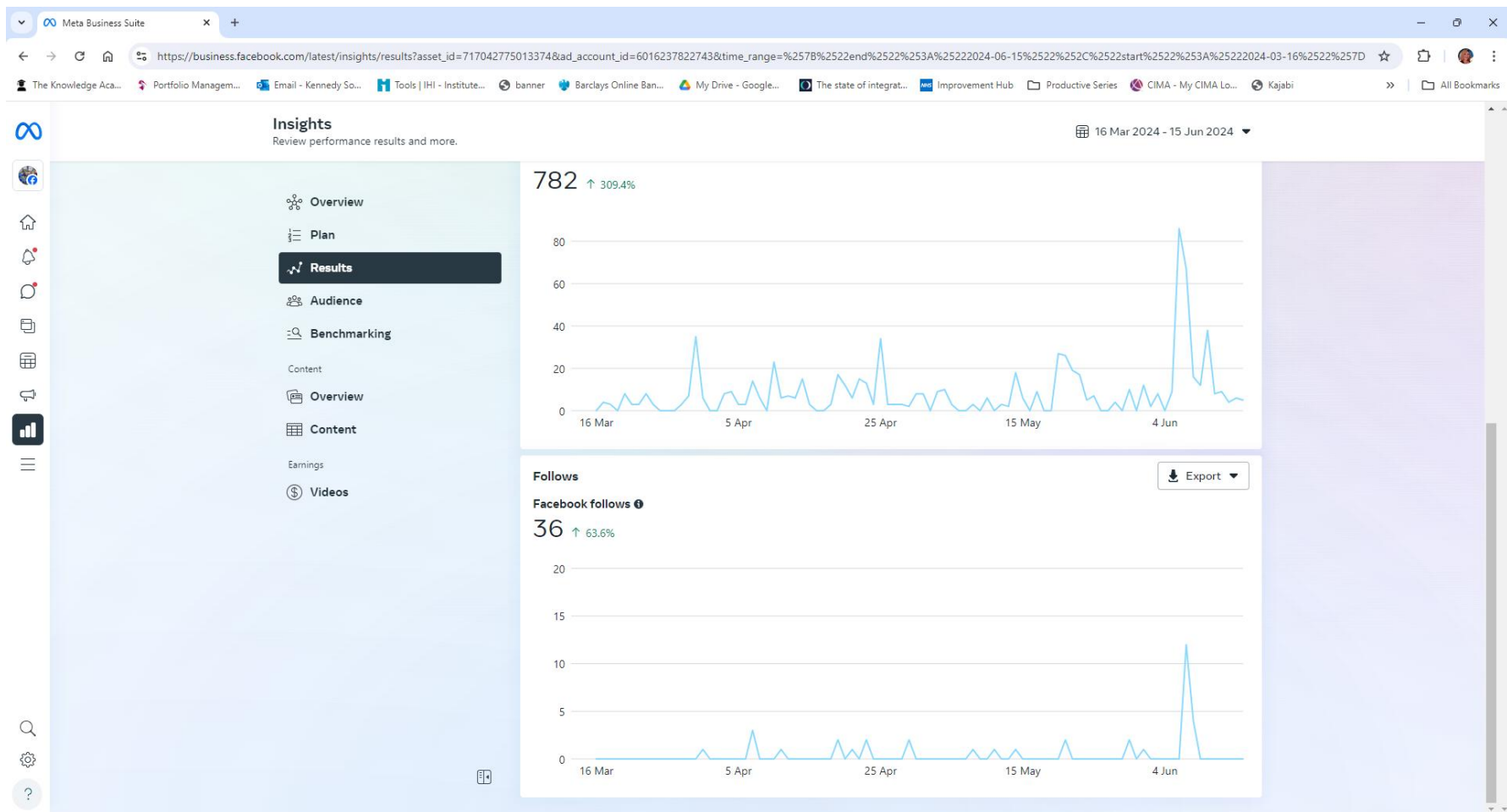
Appendix 3 - Facebook visits

This is the number of times that our Page or profile was visited, which increased by 309%, compared with the previous 3 months.



Appendix 4 - Facebook follows

This is the number of times that accounts followed us during 16th March and 15th Jun, compared with the previous 3 months, an increase of 64%



Appendix 5 – One of our posts with the largest interactions

Content impressions - The number of times that our content was on screen. Content can include formats, such as posts, stories, reels, videos and more.

Post interactions- The number of post likes or reactions, saves, comments and shares minus the number of deleted interactions.

Facebook post link clicks - The number of clicks on links within posts that led to destinations or experiences, on or off Facebook.

The screenshot displays the Meta Business Suite interface. On the left is a navigation sidebar with options like 'Posts and reels', 'Stories', 'A/B tests', 'Feed and grid', 'Mentions and tags', 'Clips', 'Facebook Photos', 'Playlists', 'Series', and 'Videos you can crosspost'. The main content area shows a list of posts under the 'Published' tab. The selected post is titled 'Do you want to be part of an International Women's Or...' and has 31 reactions, 7 comments, and 19 shares. A performance overview card for this post shows the following metrics:

Metric	Value	Comparison
Reach	1,026	Higher than typical
Impressions	1,250	Higher than typical
Interactions	39	Higher than typical
Link clicks	29	Higher than typical