Example post from the ALSWH Facebook page

This post (dated April 14, 2013) was part of the ALSWH promotion. The post was shown in the newsfeed of some users who liked the ALSWH Facebook page. All Facebook users could view the post if they visited the ALSWH Facebook page. This post reached 1,157 users and received 10 likes, two comments and two shares.
Example of a less successful ALSWH Facebook advertisement displayed on the right-hand column

This advertisement was part of the ALSWH promotion. It was shown on the right hand column for users who were living in Australia, female and aged 18-23. This advertisement was presented to users who were using the Facebook website and was not available for users who were using the Facebook application. The potential audience was 1,180,000 people. 341,386 users were shown the advertisement and it was presented to each person 7.17 times on average. The website link was clicked 587 times. This resulted in a mean click through rate of 0.024%.
Example of a successful ALSWH Facebook advertisement

This advertisement was part of the ALSWH promotion. It was shown in the newsfeed and was targeted (by interest) to users who were living in Australia, female, aged 18-23 and interested in cooking. This advertisement was available for users who were using the Facebook application, as well as the Facebook website. The potential audience for this advertisement was 420,000 people. 244,580 users were shown the advertisement and it was presented to each person 1.56 times on average. The website link was clicked 13,937 times. This resulted in a mean click through rate of 4.332%.
Example tweet from the ALSWH Twitter account

![Example Tweet](image)

This tweet was part of the ALSWH promotion. The tweet was shown in the feed of users who followed the ALSWH Twitter account. All Twitter users could view the tweet if they visited the ALSWH Twitter profile. This tweet was retweeted six times.