

## Answers to questions taken on notice – Sex Workers Outreach Project Inc.

1. Question from Mr Alex Greenwich MP, Transcript of Evidence, p 5:

**Mr ALEX GREENWICH:** Would you be able to provide those engagement statistics to the Committee as well?

**Mr COX:** Yes, we would be able to do that. We would be happy to do that. You can follow us on Twitter.

### Sex Workers Outreach Project

- In the last reporting year (July 2014 to June 2015), SWOP made 3014 social media posts across our branded accounts SWOPnsw and SWOPmale, with our posts and tweets being seen by 969,908 people (approx. 1,800 every week).
- The number of persons who interacted (commented, liked, shared with their friends) with our posts was 61,849 (around 6.38%). The average interaction figures for social media are around 10%. As we work in a field that is highly stigmatised (sex work and sexual health) and interacting with a SWOP post on social media can identify you as a sex worker we consider the interaction level we have achieved on social media to be high.
- The SWOP website [www.swop.org.au](http://www.swop.org.au) was accessed for information 67,352 times in the same period.