

A comparison between a social media campaign and radio campaign for egg and sperm donor recruitment.

Background

In June 2021 and November 2022, Scottish Government initiated two national campaigns to improve egg and sperm donor recruitment across NHS Scotland. The 2021 campaign was primarily social media based (Facebook, Twitter, Instagram etc.) with additional advertising through Spotify and at gyms. The 2022 campaign was based on advertising through local radio stations. The purpose of this document is to consider the impact of each type of campaign on donor recruitment.

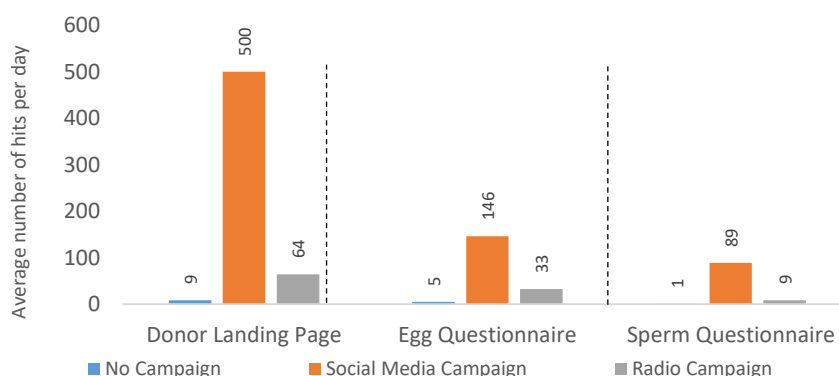
It is important to note that i) the impact of the Covid-19 was more prevalent in June 2021 than November 2022 on the general population and ii) this report does not take into account local donor recruitment campaigns.

Number of “hits” on different pages on the website

Potential donors initially visit the “donor landing page” (either through search engines or referred from other sites eg. Facebook) and then can either leave the site or click on the egg or sperm donor eligibility questionnaire.

- The social media campaign had 7.7 more hits per day on the “donor landing page” than the radio campaign (Figure 1; 500 vs 64)
- The conversion rate from the “donor landing page” by “clicking” on the “egg donor eligibility questionnaire” or “sperm donor eligibility questionnaire” was 47% for the social media campaign and 65% for the radio campaign. The average daily number of patients accessing the questionnaire was 235 for the social media campaign and 42 for the radio campaign.
- In both campaigns, more donors visited the “egg donor eligibility questionnaire” than the “sperm donor eligibility questionnaire” (81% for egg donor questionnaire vs 19% for sperm donor questionnaire; there was little difference between campaigns).
- During each week of both campaigns the number of visitors to the donor page reduced. Between week 1 and week 4 there was a 60.1% decrease in the number of potential donors, visiting the donor landing site (i.e. from an average of 420 per day to 165 per day).

Figure 1: Behaviour flow for patients accessing different pages on the website. No campaign indicates a period between the campaigns when no active recruitment was occurring.



Recruitment

- The number of donor questionnaires returned, screening appointments and donors recruited (within two months of completion of the campaign) was greater for the social media campaign than the radio campaign (Table 1).
- The number of sperm donors recruited was roughly half the number of egg donors.

Table 1: Number of questionnaires returned, screening appointments and donors recruited within 2 months after completion of each campaign.

	Eggs		Sperm	
	Social Media	Radio	Social Media	Radio
Questionnaires returned	30	23	20	12
Number of initial screening	23	11	12	5
Donors recruited	7	3	4	2

Conclusion

The social media campaign appears to be more effective at recruiting donors than the radio campaign. However, it is important to take into consideration the effects of Covid-19 on the campaigns that may or may not have had a negative effect on donor recruitment. Furthermore, recruitment data only takes into consideration donors screened and recruited with two months of the campaign. More donors may have been recruited after this period of time.