

MEDIA/PUBLIC RELATIONS/ADVOCACY

2017 Winner: Computing Technology Industry Association

Entry Title: Make Tech Her Story

Project Overview/Elevator Pitch:

The Make Tech Her Story campaign was designed to inspire tech industry leaders, educators, parents and, most importantly, young women and girls to make the industry more gender inclusive. More than 5.1 million people worked in core technology jobs in the U.S. at the end of 2015, but just 25 percent of those jobs were held by women. During the summer of 2016, CompTIA commissioned research that brought the conversation directly to girls and boys between the ages of 10 and 17 in hopes of clarifying what drives or detracts from their interest in IT, and what needs to change in order to tip the scales. This information served as the centerpiece of the campaign. To support the campaign, CompTIA called on Rosie the Riveter, the cultural icon associated with the women who joined the workforce during World War II. But instead of working in munitions factories and shipyards, Rosie circa 2016 is building mobile apps, managing the Internet of Things and keeping cyber assets safe and secure. Rosie the IT Worker was featured prominently on Make Tech Her Story website, where visitors can build a personalized Rosie avatar, participate in a social media photo-sharing promotion, access career resources and contribute to the next chapter in the history of women and the IT industry.

Project Goals/Objectives:

The objective of the campaign was to improve overall CompTIA brand awareness and raise our profile as a thought leader on workforce issues. The campaign has the following measurable goals:

- Media Placements: 40 media placements in mainstream business, consumer, technology, HR and education outlets in 6 months
- Video Views: 5,000 views
- E-book Downloads: 500
- Web Traffic:
 - 30 days - 2,000 sessions
 - 60 days - 3,500 sessions.
- Direct Mail: 10% engagement rate
- Social Media:
 - 30 days after campaign launch:
 - Increase brand mentions of @CompTIA Twitter handle
 - Increase CompTIA mentions from 500-800 to 1200-1500 mentions during first 30 days of campaign launch, creating approximately an 85% increase
 - Increase followers across each channel
 - Twitter: Increase followers from 26,400 to 30,000, creating a 15% increase

Strategy:

The Make Tech Her Story campaign included the following elements: news release and

corresponding media pitching; contributed articles and guest blogs; extensive social media activity; a campaign-specific website and e-book; and a direct mail campaign to encourage industry influencers to join the effort.

Success Metrics:

- Media Placements: See attached for full report
- 129 total placements
- 27 total placements towards goal
- Placement highlights: The Economist, Fox Business, Forbes, Fast Company, Dark Reading
- “Mommy Blogger” Outreach: See attached for full report
- WS began reaching out to prominent “mommy bloggers” week of 10/10
- 20+ bloggers have written about campaign, including
- 25 bloggers have shared campaign on social media, reaching nearly 500,000 people
- Video Views:
 - We have reached 16,466 with campaign video
 - View breakdown:
 - YouTube views of full video - 1,997
 - Facebook views of full video - 5,943
 - Facebook views of shortened video - 8,358
 - Instagram views of video post - 168
 - Other video materials:
 - Facebook live video announcing launch of campaign - 17,148
 - E-book Downloads: 638
 - Notable downloads include people from: Microsoft, New York City Department of Education, Accenture, Department of State, 1871, IBM
- Web Traffic:
 - 7,370 total visitors
 - 5,396 unique visitors
 - Direct Mail: 18 people have engaged (6%)
 - Mailed 4 additional headbands to Oculus engineering team on 10/10 (Owned by Facebook)
- Social Media: See attached for full report

Association website

www.maketechherstory.comptia.org