



**Justice**  
Families & Friends  
of Missing Persons

# **An evaluation:**

The Families and Friends of Missing  
Persons Unit Facebook page

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# 1. Introduction

A review of the Families and Friends of Missing Persons (FFMPU) Facebook page was conducted in October 2014, 12 months after the page was launched. The purpose of the review was to:

- evaluate the Facebook page in line with initial objectives;
- increase understanding of current users activity and needs;
- explore the potential of social medium to respond to the needs of families and friends, service providers and the community; and
- explore whether there was a consistent standard of service between government jurisdictions in the use of social media.

The methods of evaluation include identification of current FFMPU Facebook users; comparison of user population to FFMPU client demographics; analysis of Facebook activity over the 12 month period; research on best practice of organisational use of social media; direct enquiry of followers, or users, of the FFMPU Facebook page; and compilation of a report to inform future practice.

A copy of the project plan can be found at Appendix A.

## 2. Use of Facebook and other forms of social media in the missing persons sector

Facebook has been widely used to expand search populations in seeking individual missing persons' cases, with a large number of pages developed by NGOs, individuals, and one by New Zealand police missing persons unit. The orientation of these pages is largely focused on locating the missing person, more than providing assistance and support to address the emotional impact on family members and friends left behind.

While there are a number of benefits in the use of social media to enhance search options (reach, immediacy of access), there are a few areas where caution is recommended. Facebook is described as having the potential to both 'help and hinder' missing persons investigations (Starke, 2013) due to the diversion of critical leads and inadequate monitoring of pages. Other concerns include the amount of personal information people may choose to share on Facebook, which may raise issues when other family members have different beliefs or desire to keep information more private (McCarroll, 2014). There may also be issues with negative comments or solution focused enquiry

Other issues in the use of social media in searching for missing people concern safety issues. If someone is missing or living under another identity to protect the safety of themselves and/or family, a social media search campaign could be seen to escalate risk. This situation occurred in Sweden, with a father seeking to locate his children and their mother. It was later discovered that the mother, living with the children under witness protection, was forced to move when her whereabouts was revealed. Swedish authorities subsequently warned against sharing posts about missing people on social media (Sundkvist, 2013).

There is, however, a proliferation of websites and Facebook pages set up to assist the location of a missing person. Of those reviewed, and it is believed there may be additional pages not identified in this paper, the majority contain little information relating to the psychological impact and ongoing support needs of family members or friends coping with the impact of missing. Rather, the posts and focus are on searching for and locating missing people or the missing persons' population.

### **3. Review of comparable Facebook pages (see Appendix B)**

A number of national and international Facebook pages relevant to the missing persons sector were reviewed. With the exception of the New Zealand Police Missing Persons page, all are identified as products of non-government organisations (NGOs), charities, or individual operations. A number of NSW government Facebook pages were also reviewed for comparable purposes (see Appendix C).

#### **3.1 The missing person sector in Australia**

Almost all of the Facebook pages reviewed focused primarily on the search of missing persons, with some pages also including community awareness information and practical support. No Facebook pages searching for individual missing persons are included in this analysis; rather the focus is on pages that have a more generalised aim. While some individual search pages have a large following, these types of pages are not included in this discussion due to difficulty identifying individual pages; and the inherent focus to locate an individual missing person.

Very few of the Facebook pages reviewed (either national or international) attempt to address the impact of missing on those left behind, by providing emotional support to family members and friends of people who are missing. The vast majority of Facebook pages and posts reviewed generally focus on promoting community awareness about people who are missing, or other aspects of the search.

Some support information is at times included in page content. The Missing Persons Advocacy Network Guide, accessible via both Facebook and their website, contains information on how to access emotional support and included links back to FFMPU and also an FFMPU publication, although it did not acknowledge FFMPU as the author.

The page moderated by Family Members of Missing Persons Australasia provides some support information but appears to be primarily focused on awareness raising, with a gradually diminishing audience over time.

#### **3.2 The international missing persons sector**

A sample of 15 Facebook pages from the international missing persons sector was reviewed, located both through search engines on Facebook and the internet. Of note, is that the majority of pages reviewed are primarily or singularly search focused.

The two exceptions are the smallest pages listed in terms of followers, both described as support focused:

##### **Family Members of Missing Persons Support Group USA (145 followers)**

Describes itself as a support group; however the focus appears to be on searching for and locating missing people more than providing information to address the impact of missing.

##### **Support for us: Families with missing loved ones – Canada (89 followers)**

Describes its function as a support and information sharing page for families and friends of missing persons. While this site contains explicit requests that flyers on individual cases not be posted to the page, some information concerning individual cases was included in posts reviewed in addition to support information.

Of note, is that the smallest Facebook pages, in terms of likes or followers, are those focusing on providing support (including the FFMPU page) – rather than on search and location.

The only government page listed is that of New Zealand Police Missing Persons Unit, which is solely search focused. When this Facebook page was accessed on 8 October 2014, the last post was more than two months old. The lack of regular updates on a search focused page can result in information becoming out of date. This highlights the importance of keeping followers updated with current information, but also organisations supporting ongoing resource allocation to managing social media.

While some additional police missing persons' pages were identified in other countries, these are not included in this review.

### **3.3 NSW Government Facebook pages**

Five Facebook pages within NSW Department of Justice (also listed as 'Police and Justice' on the NSW website under social media channels) have been reviewed. All of these are primarily information and community awareness focused. None of the sites is support focused as is FFMPU.

A further 85 state government Facebook pages were reviewed (see Appendix C). These are mainly information and community awareness focused, with only four out of 85 reviewed appearing to have a support focus (Community Services and Health pages), although these are primarily information and awareness raising.

### **3.4 Locating the FFMPU Facebook page**

A Google search under the identifiers 'missing' 'person' 'support' 'Facebook' brought up Missing Persons Advocacy Network, Australian Missing Persons Register and other information and services (including an organisation in Ireland), but did not bring up anything that mentioned FFMPU, Victims Services, or the recently launched FFMPU guide for family members and service providers.

A Google search under the broader options of 'missing' 'person' 'support' did bring up a number of listings that either directly linked to FFMPU or linked via other web pages (National Missing Persons Coordination Centre and Australian Missing Persons Register). Using these search options, the first link connects to the National Missing Persons Coordination Centre, including links to FFMPU; to the FFMPU website, and to Australian Missing Persons Register link to the FFMPU website. The other website that comes up using these search options is Missing Persons Advocacy Network where the FFMPU website link is contained within the online guide.

Essentially, this indicates that unless a search is done from within Facebook itself, or excluding 'Facebook' as an identifier on Google, it can be difficult to find the FFMPU Facebook page unless via the FFMPU website. The page is very easy to find from within Facebook, and comes up if a search is done under the term 'missing' (although this may also be due to the searcher already having liked the page).

While there is not a need to build 'Facebook likes' as a measure of worth or value of the page, it could be considered important that the Facebook page increases its reach so that the valuable support and information available, and the unique service provided by FFMPU, can reach a larger audience.

### 3.5 Traffic from FFMPU website to Facebook page

Traffic from the FFMPU website to the Facebook page was examined using Google Analytics. Traffic remains relatively low at an average of four persons or less, apart from a significant outlier of 18 on 16 May 2014. The Facebook post on this date was that of 'A sister's story', also advising of the new page added to the FFMPU website 'From Families'. While this particular Facebook post did not appear in the top 10 engagements or overall engagement ratio, it is listed as the seventh highest post reach (1,255 people viewed post). What made the difference for this particular post, is that even though it was only shared four times, one of these was by the organisation Australian Missing Persons Register, which has over 66,000 Facebook likes. The impact of individual Facebook posts will be discussed later in the evaluation.

What this demonstrates is that it can also be useful to consider beyond the numbers of how many have liked, shared, commented, engaged with a post in some way, and at times consider who has shared a post and how this may affect potential reach. This also demonstrates that it is those posts that emotionally connect with the reader in some way, and elicit engagement; in this instance resulting in a significant spike of website views.

## 4 Evaluation of FFMPU Facebook Page

The FFMPU Facebook page was reviewed from its first post on 27 September 2013 and all activity up to and including Monday 29 September 2014 so that a full 12 months of data was available. The full analysis of this data is in Appendix D. Data was accessed through Facebook Insights.

### 4.1 Page Likes – the audience reached

At time of review, the FFMPU page had attracted a following of 641 Likes, described by Facebook as ‘fans’ of the page. For purpose of analysis, these have been termed ‘users’.

Due to changes in the way Facebook collects and disseminates information, it is not possible to identify the total number of people that like a page, rather a representative sample of approximately 70 per cent. Similar limitations in data exist in identifying geographic spread of users, in that a representative sample of the majority of the population only is available. Of the proportion of users who could be identified, the majority are community members, some are family members and friends of missing persons, employed in the missing persons sector, or other professionals (in decreasing order).

The majority of users are female (87%) between the ages of 35 and 54 years (47%). This differs from the FFMPU website demographics, where there is a higher male representation (54%) and a younger population (61% under 35).

The majority of users accessed Facebook between 8am and 10pm with peak period between 6pm and 9pm. This may indicate that the best time to obtain the highest post reach may be around 5pm. If a post is shared too early, it may be lost in the high volume of traffic posted during these times.

The geographic spread of the 636 users listed is predominantly Australia with 62 per cent of these residing in NSW. For the remaining states, Queensland is 14 per cent, Victoria 12 per cent, Western Australia five per cent, South Australia three per cent, Australian Capital Territory two per cent, and Tasmania two per cent. No users are listed as residing in the Northern Territory.

Internationally, users are recorded in Canada (13), USA (10), UK (9), Greece (4), Pakistan (3), Ireland (2), Nepal (2), India (2), and one user each in New Zealand, Syria, South Korea, Switzerland, South Africa, Malaysia, Iraq, United Arab Emirates and Brunei.

It is of interest that one of our closest neighbours, New Zealand, records only one user compared to the 53 users spread in 15 countries outside of Australia. Providing linkage to New Zealand via Facebook may be possible via the NZ Police Missing Persons Facebook page, the only other government-based Facebook page in the missing persons sector internationally. It is possible, however, that with the missing persons sector having a presence in New Zealand with the NZ Police Missing Persons Facebook page and Missing People NZ both having a large number of followers, and a small following of Family and Friends of Missing Persons Australasia, that there is adequate support and information available

## 4.2 Facebook and post analysis

Social media is still a new area of research, with there being no clear consensus on what to measure (Garst, 2014). As an increasing number of organisations utilise media such as Facebook, there is agreement that social media usage can and should be measured in some form. Rather than simply measuring the number of user 'likes' of the fan page or post, analysis regarding the depth of engagement of users is considered more useful (Simpson, 2014). It is important to remember that people who engage in a post, or view a post, are not just those who have liked the Facebook page but a broader audience who may have visited the page.

For the purposes of this analysis, posts are examined in relation to their reach (the number that saw the post), and engagement (the number that engaged with the post in some way by liking, commenting, clicking, or sharing). An engagement percentage is then obtained to define those posts with the highest level of engagement. A summary of this data recording the top 10 posts in terms of reach, engagement and engagement ratio can be found in Appendix D. Robinson (2014) proposes that posts with high engagement are a signal that the reached audience had an 'emotional reaction' to content, and that the population who viewed the post would also have a higher recall of the content.

Analysis of FFMPU Facebook posts demonstrates that the highest reach does not always equate to the highest engagement ratio as a proportion of users. Of the top 10 posts in terms of reach, only the eighth post, concerning a high profile missing child and reminder of the support focus of FFMPU features in the top 10 engagement ratios. This means that both a large volume of people (1236) saw the post, and a high number engaged with the post in some way (953 people, or 77% of those reached, either clicked, commented or shared the post). This supports Robinson's proposition that engaging content is connected to triggering an emotional reaction in the viewer or user.

Other posts that figured high in terms of engagement ratio contain photos of FFMPU staff attending a homelessness forum (#2; 65% engagement); photos of families/friends of missing persons, staff, and the Attorney General (#3; 57% engagement), or of other missing persons events.

Three of the biggest publications produced by FFMPU, *A guide to the coronial services in NSW for families and friends of missing people*; *In the Loop: Young people talking about missing*; and *Missing people: A guide for family members and service providers* featured in posts with the highest engagement ratio (#4, #7 and #8 respectively). Perhaps then, in addition to posts which create an emotional connection, there is significant engagement around relevant publications and information. The needs and interests of users of the Facebook page, or what they indicate engages them, are further explored through the method of direct questionnaire.

## 5 FFMPU Facebook survey

A survey was developed to ask users and visitors of the FFMPU Facebook page, how they use the page, what content engages them, and suggestions for further improvement of the page. Appendix E contains a copy of the survey questions and the full results can be found in Appendix F.

Most of the questions are quantitative, asking respondents to indicate a set answer. These questions are generally displayed by graph. These questions are discussed using percentages of total respondents.

The Facebook survey was launched on the FFMPU Facebook page on 16 September 2014 closing 3 October 2014, with the majority of responses (67.6%) received in the first two days of the survey. A link was also added on the FFMPU website. Out of the 34 respondents, only one respondent accessed the survey via the FFMPU website. The remainder accessed the survey directly via Facebook.

The Facebook post launching the survey on 16 September 2014 reached a population of 845. A subsequent post containing an additional link to the survey on 25 September 2014 reached 306. The total survey reach on Facebook was 1151.

The numbers of respondents that completed the survey was 34. While this number is not statistically significant, the information obtained will be valuable in assisting FFMPU to evaluate how the page is used.

For ease of analysis, all percentages are rounded to the nearest whole digit. There are some changes to the order of questions to assist discussion, allowing grouping in key areas.

Respondents who identified as family members and friends of missing persons were also analysed separately to explore whether there were any significant differences or themes that emerged for this group. These responses can be found in Appendix F under the column 'family/friend responses'.

### 5.1 Survey results

#### 5.1.1 Use and access

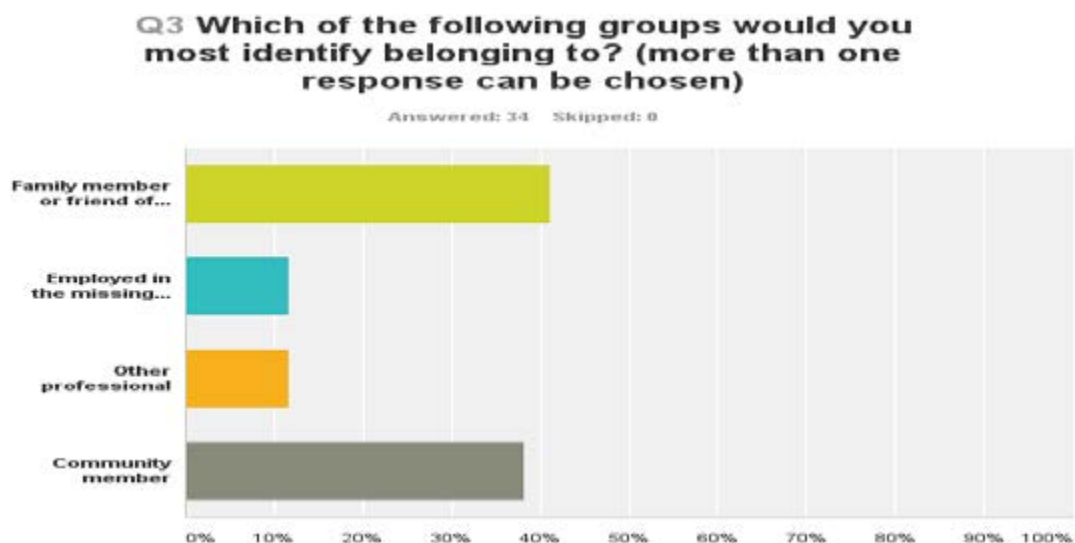
The overwhelming majority of respondents (88%) report using Facebook on a very regular basis – one to three times a day or more, with the remainder visiting Facebook once every few days. Most respondents (85%) read content posted to FFMPU Facebook page weekly or more often. Sixty-five per cent of respondents indicate that they open website links and view other pages, and 23 per cent only open the link. Three (3) respondents indicated that they did not open website links.

Respondents learned about the FFMPU Facebook page through a variety of means: from friends of friends via Facebook (20%); due to having a family member/friend missing (15%); FFMPU staff (15%); Australian Missing Persons Register/Australian Missing Persons (15%); work in the missing persons sector or work contacts (9%); or word of mouth (5%). Other responses include, via the website; supervisor; seeking updates on a high profile missing child matter; or being unable to remember.

#### 5.1.2 Respondent population

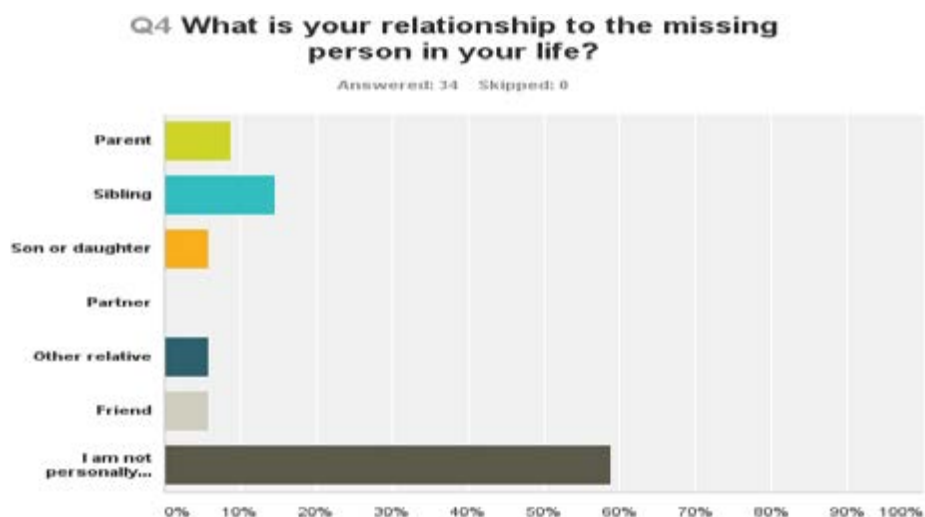
Almost half of the respondents, or 41%, identify themselves as family members or friends of missing persons, with almost as many respondents identifying as community members (see Figure 1 below). The remainder are professionals in the missing persons sector or other field.

Figure 1: Group respondents identify belonging to



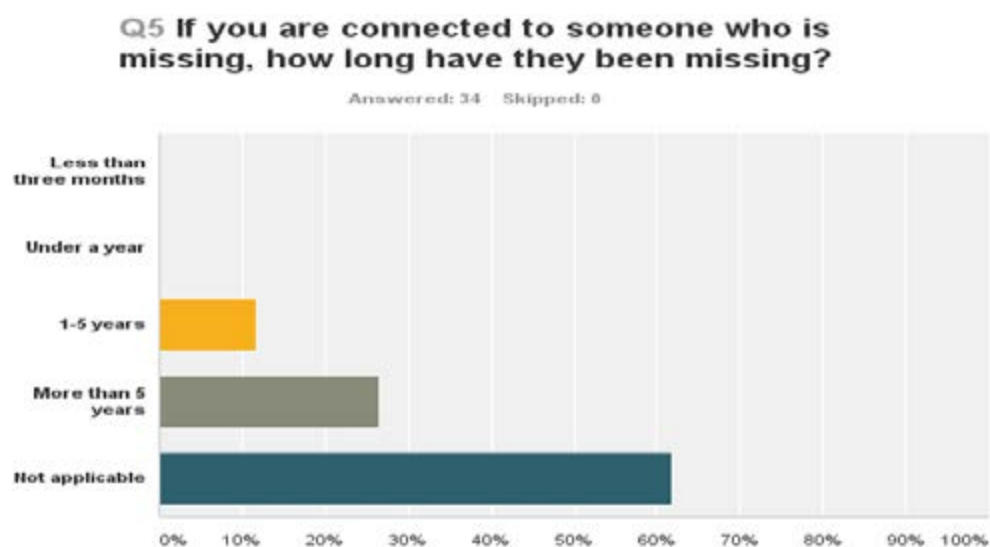
The largest group of respondents are siblings of missing people, followed by parents, son/daughter, other relative and friend (see Figure 2 below). No partners of missing people completed the survey.

Figure 2. Relationship to missing person



Of all respondents connected to a missing person, the missing person has been missing more than one year, with more than five years being the highest grouping (see Figure 3 below). This reflects the client population of FFMPU who are predominantly family members and friends of long term missing of one year or more (see Appendix G).

Figure 3. Length of time missing



Respondents were asked to indicate if they have contact with the FFMPU team apart from the Facebook page. Just over half of respondents, or 53% have contact with FFMPU through attendance at meetings or forums (14%), through work in the missing persons sector (6%) or related professional area (3%). Six per cent of respondents indicated that contact with FFMPU had been through visiting the website or attending presentations from the FFMPU team.

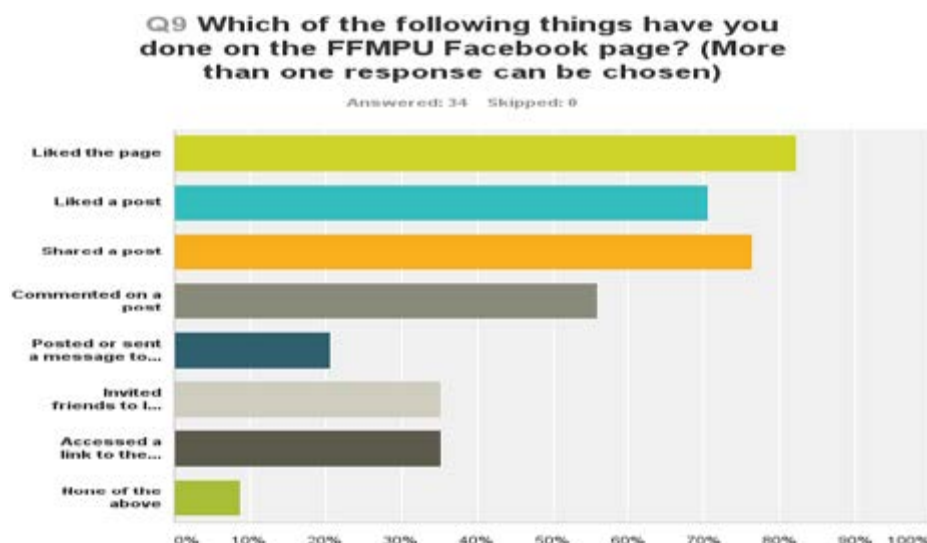
### 5.1.3 Geographic location

Most respondents reside in NSW (74%), eight reside in other states (23%), and one respondent resides in Canada (3%).

### 5.1.4 Engagement

Most respondents actively engage with the Facebook page in some way (see Figure 4 below). Engagement is indicated through a variety of means: liking the page (82%), sharing a post (77%), liking a post (71%), commenting on a post (56%), inviting friends to like the page (35%), accessing website links (35%), or posting a message to the FFMPU page (20%). Only three respondents (9%) have not done any of the above.

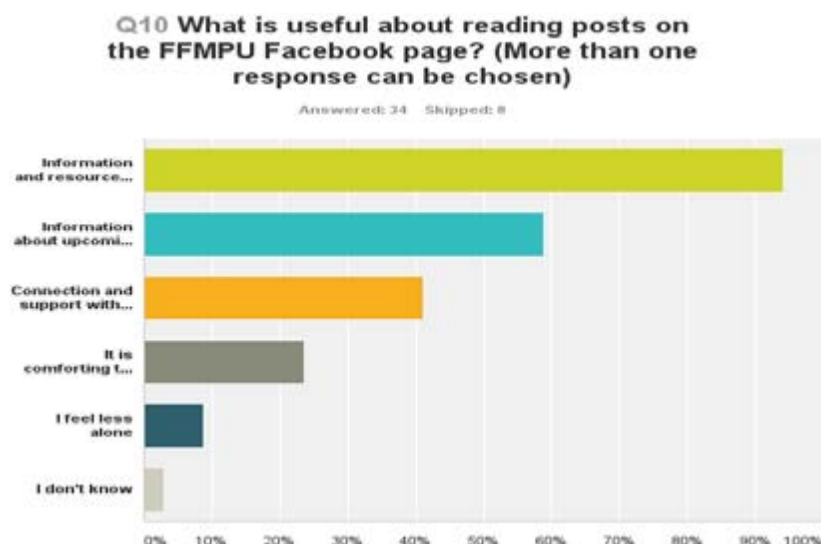
Figure 4. Methods of engagement



\* Additional response: 'Other' – “networking with 'like' people is wonderful”

Respondents indicated what was useful about reading posts on the FFMPU Facebook page (see Figure 5 below). Responses are as follows: provision of information and resources (94%), sharing information about upcoming events (59%), connection and support with other families/friends of missing persons (41%), comforting to find information relating to their situation (23%), or feeling less alone (9%). One respondent also identified in the 'other' category, that “networking with 'like' people is wonderful”.

Figure 5. Usefulness of posts



### 5.1.5 How page content meets the needs of users

On being asked what content they would like to see more of on the Facebook page, many respondents skipped this question (52%). Of those that did respond, some respondents express satisfaction and appreciation of the content (6%), or indicate a desire for more input from families (6%). Additional individual responses include, wanting more interaction to posts; inclusion of photos of missing persons; wanting postings about old (missing persons) cases; updates about missing persons who have been located; posts regarding location of events concerning missing persons; information on self-care and mental health; legal issues; more content; and one respondent indicated that not having a missing person in their life they feel unable to answer. Further information can be found in Appendix F.

Respondents were also questioned regarding what content they wished to see less of on the Facebook page. Like the previous question requiring an individual response rather than set answer, a high rate of respondents skipped this question (59%). Of those respondents that did answer, feedback is generally positive, advising they want nothing altered (14.7%), they find all content relevant (6%) or want more of everything (3%). Two respondents want less “comments that aren’t needed” and for “meaningless comments [to] be disabled” (6%).

Respondents were further asked to reflect on which of the Facebook posts they had most related to. Similar to other questions requiring reflection and individual comment, a high number of respondents skipped the question (58%). Of those who answered, respondents report that they most relate to quotes or reflections from family members of missing people (6%), to support materials and resources (6%), or feel all posts are relevant (6%). Individual and varied responses include respondents relating to stories about children or the elderly going missing; a high profile missing child matter in the media; the increased activity around National Missing Persons Week; or overall general comments.

Respondents were asked whether there was anything further they would like to add. Again, a high number of respondents (64%) skipped this question. Of the remaining respondents, many express appreciation for the FFMPU service and the content of the Facebook page (15%). There is some suggestion that an interactive chat room or group forum could further engage or support users (6%). One user indicates that they would like a similar type of service and increased support for Queensland families. Another respondent suggested that daily posts would help promote the Facebook page and the FFMPU service.

Responses from families and friends of missing persons are not markedly different from the total respondent population apart from a few areas. A higher percentage of family members and friends of missing persons have contact with the FFMPU team beyond the Facebook page (79% compared to 53%), a significant amount of these through attendance at

meetings, workshops, forums and/or National Missing Persons Week events (37%). Engagement in the Facebook page is remarkably similar for both groups (see table in Appendix F). There are no significant differences in perceived usefulness of content, indicating that FFMPU Facebook page provides a useful function to family and members and friends, service providers and community members alike.

There does not appear to be a significant difference between the number of respondents who skipped questions, whether personally connected to a missing person or not, nor between the degree of positive or constructive feedback.

## 6. Overview

Anecdotally, Facebook is accessed by a large number of people on a regular basis. Of the survey respondents, the majority access Facebook at least 1-3 times per day, or access the FFMPU page at least weekly. While the total number of 34 survey respondents is small, the results are nonetheless useful in understanding how the FFMPU page is used, and the overall findings from the evaluation.

Peak use of the FFMPU Facebook page occurs between 6pm and 9pm. Posts made later in the day therefore have a higher chance of being seen (and therefore a higher reach) rather than earlier postings that might be 'lost' in high traffic periods.

The overall population of followers of the FFMPU page is small by Facebook standards, but increasing slowly over time to 641 followers in September 2014.

The number of page followers is important to consider in relation to awareness of the FFMPU service and information provided. While a large number of followers is not a reflection of value of the page, it is important that information about the service and material reach the target population, that is, family members and friends of missing persons and service providers, particularly in the missing persons sector.

While it has been demonstrated that reach can escalate significantly due to how a post is shared and by whom, it is engagement that demonstrates connection to the material posted. Given that more survey respondents learnt about the FFMPU Facebook page via friends than any other single avenue, it is this level of engagement that is most likely to extend reach. This is important in relation to some of the difficulties finding the page by alternate routes.

Perhaps more importantly, engagement is also viewed as an indication of emotional connection to the material. Given the role of the service to provide support and information, and the purpose of the FFMPU page to reinforce this aim, emotional connection is a desirable outcome.

Ninety-one per cent of survey respondents engage with the page in some form, by liking, clicking, sharing or inviting friends. Rather than surmising that all followers of the page engage at a similar rate, it may be that those followers most engaged are more likely to have participated in the survey.

An increasing number of government and non-government organisations use Facebook and other forms of social media for a variety of purposes. In the missing persons sector, the Facebook pages created to assist the search and location of missing persons both nationally and internationally predominate.

The proliferation of search oriented pages is in no way a criticism of the existence of these types of pages, where the focus primarily is on individual or collective missing persons cases or search avenues. The existence of these pages and high number of followers indicates a very real need for information.

However, it is important to consider the needs of families and friends of missing persons beyond their search needs. The clinical experience of FFMPU staff and feedback provided by family members and friends who responded to the survey, indicates that providing support to address the impact of missing is both valued and needed.

All respondents that indicated that they were personally connected to a missing person identified that the person has been missing for 1-5 years or longer. Perhaps then, for the longer term missing, accessing support through Facebook or other means becomes increasingly important as a means of maintaining a connection with others in the missing persons sector.

The service provided by FFMPU, and extended through the Facebook page to address the impact of missing on those left behind, is difficult to find equivalence, nationally or internationally. This is particularly the case as a government funded service, where the only other government identified Facebook pages are New Zealand Police Missing Persons, and the identification of some additional international police pages not included in this discussion.

The limited number of support-oriented sites or services may in some way explain the geographic spread of followers of the FFMPU Facebook page, beyond the funded service area of NSW. 168 followers reside interstate, with a further 54 residing overseas in 17 countries and spread across all continents, with the exception of South America and Antarctica.

Survey respondents indicate that they both value the content of the page and the service provided by FFMPU, with a particular appreciation for resources and information about missing persons issues and upcoming missing persons events. There is some suggestion for the Facebook page to include particular missing persons cases and updates; given that this information is provided by a number of other pages, and the unique orientation of FFMPU as a support and not a search agency, this should be carefully considered to reflect the service objectives. The request for the inclusion of personal reflection from family members or friends dealing with the impact of missing, may be useful to consider given also the request for greater interaction to posts. This needs to be done carefully however to preserve confidentiality,

Due to the variation in focus of other government pages and the FFMPU Facebook page, it is difficult to compare or ascertain common approaches or standards. No other government Facebook pages have been identified that connect back to a therapeutic service. The FFMPU Facebook page is unusual in that clients of the service, as well as community members and service providers, actively participate on the Facebook page. In an area where family members and friends may have had to learn to personally advocate in the public arena in relation to the search and media for their circumstances and needs to be recognised, privacy may be less possible than other areas dealing with trauma. This can also create challenges balancing the need for confidentiality, the need for support, and the need for connection with other families.

It is due to the trauma of ambiguous loss when a loved one is missing that FFMPU provides the unique service that it does, employing clinicians informed by training, qualifications and research. The evaluation of the Facebook page and comparison to other pages and services providers demonstrates that there is little equivalent nationally or internationally. While there has been no separate analysis of the survey responses of interstate users, one respondent requested a similar type of service to FFMPU and need for more support interstate. The service provided by the FFMPU Facebook page, and FFMPU itself, clearly meets a need that does not appear to be replicated elsewhere; an area that may require further exploration.

## **7. Key findings**

### **7.1 Access**

Facebook continues to be accessed by a large population daily or more often, with most respondents viewing the FFMPU page at least weekly.

### **7.2 Followers**

The population of Facebook followers has grown steadily over a 12 month period to more than 600 followers spread across New South Wales, interstate, and internationally, indicating that the information provided is valued and does not appear to be replicated elsewhere.

### **7.3 Post frequency**

As the frequency of posts on the FFMPU page has increased, so has the level of engagement and the number of users, or followers, particularly in the latter half of the first year of the Facebook page. Regular posts are important to maintain and expand the reach to a broader population, and for updates to remain relevant.

### **7.4 Pathway to the FFMPU Facebook page**

The most common method of discovering the Facebook page, via friends on social media, also has the greatest potential to build the audience to expand reach. While the number of page likes is not a measure of the value of the content, expanding reach over time will enable a larger population nationally and internationally to access information on the page.

### **7.5 Government Facebook pages**

While Facebook is used by an increasing number of government departments in New South Wales there is little similarity, in those reviewed, with the FFMPU page. No other service or department has a predominantly therapeutic orientation; thus making content, audience, and focus very different.

### **7.6 Facebook and the missing persons sector**

There is little equivalence to the FFMPU Facebook page that could be found, nationally or internationally; government or non-government, within the missing persons sector. The majority of other Facebook pages are focused primarily on the search and location of missing people. Whilst these search oriented pages are valuable, posts providing information and support pertaining to the experience of family members and friends are limited elsewhere.

### **7.7 How people engage with the Facebook page**

Respondents actively participate in the Facebook page in a variety of ways – by liking, sharing, commenting, clicking and/or inviting friends to like the page. Only nine per cent had not engaged in the page in any way, prior to completing the survey.

### **7.8 Type of content that engages users**

All respondents indicate a valuing of the Facebook page and of the service provided by FFMPU. In descending order from most to least valuable, respondents identified the types of content that was most engaging:

- Obtaining information and resources
- Feeling connected with and supported by others in a similar situation
- Finding comfort in information relating to their situation
- Feeling less alone

These findings are reinforced through analysis of Facebook activity and interaction over the 12 months, exploring the types of posts that most resonated and engaged people.

## **7.9 Therapeutic benefit**

While there is significant appreciation expressed for the information and resource component of the Facebook page, many family members and friends of missing persons indicate that the FFMPU Facebook page also helps them feel connected and supported by others in similar situations; find comfort in information relating to their situation, and feel less alone.

## **7.10 Service provision in Australia**

There is a high proportion of interstate and international followers of the Facebook page, with a request that similar services be developed interstate. The lack of readily available support services elsewhere in Australia is reflected in the review of Facebook pages nationally in the missing persons sector. It may be worthwhile exploring this to ensure that support for families is available across Australia.

## Appendix A: Project Management Plan – FFMPU Facebook evaluation

National Framework Supporting Outcome #	n/a
National Framework Strategy #	n/a
Lead Jurisdiction	New South Wales
<b>Project name</b>	<b>Evaluation and Analysis of Families and Friends of Missing Persons Unit (FFMPU) Social Media</b>
<b>Project objective/s</b>	<p>Project objectives include:</p> <ul style="list-style-type: none"> <li>• Evaluation of social media use in line with initial objectives</li> <li>• Increase understanding of current users activity and needs</li> <li>• Increase awareness of missing persons events and issues</li> <li>• Explore potential of social medium beyond current application to better meet the need of families and friends of missing persons, service providers and the community</li> <li>• Promoting a consistent standard of service between jurisdictions in the use of social media</li> </ul>
	<p>The project includes</p> <ul style="list-style-type: none"> <li>• Identification of current FFMPU Facebook users into families/friends; service providers; community</li> <li>• Comparison of user population to FFMPU client demographics, identifying trends and differences</li> <li>• Analysis of nature of FFMPU activity</li> <li>• Research on good practices in national and international jurisdictions. Includes exploring government and non-government use of social media to expand service provision, increase accessibility, and promote events and activities.</li> <li>• Enquiry into current users social media activity and need</li> <li>• Report on project outcomes to inform future practice</li> </ul>
<b>Reason</b>	To build the evidence base and positive practice for the use of social media
<b>Funding and resource implications</b>	Within existing resources
<b>Project Manager</b>	Liz Davies, Coordinator FFMPU
<b>Project Team</b>	Jean Marshall, counsellor FFMPU
<b>Governance</b>	Report on project progress in context of regular supervision with FFMPU coordinator
<b>Key partners/Stakeholders/Information sources</b>	<p>RESEARCH</p> <p>Government agencies:</p> <p>Department of Justice, NSW; NSW state government affiliated social media pages (Legal Aid NSW, Police NSW, Fire and Rescue NSW, Births Deaths and Marriages NSW).</p> <p>National and International government initiatives in use of social media beyond NSW</p> <p>NGO national and international use of social media the missing and trauma field</p>
<b>Project influencers/Dependencies</b>	<p>Monitor</p> <ul style="list-style-type: none"> <li>• None known</li> </ul>

## Appendix A: Project Management Plan – FFMPU Facebook evaluation

Project influencers/Dependencies	Monitor <ul style="list-style-type: none"><li>None known</li></ul>			
Related projects	4.1.1 Social media is already utilised by a number of NSW government departments. It is not known whether any of these have been formally evaluated			
Performance indicators	<ul style="list-style-type: none"><li>Information on Facebook population, demographics, nature and frequency of activity</li><li>Identification of potential and current gaps</li><li>Information on best practice concerning organisational use of social media</li><li>Information from users on areas that work well, and potential for enhancement</li></ul>			
Project milestones		Responsibility	Target start date	Target completion date
Analyse FFMPU Facebook activity over 12 month period since page developed		Jean Marshall	September 2014	October 2015
Determine demographics of Facebook users, comparing to FFMPU client demographics		Jean Marshall	September 2014	October 2015
Explore need fulfilled by Facebook page for users, identifying future potential		Jean Marshall	September 2014	October 2015
Research and identify good practices in Government and NGOs use of social media		Jean Marshall	September 2014	October 2015
Compile overview report and disseminate for stakeholder comment		Jean Marshall, FFMPU team	October 2014	End November 2015
Output(s):				
Report on the analysis of FFMPU social media use, the use of social media by Government and NGOs, and potential areas for development				

## Appendix B: Review of comparable Facebook pages

The following Facebook pages have been reviewed due to connection with the missing persons sector. Information listed for each page includes the purpose of the page or identifier (that is, government, community, cause, NGO, not-for-profit), and the number of 'followers' or numbers of likes the page has attracted. The year that the Facebook page was launched is also included, when known.

With the exception of the first listing of FFMPU (for comparable purposes), each is ordered according to the number of followers, or people that have liked the page. All figures are accurate as at 3 October 2014.

Information included under 'page focus' was a combination of detail included in the 'about page' section on Facebook (where available) and/or from a review of posts.

### Appendix B1: Australian missing persons sector

Australian missing persons sector		
Page Name/location	Followers/ identifier/year	Page focus
Families and Friends of Missing Persons	644 likes Government 2013	Support for families/friends of missing people and 'to improve the response for those left behind', awareness raising, information, reflective content. Not search focused.
Australian Missing Persons Register	70,523 likes Community 2005	Predominantly search focused, although described as incorporated 'providing support to the family and friends of the missing'. <i>Related page – Prayers for the missing, closed group 112 members</i>
Australian Missing and Endangered Children	57,160 likes Community 2010	Shares missing children's profiles and alerts for attempted abductions.
Missing Australians	5389 likes Cause 2013	Search focus. Also provides website link directly to National Missing Persons Coordination Centre (NMPCC) in information section but does not identify as connected to NMPCC or government. Information also included contacting Crimestoppers.
Australian Missing Persons	5320 likes Cause 2003	Search and information focus. Primarily individual operation.
Australian Missing Adults	4753 likes NGO 2011	Posts of a number of current missing adults in Australia, no information about the page.
Missing Persons Advocacy Network (MPAN) <i>(Previously listed as MPAN, Community, last activity 2012)</i>	1290 likes Non-profit 2013	'Practical support to families' focusing primarily on search, awareness and publicity raising. Some support information and link to support organisations such as FFMPU and private counsellor included within on-line guide. Primarily individual operation.

Australian missing persons sector		
Page Name/location	Followers/ identifier/year	Page focus
Missing Australians	865 likes Community 2013	Search focus for missing persons cases.
Aussies Out of Sight – All states including NZ	810 likes Community 2013	Search focus for missing persons cases.
fFompa charitable trust (Family and Friends of Missing Persons Australasia)	115 members Charitable trust	Public group. Support and awareness raising, infrequent posts with small and declining post reach (50 down to 7). No listing missing persons cases.
Australian Missing Person Page	36 likes Community 2014	Search focus for missing persons cases.
Missing Australians	5 likes no identifier 2012	Search focus for missing persons cases. <i>Page created as individual person profile.</i>

## Appendix B2: International missing persons sector

International missing persons sector		
Page Name/location	Followers/ identifier/year	Page focus
Missingcases.com USA	501,154 likes NGO 2011	Search focus for missing persons cases.
Missingcases.com	501,093 likes NGO 2006	Search focus for missing persons cases.
Missing People Sweden	401,485 likes Non-profit 2012	A page with a large following which is primarily search focused (also recruits volunteers), with some 30 branches across the country.
Trace Missing Persons Ireland	64,261 Organisation 2010	Charity focused on finding human remains with detection dogs to recover murder victims and missing persons.
Missing People of Canada	52,073 likes Media/news/ publishing 2011	Search focused, information sharing.

## International missing persons sector

Page Name/location	Followers/ identifier/year	Page focus
New Zealand Police Missing Persons	37,775 Government 2011	Search focus for missing persons cases.
Missing People UK	37,284 likes Non-profit 2010	Provides advice, practical support, search orientation and access to 24 hour helpline, support/assistance, publicity, and national computerised register. Facebook page primarily search focused plus community awareness raising.
Missing People New Zealand	31,163 likes Media/news/ publishing 2012	Search Focus for missing persons cases.
Missing Adults and Children in the UK (M.A.C.U.K)	8025 likes Charity 2012	Charity focused on search and reunification, also includes free text message home for people who are 'missing' or disconnected.
Missing Persons of America	7058 likes	Search focused, also containing blunt updates on particular cases, for example '[name]'s body has been found', or '[name]'s body found in a submerged car in a lake ☹' which raises concern re impact on family members/friends of the missing person, or those with loved ones also missing.
Missing Persons UK on Facebook	3757 likes	'For the lost and those who are looking', search focus.
Missing Person NZ	1314 likes Community	Unclear focus. No posts display in history but a lot of followers given joined Facebook September 2014. May have been renamed from another site.
National Centre for Missing and Exploited Children USA	1256 likes Charity 2011	Community safety and awareness, search focus for missing persons cases.
Families Members of Missing Persons Support Group USA	145 likes	Described as 'support' group for family members, not therapeutic. Features individual cases referred to as 'missing person of the day' (but irregular posts), community awareness and information sharing.
Support for us – Families with missing loved ones (Canada)	89 likes	'Support and information sharing page for families and friends of missing loved ones'. Requests no posting of flyers relating to individual cases, but does contain some posts about cases, in addition to information on families' needs, updates concerning the sector and potential legislative amendments.

## Appendix B3: Australian Government Facebook pages

The following sites were reviewed connected to the Department of Justice (formerly 'Police and Justice' as the Department is listed online). All of the Police and Justice Facebook pages reviewed were taken from the Department of Police and Justice *Open Government Plan 2014-2015*. All of the pages reviewed were information and community awareness focused.

Additional Police and Justice Facebook pages are also listed under the state government online social media channel listing which was reviewed at Annexure B.

Australian Government Facebook pages		
Page Name/location	Followers/ identifier/year	Page focus
NSW Police	379,153 likes Government Not dated	NSW police have their own Facebook site, as does each of the LAC's across NSW. Most of the information concerns recent crimes and events. A review of the page did not immediately identify any matters relating to missing people, although it is possible that there are posts concerning this on occasion. Information and community awareness focused. The NSW Police Missing Persons Unit does not have a Facebook page or us.
Rural Fire Service	304,388 likes Government Not dated	NSW Rural Fire Service has their own site, as does many of the regional and local Fire Services. Posts are information and community awareness focused.
NSW State Emergency Service	43,334 likes Government 2011	Information and community awareness focused. Regional Facebook pages as well as NSW page.
Legal Aid NSW	2,833 likes Government 2011	Information and community awareness focused.
Births Deaths and Marriage Registry	587 likes Government 2013	Information and community awareness focused.

## Appendix C: NSW Government Facebook pages

<http://www.nsw.gov.au/social-media#social-media> (10 September 2014)

Facebook pages that provide supportive information/support focus are in bold.

NSW Government Facebook pages	
Category	Agency
Arts & Culture	Australia Day; Australian Museum; Darling Harbour; Powerhouse Discovery Centre; Powerhouse Museum; Powerhouse Museum - Sydney Design; Sydney Living Museums; Sydney Olympic Park; The Rocks
Economy	Business NSW; Fair Trading; NSW Small Business Commissioner; Service NSW; UrbanGrowth NSW
Education	Powerhouse Discovery Centre; School A to Z; State Library of NSW; State Records NSW; State Training Services; Study. Sydney. Australia; TAFE NSW; TAFE NSW - Illawarra Institute; TAFE NSW - New England Institute; TAFE NSW - North Coast Institute; TAFE NSW - North Coast Institute: International Services; TAFE NSW - Riverina Institute; TAFE NSW - South Western Sydney Institute; TAFE NSW - Sydney Institute; TAFE NSW - Western Sydney Institute; Teach NSW; Tocal College;
Emergency Services	Fire & Rescue NSW; NSW Rural Fire Service
Environment	AusGrid; Botanic Gardens - Friends of the gardens; Centennial Parklands; Forest Playground; Parramatta Park; Save Power - What can you do in your world; Western Sydney Parklands; Wild About Whales
Family and Community Services	Companion Card NSW; <b>Don't DIS my ABILITY</b> ; <b>Family and Community Services</b> ; <b>NSW Seniors Week</b> ; NSW Sport and Recreation Camps; Service NSW; Women NSW
Health	8700kJ - Find your ideal figure; Ambulance Service of NSW; Service NSW; <b>Stay strong and healthy it's worth it</b>
Infrastructure	Apps4nsw; AusGrid; Ausgrid Apprenticeships; Barangaroo; Essential Energy; Plan Sydney; Sydney Water
Police & Justice	Fair Trading; Liquor Accord; NSW Civil and Administrative Tribunal (NCAT); NSW Police; NSW Police - Homicide Squad; NSW Police - Marine Area Command; NSW Police - Traffic & Highway Patrol Command; NSW Police - Transport Command
Sport & Recreation	NSW Sport and Recreation Camps; Play by the Rules; Sydney International Regatta Centre; Sydney Olympic Park
Tourism	Australian Museum; Darling Harbour; Powerhouse Discovery Centre; Sydney Observatory; Taronga Western Plains Zoo; Taronga Zoo; The Rocks
Transport	Live Traffic NSW; North West Rail Link; NSW Maritime; Sydney Light Rail

## Appendix D: Evaluation of FFMPU Facebook users and use

### 1. Total page likes: 641 (as at 29 September 14)

Of these, total population unable to be identified due to this data not available on Facebook.

Total number identified.....	361
Family/Friends of MP .....	33
Missing persons sector.....	26
Other professional.....	23
Community .....	280

### 2. People who like the page

Female .....	87% (compared to all Facebook 46%)
Male.....	11% (compared to all Facebook 54%)

#### 2.1 Age spread

##### Female:

13-17 .....	1%
18-24 .....	9%
25-34.....	18%
35-44.....	28%
45-54.....	19%
55-64.....	9%
65+.....	5%

##### Male:

13-17 .....	1%
18-24 .....	1%
25-34.....	3%
35-44.....	2%
45-54.....	2%
55-64.....	1%
65+.....	1%

#### 2.2 Comparable website demographics

Higher male representation (54.15% male compared to female 48.85%); and higher representation from young people than Facebook users.

##### Website age spread includes female and male:

18-24 .....	27.5%
25-34.....	33.5%
35-44.....	15.5%
45-54.....	12.5%
55-64.....	5.5%
65+.....	5.5%

### 3. Geographic spread of Facebook page likes (636 total)

Australia.....	582
Canada .....	13
USA.....	10
UK.....	9
Greece .....	4
Pakistan.....	3
Ireland .....	2
Nepal.....	2
India.....	2
Syria.....	1;
New Zealand .....	1
South Korea.....	1
Switzerland .....	1
South Africa.....	1
Malaysia.....	1
Iraq.....	1
United Arab Emirates .....	1
Brunei.....	1

### 4. Geographic spread within Australia (439/641 total identified by Facebook)

<b>New South Wales.....</b>	<b>(271)</b>
Sydney .....	214
Newcastle.....	11
Blue Mountains.....	9
Kempsey.....	5
Bathurst .....	5
Albury .....	4
Wollongong.....	3
Grafton.....	3
Port Macquarie .....	3
The Entrance .....	3
Nelson Bay.....	3
Maitland .....	2
Mudgee.....	2
Karuah .....	2
Orange.....	2
<b>Queensland.....</b>	<b>(63)</b>
Brisbane .....	29
Townsville .....	10
Gold Coast.....	10
Mt Isa .....	4

Toowoomba.....	2
Charters Towers .....	2
Ipswich.....	2
Hervey Bay.....	2
Bundaberg.....	2
<b>Victoria .....</b>	<b>(53)</b>
Melbourne .....	44
Geelong .....	3
Sale.....	2
Kilmore.....	2
Bendigo .....	2
<b>Western Australia .....</b>	<b>(20)</b>
Perth.....	18
Mandurah.....	2
<b>South Australia .....</b>	<b>(13)</b>
Adelaide.....	13
<b>Australian Capital Territory.....</b>	<b>(10)</b>
Canberra .....	10
<b>Tasmania.....</b>	<b>(9)</b>
Launceston .....	4
Hobart.....	3
Devonport .....	2

## 5. Facebook Access

Majority of users between 8am and 10pm, with peak period between 6-9pm

## 6. Pathway to Facebook from internet

Majority of users from FFMPU website, Google or other

## 7. 34 most significant total posts evaluated

*(where reach >500 or clicks >100 or likes/comments/shares >30)*

Period covered: 27 September 2013 to 27 September 2014:

- 13 of these September 27 to 31 May 2014..... 38%
- 21 from June to September 2014..... 62%

## 7.1 Reach (= number of people who saw posts)

### Top 10 in order:

1.	AASW* article .....	11,252
2.	Taking care of yourself .....	3866
3.	Sydney Morning Herald article .....	3200
4.	Angela Catterns interview.....	1444
5.	Link to Quilt Companion .....	1387
6.	Quilt Companion launch .....	1283
7.	'Sisters story'/information for families/website .....	1255
8.	Missing child/FFMPU support focus .....	1236
9.	Return work/colleague missing.....	1198
10.	Mothers words .....	1180

\* Australian Association of Social Workers

## 7.2 Engagement (= post clicks + likes + comments + shares)

### Top 10 in order:

1.	Missing child/FFMPU support focus.....	953
2.	Taking care of yourself information .....	374
3.	Quilt Companion launch .....	291
4.	Family/FFMPU/Attorney General photo.....	284
5.	AASW* article .....	271
6.	Day 4 Missing Person Week/Attorney General at launch.....	254
7.	Department Justice morning tea.....	238
8.	In the Loop for and by young people.....	219
9.	Homeless Connect event .....	199
10.	Sydney Morning Herald article.....	199

\* Australian Association of Social Workers

## 7.3 Percentage of engagement (that is, percentage engaged out of those people who viewed the post)

Reach (number who saw posts) of people who liked/shared/commented/clicked

### Top 10 in order:

1.	Missing child/FFMPU support .....	77%
2.	Homeless Connect event .....	65%
3.	Family/FFMPU/Attorney General photo .....	57%
4.	Coronors guide .....	51%
5.	Day 4 Missing Person Week/Attorney General at launch .....	50%
6.	Candle photo/launch Missing Person week.....	40%
7.	In the loop for and by young people.....	37%
8.	Day 3 Missing Person Week Guide launch .....	36%
9.	Missing Person week invites.....	36%
10.	Quilt hanging.....	35%

## Appendix E: Survey

This is a short survey of 15 questions that will help us to find out how our Facebook page is used, what is helpful, and how we can make improvements.

A summary of survey results will be included into research on the use of social media at Families and Friends of Missing Persons (FFMPU) and be posted on our website and Facebook page when complete in late 2014.

All survey responses are anonymous and confidential.

Your assistance is greatly appreciated.

### 1. How often do you visit Facebook?

- ☐ 1-3 times a day or more      ☐ Once every few days      ☐ Once a week  
☐ Once every few weeks      ☐ Less than once a month

### 2. How did you learn about Families and Friends of Missing Persons (FFMPU) Facebook page?

*Comment*

### 3. Which of the following groups would you most identify belonging to?

*(More than one response can be chosen)*

- ☐ Family member or friend of missing person  
☐ Employed in the missing persons sector  
☐ Other professional      ☐ Community member

### 4. What is your relationship to the missing person in your life?

- ☐ Parent      ☐ Sibling      ☐ Son or daughter  
☐ Partner      ☐ Other relative      ☐ Friend  
☐ I am not personally connected to a missing person

### 5. If you are connected to someone who is missing, how long have they been missing?

- ☐ Less than three months      ☐ Under a year      ☐ 1-5 years  
☐ More than 5 years      ☐ Not applicable

### 6. Have you had any contact with the FFMPU team apart from accessing the Facebook page?

- ☐ No  
☐ Yes *(If yes, please provide further information)*.....

### 7. Where do you reside?

- ☐ NSW  
☐ Other Australian state  
☐ Other country *(please specify)* .....

8. How often would you read content posted to the FFMPU Facebook page?

☐ Weekly or more often

☐ Monthly

☐ Rarely

9. Which of the following things have you done on the FFMPU Facebook page?

*(More than one response can be chosen)*

☐ Liked the page

☐ Liked a post

☐ Shared a post

☐ Commented on a post

☐ Posted or sent a message to the page

☐ Invited friends to like the FFMPU Facebook page

☐ Accessed a link to the FFMPU website

☐ None of the above

☐ Other *(please specify)* .....

10. What is useful about reading posts on the FFMPU Facebook page?

*(More than one response can be chosen)*

☐ Information and resources about missing persons issues

☐ Information about upcoming events in the missing persons sector

☐ Connection and support with other families/friends of missing persons

☐ It is comforting to find information relating to my situation

☐ I feel less alone

☐ I don't know

☐ Other *(please specify)* .....

11. What content would you like to see more of?

*Comment*

12. What content would you like to see less of?

*Comment*

13. A number of posts on the Facebook page contain links to the FFMPU website.

Which of the following applies to you:

☐ I open a link and visit other pages on the website

☐ I only open the link

☐ I don't open links

14. Which posts on the FFMPU Facebook page have you most related to?

*(We invite you to review the page if this helps)*

*Comment*

15. Is there anything further you would like to add about our Facebook page or the FFMPU website that would help us improve the service?

*Comment*

Thank you for your time in completing this survey.

Families and Friends of Missing Persons Unit can be contacted on 1800 227 772 or (02) 8688 8173 if you would like further information or assistance.

## Appendix F: Facebook survey results (16/9/2014 to 3/10/2014)

Key: \* total 34 responses

◊ a breakdown of the 14 responses by families/friends of missing persons is included for comparison

+ Note: All percentages have been rounded up or down to the nearest figure.

• Number of respondents who skipped or did not answer question

Facebook survey results (16 September 2014 to 3 October 2014)				
Question	Family/ friends responses <sup>◊</sup>		Total responses*	
	No.	%	No.	%
<b>1. How often do you visit Facebook</b>				
1-3 times a day/more	13	93	30	88
Once every few days	1	7	4	12
Total	14	100	34	100
<b>2. How did you learn about FFMPU Facebook page</b>	<b>No.</b>	<b>%</b>	<b>No.</b>	<b>%</b>
Friend/friends liked/newsfeed/post on Facebook/shared page	1	7	7	20
FFMPU/FFMPU staff member	4	30	5	15
AMPR/Australian Missing Persons/Missing persons Facebook page	1	7	5	15
Family/friend missing; AMPR and family member missing; loved one missing and attend meetings; search page due family member missing	5	35	5	15
Through work in missing persons sector/work contacts	-	-	3	9
Word of mouth	-	-	2	5
Can't remember have been on here so long	1	7	1	3
Website	1	7	1	3
Supervisor	-	-	1	3
Looking for updates on (high profile missing person) case	-	-	1	3
Skipped question*	2	14	3	9
Total	14	100	34	100
<b>3. Which of the following groups would you most identify belonging to? (more than one response can be chosen)</b>	<b>No.</b>	<b>%</b>	<b>No.</b>	<b>%</b>
Family/friend	14	100	14	41
Missing persons sector	-	-	4	12
Other professional	-	-	4	12
Community member	-	-	13	38
Total ( <i>more than one response</i> )	14	100	35	103

## Facebook survey results (16 September 2014 to 3 October 2014)

4. What is your relationship to the missing person in your life?	No.	%	No.	%
Sibling	5	37	5	14
Parent	3	21	3	9
Son/daughter	2	14	2	6
Other relative	2	14	2	6
Friend	2	14	2	6
Partner	-	-	-	-
Not connected to missing person	-	-	20	59
Total	14	100	34	100
5. If you are connected to someone who is missing, how long have they been missing?	No.	%	No.	%
Less than 3 months	-	-	-	-
Under 1 year	-	-	-	-
1-5 years	4	29	4	12
More than 5 years	9	64	9	26
N/A	1	7	21	62
Total	14	100	34	100
6. Have you had any contact with the FFMPU team beyond the Facebook page?	No.	%	No.	%
No	3	21	16	47
Yes	11	79	18	53
Total	14	100	34	100
<i>If Yes, please provide further information:</i>				
Attended meetings/workshops/forums/memorial service	5	37	5	14
Visited website/heard presentation from the team	-	-	2	6
Work in missing persons sector	-	-	2	6
Work in Department of Justice	-	-	1	3
Missing Persons Week	1	7	1	3
Helped promote FFMPU events for many years; often refer families	-	-	1	3
Information sharing requests	1	7	1	3
Contact many years ago	1	7	1	3
Australian Missing Persons Register	1	7	1	3
On a professional basis	1	7	1	3
Not elaborated on	2	7	2	6
Total	11	79	18	53

## Facebook survey results (16 September 2014 to 3 October 2014)

7. Where do you reside?	No.	%	No.	%
New South Wales	9	64	25	74
Other state	4	29	8	23
Other country (Canada)	1	7	1	3
Total	14	100	34	100
8. How often would you read content posted to FFMPU Facebook page?	No.	%	No.	%
Weekly/more often	13	93	29	85
Monthly	-	-	3	9
Rarely	1	7	2	6
Total	14	100	34	100
9. Which of the following things have you done on the FFMPU Facebook page (more than one response can be chosen)	No.	%	No.	%
Liked page	12	86	28	82
Shared post	10	72	26	77
Liked post	9	64	24	71
Commented on post	10	72	19	56
Invited friends to like page	3	21	12	35
Accessed link to website	4	29	12	35
Posted or sent message	4	29	7	20
None of the above	1	7	3	9
Total (more than one response)	53	-	131	-
10. What is useful about reading posts on the FFMPU Facebook page? (more than one response can be chosen)	No.	%	No.	%
Information/resources	12	86	32	94
Information regarding upcoming events	8	57	20	59
Connection/support with other families/friends of missing persons	8	57	14	41
Comforting to find information relating to my situation	8	57	8	23
I Feel less alone	3	21	3	9
Don't know	1	7	1	3
Other: <i>Networking with 'like' people is wonderful</i>	1	7	1	3
Total (more than one response)	41	-	79	-

Facebook survey results (16 September 2014 to 3 October 2014)				
11. What content would you like to see more of?	No.	%	No.	%
Happy with present situation/current content	1	7	2	6
Don't have missing person in life don't think best placed to answer	-	-	1	3
More interaction in response to posts	-	-	1	3
Photos so missing persons easily identified and any updates no matter how small	-	-	1	3
Updates important and when they are found	-	-	1	3
Posts regarding relevant events related to missing persons e.g. location of events	1	3	1	3
Can't comment as first visit to page	1	3	1	3
Content so far good and advice very good	-	-	1	3
Old cases	1	3	1	3
Quotes from families very helpful to other families, they can relate and feel less alone	-	-	1	3
Self-care and mental health issues that may impact on families and friends of missing persons	1	3	1	3
More family stories and updates from within the sector	1	3	1	3
More content to enhance engagement, support, information	1	3	1	3
Legal issues	1	3	1	3
Don't know	1	3	1	3
Skipped question*	8	58	18	52
Total	14	100	34	100
12. What content would you like to see less of?	No.	%	No.	%
Nil/none/ not a thing/none really	2	14	5	14
I think all of it is relevant/applicable	-	-	2	6
People's comments that aren't needed/disabling meaningless comments	1	7	2	6
N/A	1	7	2	6
Can't comment as first visit to page	1	7	1	3
Don't know	1	7	1	3
More of everything	-	-	1	3
Skipped question*	8	58	20	59
Total		34		100
13. A number of posts on the Facebook page contain links back to FFMPU website. Which of the following applies to you?	No.	%	No.	%
I open link and visit other pages on the website	12	86	22	65
I only open the link	1	7	8	23
I don't open links	-	-	3	9
Skipped question*	1	2.9	1	3
Total	14	100	34	100

## Facebook survey results (16 September 2014 to 3 October 2014)

14. Which posts on the FFMPU Facebook page have you most related to? (We invite you to review the page if this helps)	No.	%	No.	%
All the posts have been relevant	1	7	2	6
The quotes from the families of the missing/personal reflections on coping with 'missing'	1	7	2	6
Support materials/new resources	1	7	2	6
Mostly children going missing or elderly people as they are so vulnerable but I do look at others	-	-	1	3
Overall general comments	1	7	1	3
The story on (high profile missing persons case), I used to live near where he comes from	-	-	1	3
Missing	1	7	1	3
I liked the increased activity from other Facebookers around National Missing Persons Week	-	-	1	3
I'm only a new follower	1	7	1	3
Nothing specific	1	7	1	3
N/A	-	-	1	3
Skipped question*	8	58	20	58
Total	14	100	34	100
15. Is there anything further you would like to add about our Facebook page or the FFMPU website that would help us improve the service?	No.	%	No.	%
We appreciate the good service that it is/good/good balance	2	14	3	9
No thank you	1	7	2	6
How can we set this service up for Queensland families, wish there was more support for Queensland families	1	7	1	3
Valuable information and resource to support families with missing loved ones	1	7	1	3
I can't really say at the moment	1	7	1	3
I am so glad you are there to give us information	-	-	1	3
Daily post will help promote the page so more people are aware of the service	-	-	1	3
I wonder if there is a forum to have an interactive chat room or message board where people can ask questions and the team responds to them	-	-	1	3
Maybe possibilities to further engage users that could be explored, for example group forum	-	-	1	3
Skipped question*	8	58	22	64
Total	14	100	34	100

## Appendix G: Length of time person missing – FFMPU clients

### Client files as at 20 October 2014

Length of time person missing – FFMPU clients (as at 20 October 2014)			
Length of time missing	Outcome	Total clients	Current files
Missing less than one year	Person located alive <1week	46	1
	Person located alive <1 month	27	1
	Person located alive <6 months	33	2
	Person located alive <1 year	4	2
	Person located deceased <1 week	6	-
	Person located deceased <1 month	5	-
	Person located deceased <6 months	15	-
	Person located deceased <1 year	3	-
	Total	139	6
Missing more than one year	Person located alive >1 year	18	-
	Person located deceased > 1 year	18	-
	Remains missing	133	66
	Total	169	66
Unknown/not recorded		68	33
Total clients/files		383	105

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