

Feeding Tube Awareness Week

4-10 February

#FTAW2024

Achievements and Highlights



ausEE Inc.

Social Media

71,306

Facebook impressions

2,170

Twitter/X impressions

8,105

Instagram impressions

3,441

LinkedIn impressions

Promotions

2,594

eNewsletters sent with
36% open rate, 30% click through

53

FTAW Partners helped
to raise awareness
about tube feeding



#FTAW2024

#FTAWLightUp

#TubieTuesday

#MyTubie



Awareness

109

Landmarks, buildings and bridges
illuminated purple and blue

5

My Tubie stories shared

140

ausEE social media posts

Resources

98

Hospitals/clinics received resources

11,709

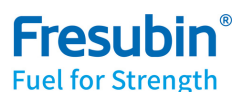
website page views

Research

158

Respondents to Quality of Life survey
with preliminary findings shared

Feeding Tube Awareness Week Supporters



feedingtubeaware.com.au