

# IMPACT REPORT

16 Days of Activism to End Violence  
Against Women and Girls

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David Fullerton LinkedIn Campaign  
*25 November 2025 - 10 December 2025*

# Summary

## Campaign Impact

total  
impressions

**207,207**

across all posts  
combined

**5,868**

total  
engagements

*audience  
interactions*

1,345 hours of  
video viewing  
time, equivalent to

**56 days**

continuous days of  
viewing

total of

**39**

countries  
reached around  
the globe

# Top *Performing* Post

**Day 8: Tuesday 02 December 2025**

**26,586 Impressions**

**937 Engagements**

**High reposts - 153**

**High saves - 61**

**200 hours of total viewing time**

Day 8 achieved the strongest balance of reach and engagement, outperforming all other posts in total interactions while maintaining engagement efficiency.

*This suggests the content resonated widely and prompted meaningful interaction.*



**David Fullerton Dir.IPSA** · You ⋮

CEO at Professional Security | Chair of International Professional...

[Visit my website](#)

2mo ·

**Walking on Eggshells - The Abuse We Don't Talk About**

This is what coercive control looks like for women in their 50s and 60s.

"Why do you make me do these things"

"You're not going anywhere"

"You're staying here"

# Male vs. Female Engagement

on average 75% of **ALL REACTIONS** driven by women:

*Female*

*Male*



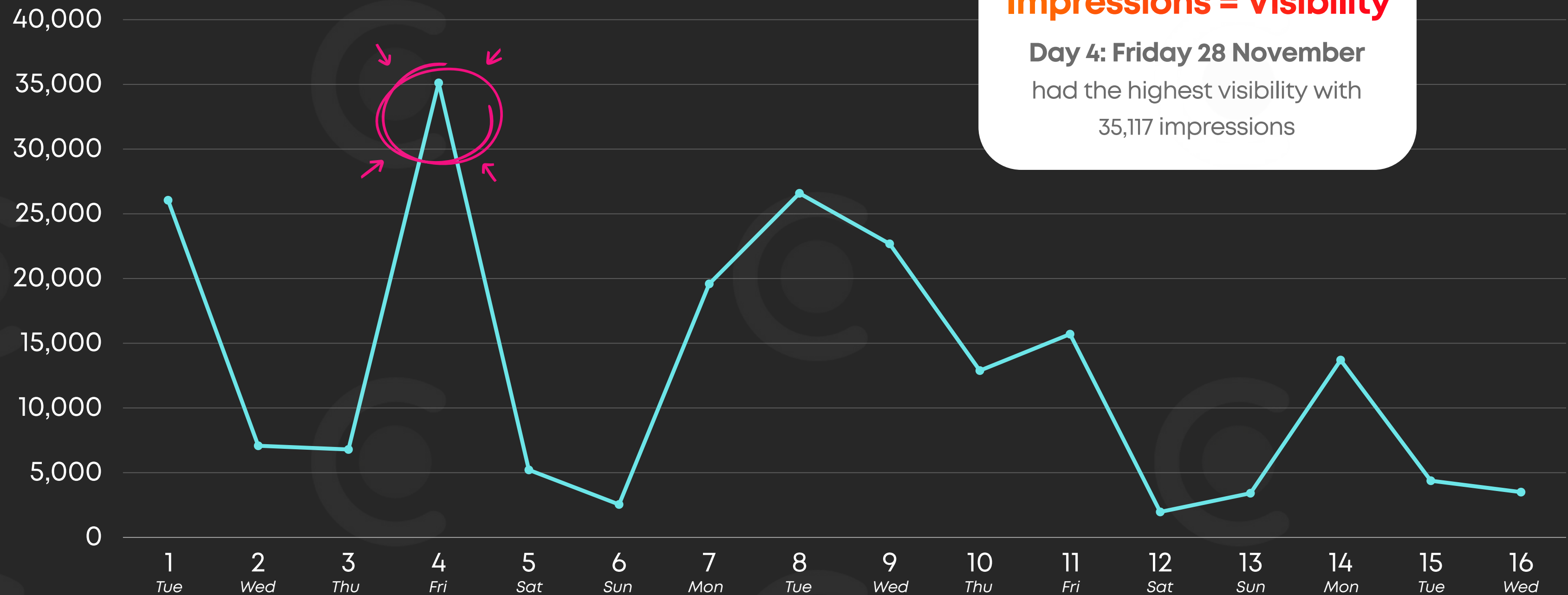
on average 70% of **ALL COMMENTS** driven by women:

*Female*

*Male*



# Impressions by day



**Impressions = Visibility**

**Day 4: Friday 28 November**  
had the highest visibility with  
35,117 impressions

The campaign sparked engagement across

# 39 COUNTRIES

highlighting the global relevance of this conversation

- Australia
- Austria
- Bangladesh
- Belgium
- Cameroon
- Canada
- Cyprus
- Egypt
- France
- Germany
- Greece
- Hungary
- India
- Ireland
- Italy
- Kenya
- Lithuania
- Malaysia
- Netherlands
- New Zealand
- Nigeria
- Norway
- Poland
- Portugal
- Serbia
- Slovakia
- South Africa
- Spain
- Sweden
- Switzerland
- Thailand
- Turkey
- United Arab Emirates
- United Kingdom
- United States

# 16 Day Campaign

Activism to End Violence Against Women and Girls

individual post analysis

[#VAWG](#)

# Day One: Tue 25 Nov

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**26,050**

Total Comments:

**94**

Total Reactions:

**476**

Total Reposts:

**182**

Total Saves:

**68**

Total Video Viewing Time:

**458h 14m**



Dads... this one will break you - and it should 💔👩

I need you to stop scrolling 🛑

I need 5 minutes of your attention - with the sound on, please 🙏

Percentage of **REACTIONS**  
by gender:

Female

Male

**68%**

**32%**

Percentage of **COMMENTS**  
by gender:

Female

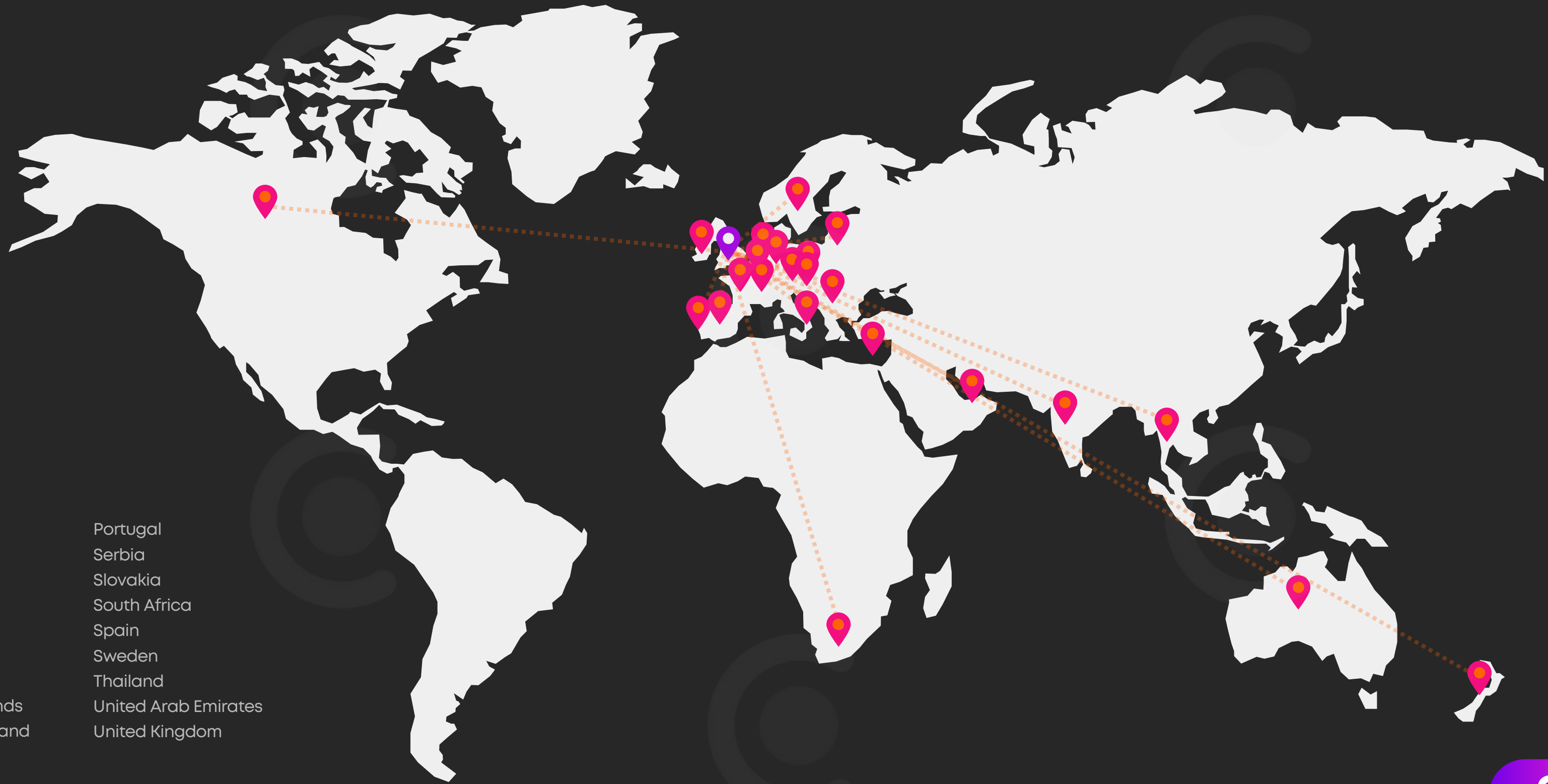
Male

**67%**

**33%**

# Day One: 23 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Austria
- Belgium
- Canada
- Cyprus
- France
- Germany
- Hungary
- India
- Ireland
- Italy
- Lithuania
- Netherlands
- New Zealand
- Portugal
- Serbia
- Slovakia
- South Africa
- Spain
- Sweden
- Thailand
- United Arab Emirates
- United Kingdom

# Day Two: Wed 26 Nov

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**7,079**

Total Comments:

**15**

Total Reactions:

**93**

Total Reposts:

**20**

Total Saves:

**8**

Total Video Viewing Time:

**31h 27m**



💔 Love Should Not Hurt. Ever.

⚠️ This video contains scenes of domestic violence that some viewers may find distressing.

Day 2 of my commitment to the 16 Days....

Percentage of **REACTIONS**  
by gender:

Female

Male

**73%**

**27%**

Percentage of **COMMENTS**  
by gender:

Female

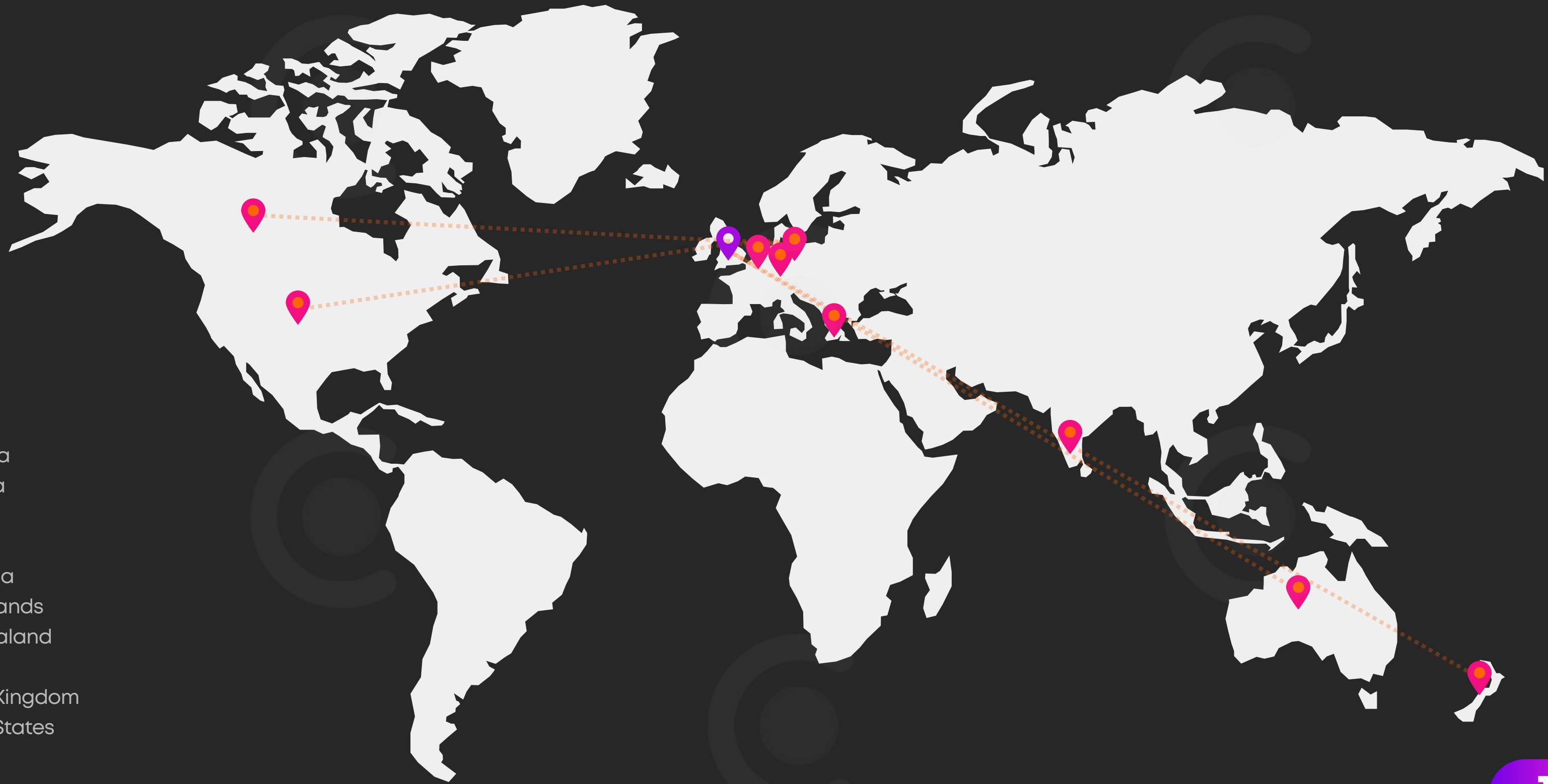
Male

**71%**

**29%**

# Day Two: 10 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Canada
- Greece
- India
- Lithuania
- Netherlands
- New Zealand
- Poland
- United Kingdom
- United States

# Day Three: Thu 27 Nov

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**6,794**

Total Comments:

**22**

Total Reactions:

**162**

Total Reposts:

**42**

Total Saves:

**9**

Total Video Viewing Time:

**25h 26m**



🚫 Don't be THAT GUY.

Men - STOP. I need your attention for 80 seconds 🚫

It's Day 3 of my commitment to the 16 Days of Activism to End Violence Against Women & Girls...

Percentage of **REACTIONS**  
by gender:

Female

Male

**66%**

**34%**

Percentage of **COMMENTS**  
by gender:

Female

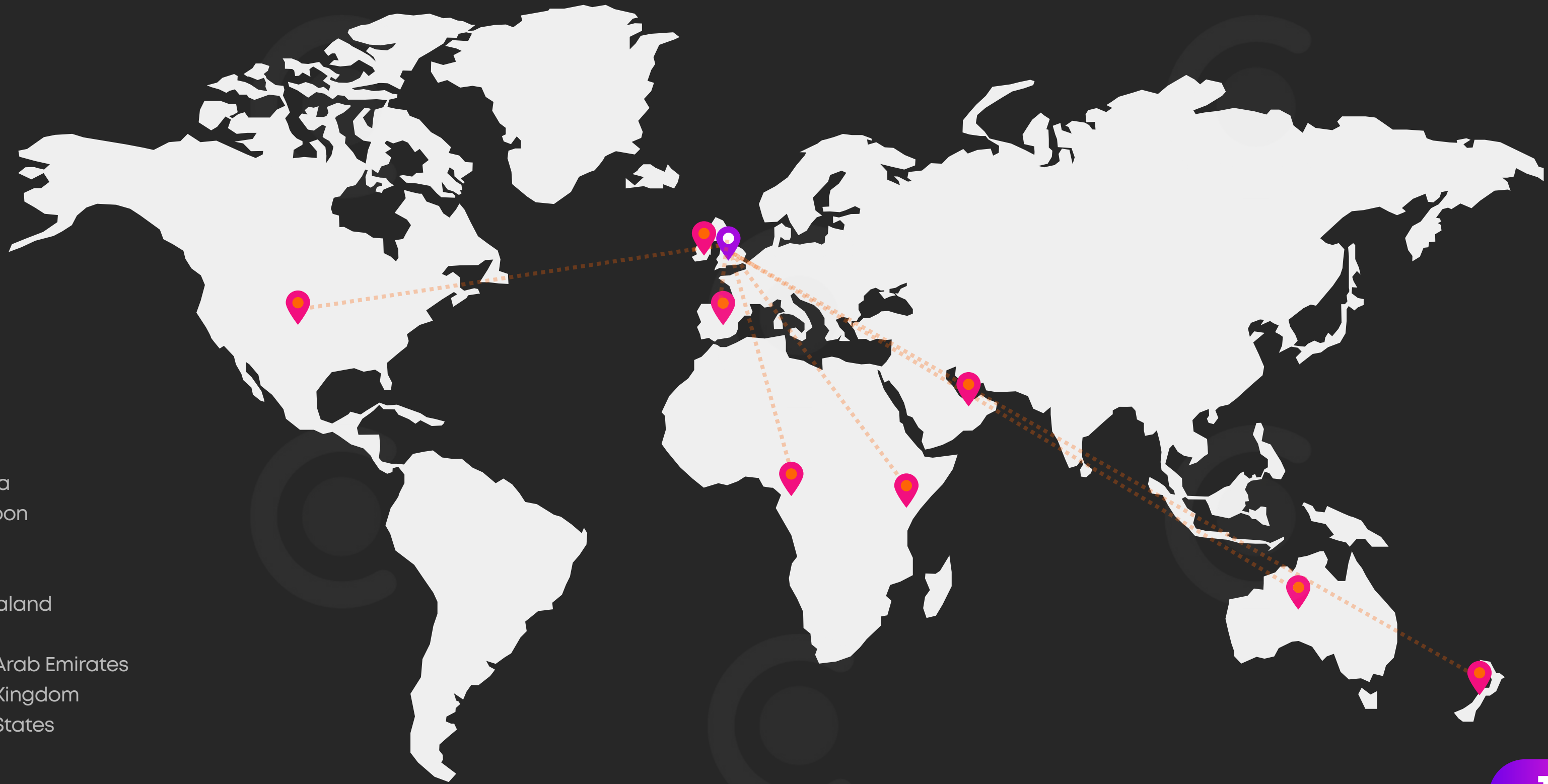
Male

**60%**

**40%**

# Day Three: 9 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Cameroon
- Ireland
- Kenya
- New Zealand
- Spain
- United Arab Emirates
- United Kingdom
- United States

# Day Four: Fri 28 Nov

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:  
**35,117**

Total Comments:  
**86**

Total Reactions:  
**559**

Total Reposts:  
**157**

Total Saves:  
**37**

Total Video Viewing Time:  
**240h 27m**



? **#IsThisOK?**

We all know the answer - so why are we still letting this happen?

Percentage of **REACTIONS**  
by gender:

Female

Male

**71%**

**29%**

Percentage of **COMMENTS**  
by gender:

Female

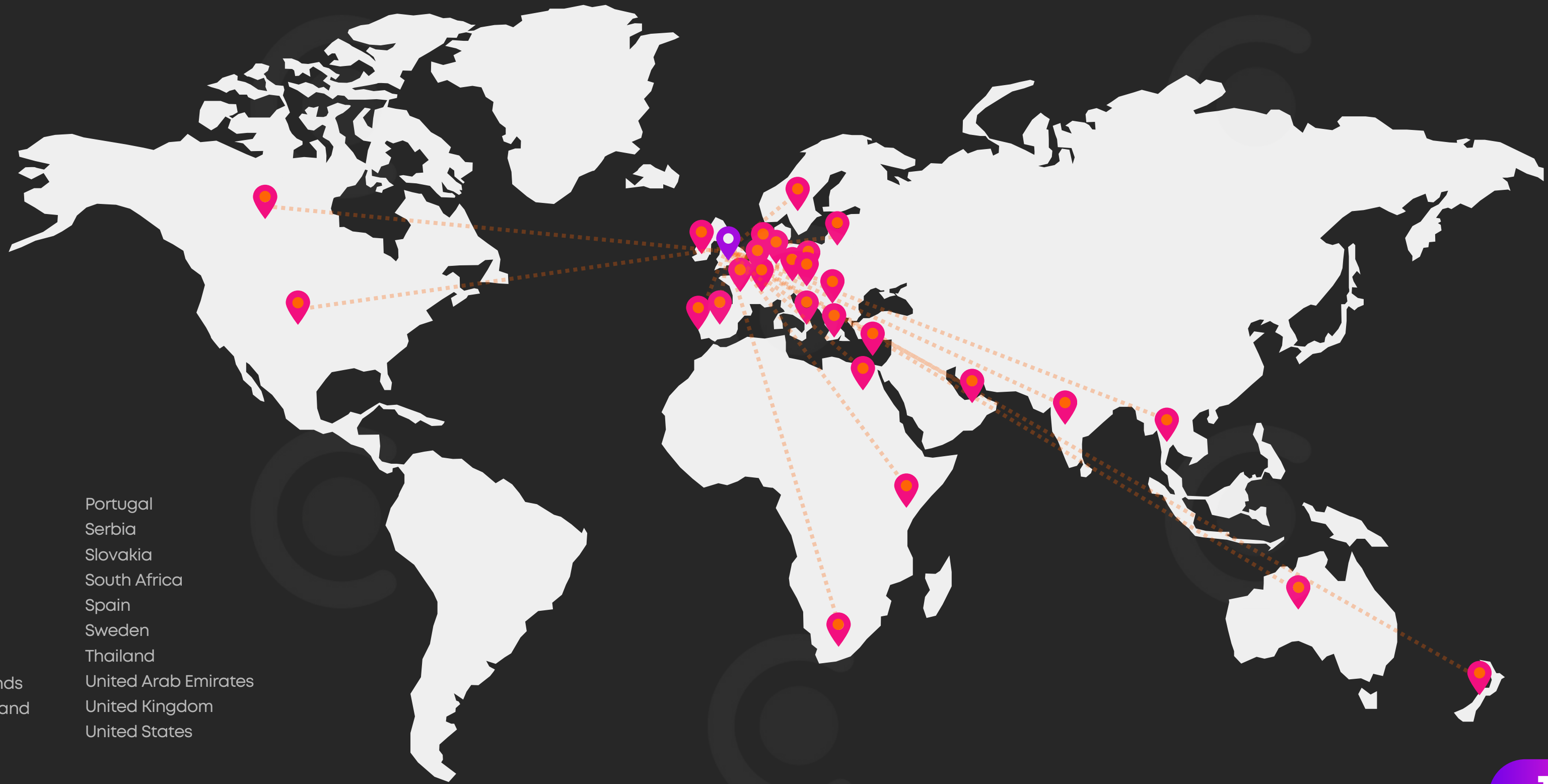
Male

**73%**

**27%**

# Day Four: 28 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Austria
- Belguim
- Canada
- Cyprus
- Egypt
- France
- Germany
- Greece
- Hungary
- India
- Ireland
- Italy
- Lithuania
- Netherlands
- New Zealand
- Poland
- Portugal
- Serbia
- Slovakia
- South Africa
- Spain
- Sweden
- Thailand
- United Arab Emirates
- United Kingdom
- United States

# Day Five: Sat 29 Nov

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**5,215**

Total Comments:

**21**

Total Reactions:

**108**

Total Reposts:

**27**

Total Saves:

**5**

Total Video Viewing Time:

**15h 11m**



**! Men - #HaveAWord !**  
With yourself... and then your mates.

Today is Day 5 of my commitment to the 16 Days of Activism to End Violence Against Women & Girls

Percentage of **REACTIONS** by gender:

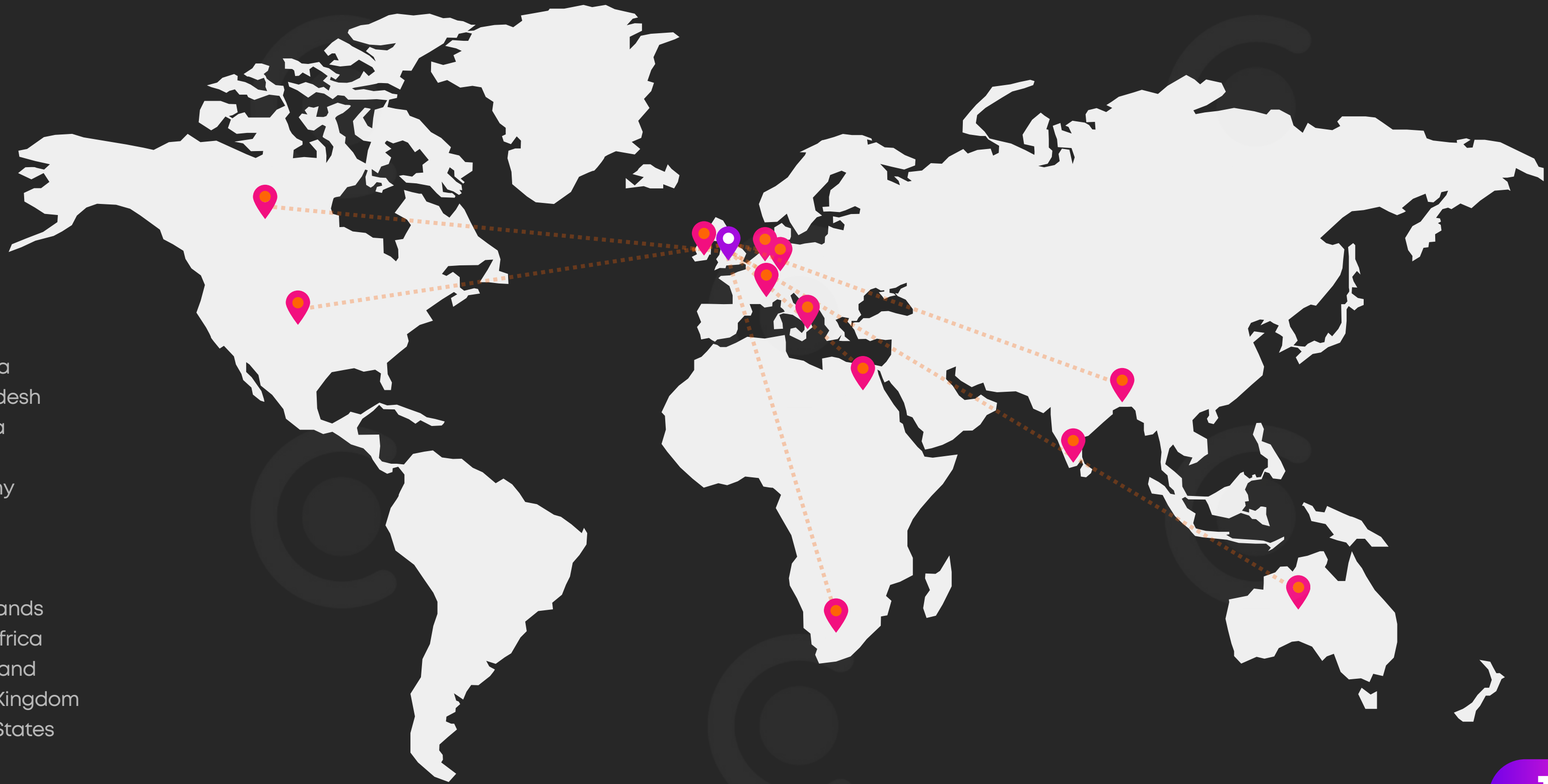


Percentage of **COMMENTS** by gender:



# Day Five: 13 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Bangladesh
- Canada
- Egypt
- Germany
- India
- Ireland
- Italy
- Netherlands
- South Africa
- Switzerland
- United Kingdom
- United States

# Day Six: Sun 30 Nov

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**2,543**

Total Comments:

**6**

Total Reactions:

**49**

Total Reposts:

**10**

Total Saves:

**3**

Total Video Viewing Time:

**4h 58m**



! Be a Mate - [#REALPubChat](#)

A real mate steps in when it matters.

Today is Day 6 of the 16 Days of Activism to End Violence Against Women & Girls...

Percentage of **REACTIONS**  
by gender:

Female

**53%**

Male

**47%**

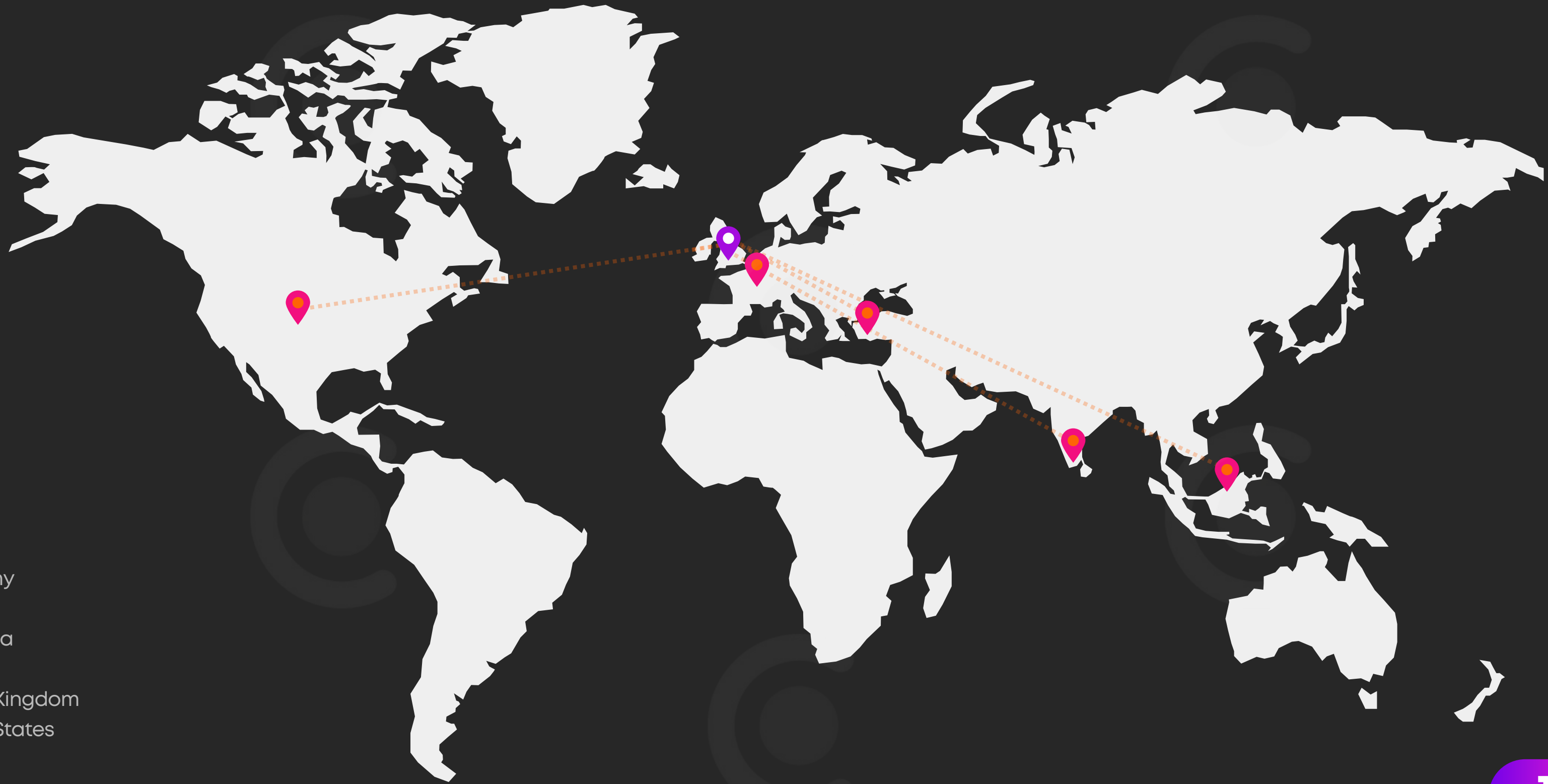
Percentage of **COMMENTS**  
by gender:

Female

**100%**

# Day Six: 6 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Germany
- India
- Malaysia
- Turkey
- United Kingdom
- United States

# Day Seven: Mon 01 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:  
**19,590**

Total Comments:  
**42**

Total Reactions:  
**354**

Total Reposts:  
**139**

Total Saves:  
**29**

Total Video Viewing Time:  
**72h 8m**



! Coercive Control - It's Not a Game, Boy 🙄

The truth - and the stats every man needs to see.

Let's start with the scale of the problem:

Percentage of **REACTIONS**  
by gender:

Female

Male

**86%**

**14%**

Percentage of **COMMENTS**  
by gender:

Female

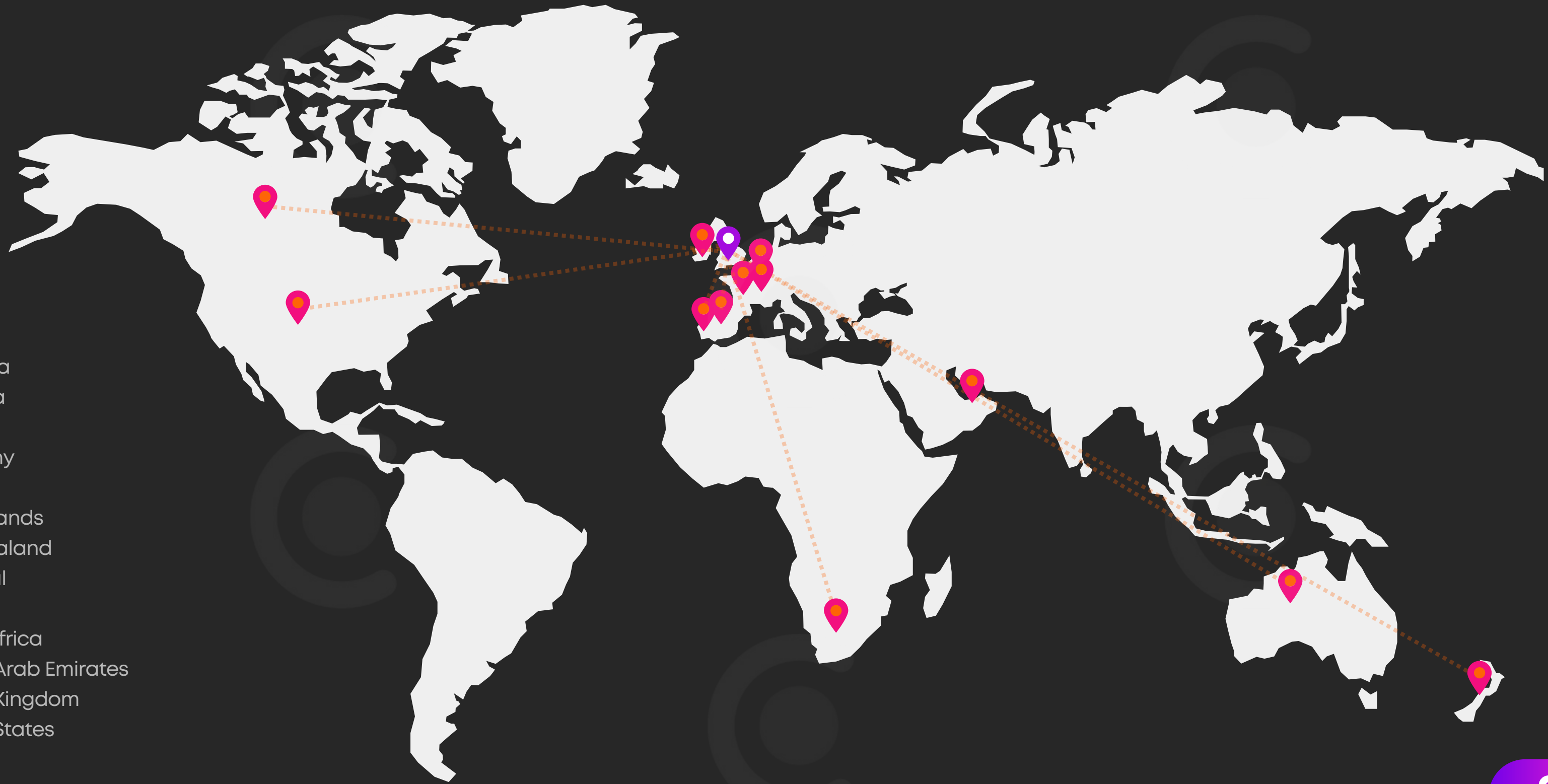
Male

**82%**

**18%**

# Day Seven: 13 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Canada
- France
- Germany
- Ireland
- Netherlands
- New Zealand
- Portugal
- Spain
- South Africa
- United Arab Emirates
- United Kingdom
- United States

# Day Eight: Tue 02 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**26,586**

Total Comments:

**97**

Total Reactions:

**626**

Total Reposts:

**153**

Total Saves:

**61**

Total Video Viewing Time:

**200h 2m**



💔 Walking on Eggshells - The Abuse We Don't Talk About

This is what coercive control looks like for women in their 50s and 60s.

Percentage of **REACTIONS** by gender:

Female

Male

**86%**

**14%**

Percentage of **COMMENTS** by gender:

Female

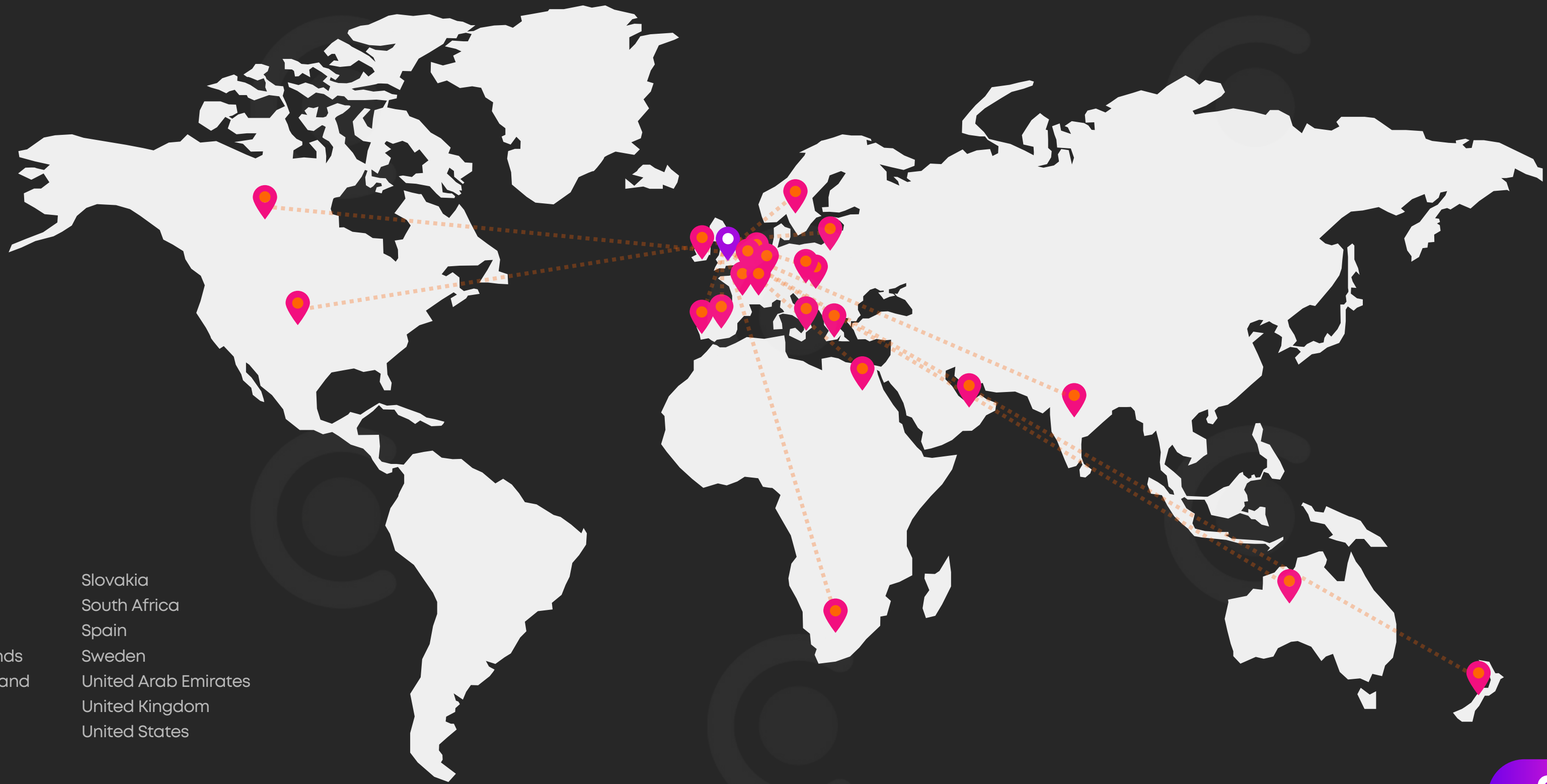
Male

**87%**

**13%**

# Day Eight: 23 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Belgium
- Canada
- Egypt
- France
- Germany
- Greece
- Hungary
- India
- Ireland
- Italy
- Lithuania
- Netherlands
- New Zealand
- Poland
- Portugal
- Slovakia
- South Africa
- Spain
- Sweden
- United Arab Emirates
- United Kingdom
- United States

# Day Nine: Wed 03 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**22,682**

Total Comments:

**51**

Total Reactions:

**562**

Total Reposts:

**120**

Total Saves:

**20**

Total Video Viewing Time:

**98h 23m**



! Guys, if you could stop a woman being sexually assaulted - would you?  
100% yes, right?

Then here's the uncomfortable truth...

Percentage of **REACTIONS**  
by gender:

Female

Male

**79%**

**21%**

Percentage of **COMMENTS**  
by gender:

Female

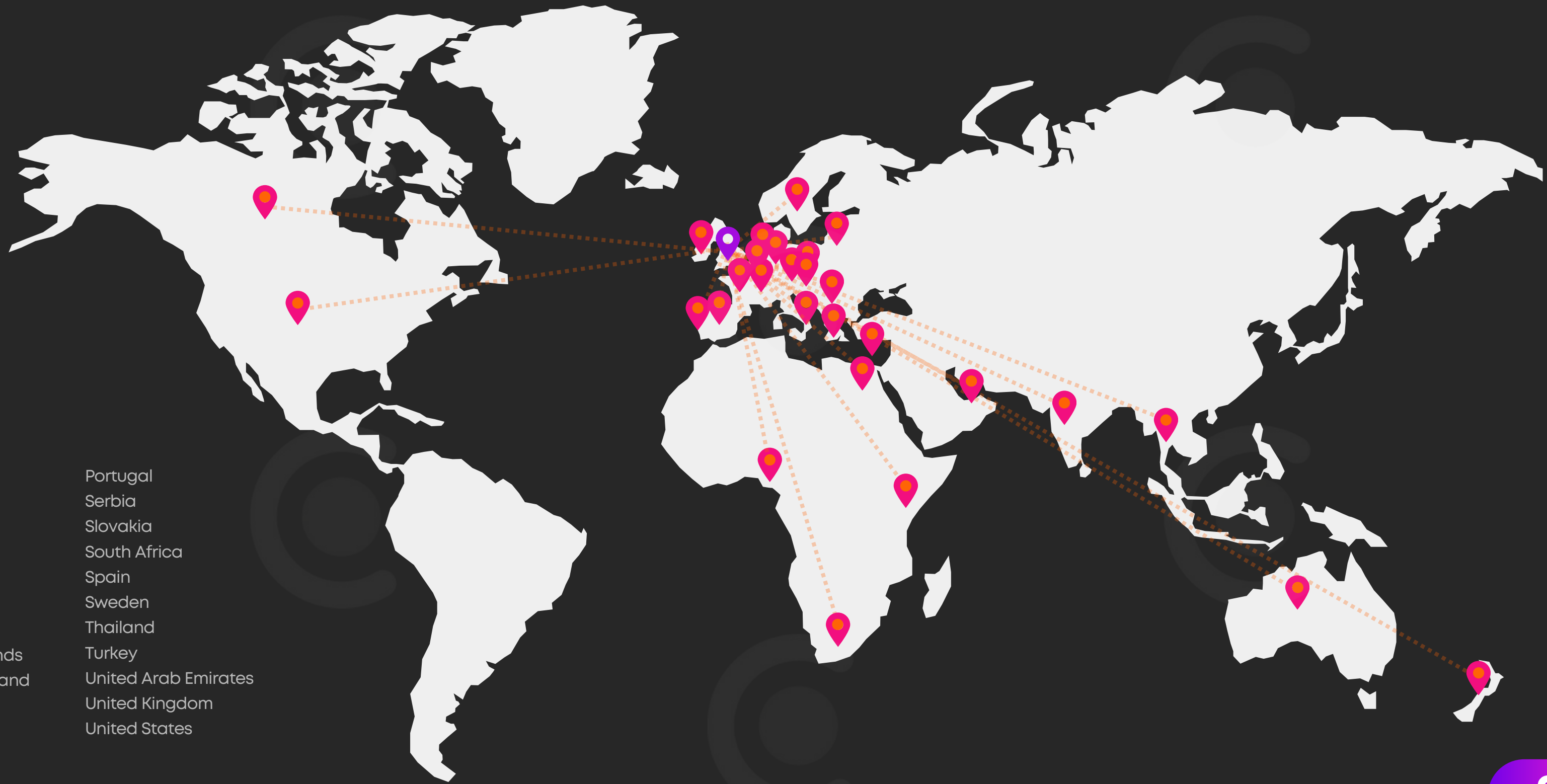
Male

**70%**

**30%**

# Day Nine: 29 Countries Reached

16 Days of Activism to End Violence Against Women & Girls



- Australia
- Austria
- Belgium
- Canada
- Cyprus
- Egypt
- France
- Germany
- Greece
- Hungary
- India
- Ireland
- Italy
- Lithuania
- Netherlands
- New Zealand
- Nigeria
- Poland
- Portugal
- Serbia
- Slovakia
- South Africa
- Spain
- Sweden
- Thailand
- Turkey
- United Arab Emirates
- United Kingdom
- United States

25 #VAWG

# Day Ten: Thu 04 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**12,887**

Total Comments:

**34**

Total Reactions:

**244**

Total Reposts:

**80**

Total Saves:

**30**

Total Video Viewing Time:

**58h 6m**



💔 The Monster Who Came To Tea - And Never Left

📢 Please don't scroll past this.

This film needs to be seen.

It's not a story - it's a warning.

And it's happening in homes all around us.

Percentage of **REACTIONS**  
by gender:

Female

Male

**78%**

**22%**

Percentage of **COMMENTS**  
by gender:

Female

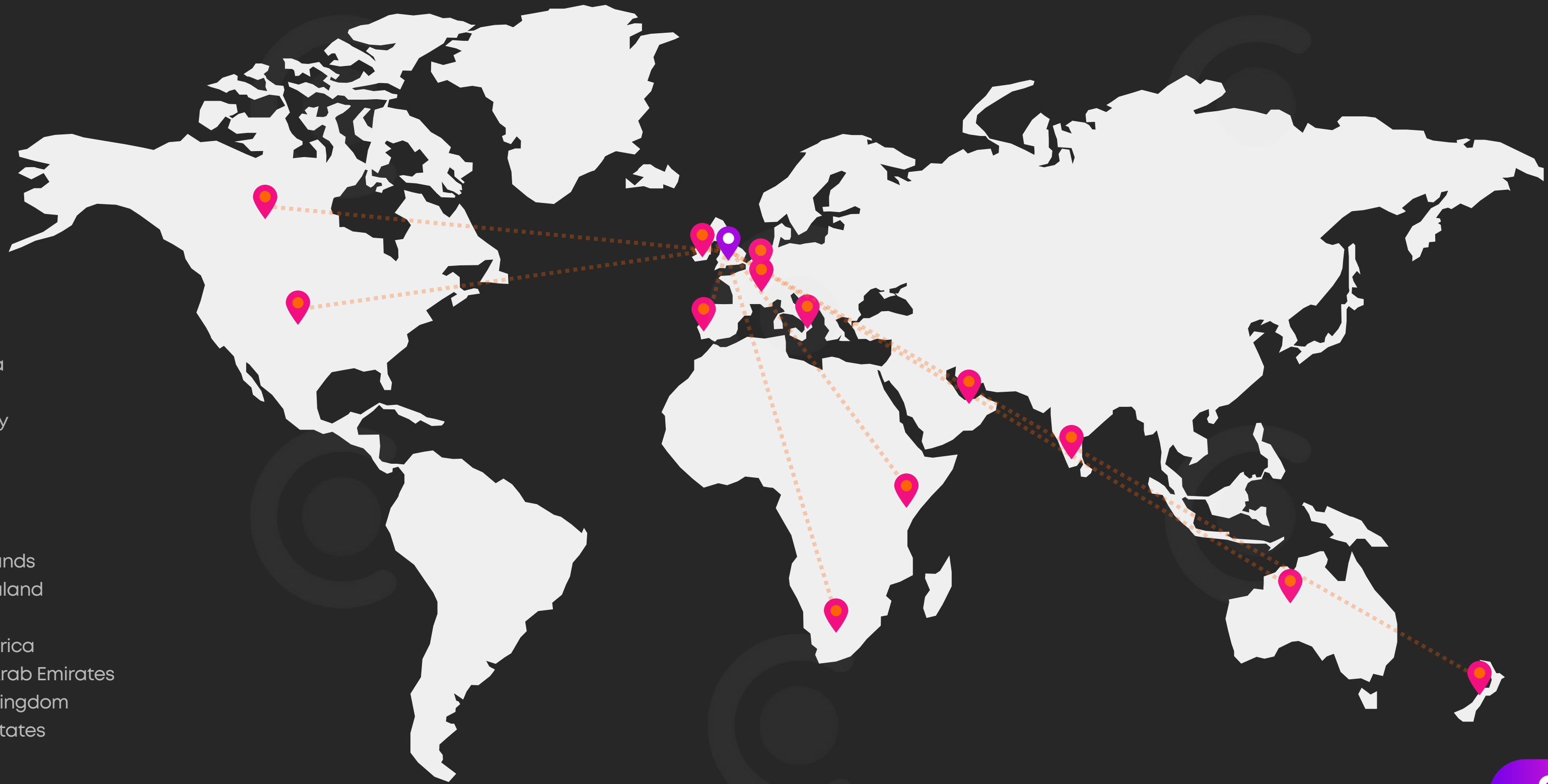
Male

**71%**

**29%**

# Day Ten: 14 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Canada
- Germany
- India
- Ireland
- Italy
- Kenya
- Netherlands
- New Zealand
- Portugal
- South Africa
- United Arab Emirates
- United Kingdom
- United States

# Day Eleven: Fri 05 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**15,704**

Total Comments:

**13**

Total Reactions:

**248**

Total Reposts:

**54**

Total Saves:

**11**

Total Video Viewing Time:

**44h 46m**



! Enough is ENOUGH.  
Not later.  
Not "when it feels safe."  
Now.

Percentage of **REACTIONS**  
by gender:

Female

Male

**66%**

**34%**

Percentage of **COMMENTS**  
by gender:

Female

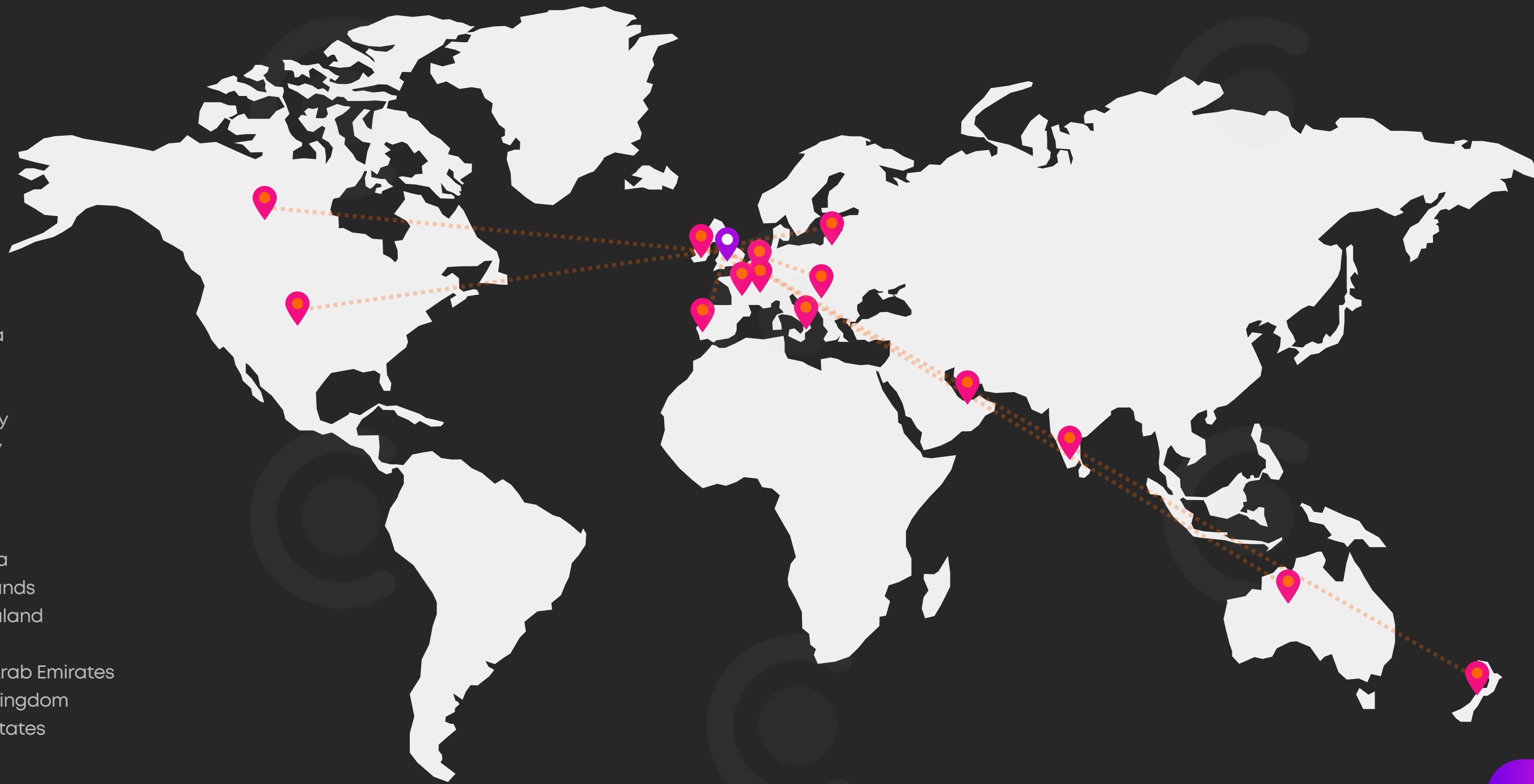
Male

**29%**

**71%**

# Day Eleven: 15 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Canada
- France
- Germany
- Hungary
- India
- Ireland
- Italy
- Lithuania
- Netherlands
- New Zealand
- Portugal
- United Arab Emirates
- United Kingdom
- United States

# Day Twelve: Sat 06 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**1,968**

Total Comments:

**15**

Total Reactions:

**48**

Total Reposts:

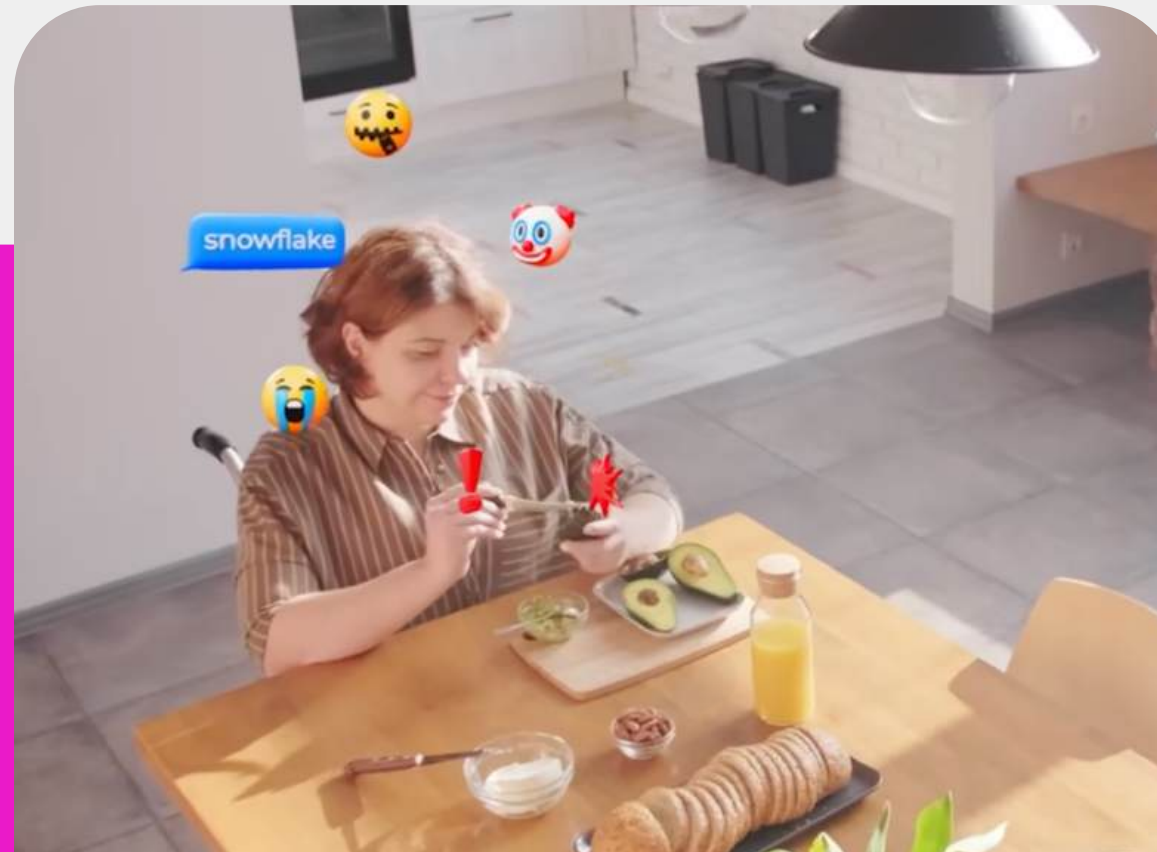
**14**

Total Saves:

**1**

Total Video Viewing Time:

**2h 48m**



! Online abuse is violence.  
And there is [hashtag#NoExcuse](#) for it - ever.

👉 "If you wouldn't say it offline, why is it OK online?"

Percentage of **REACTIONS**  
by gender:

Female

Male

**59%**

**41%**

Percentage of **COMMENTS**  
by gender:

Female

Male

**75%**

**25%**

**30 #VAWG**

# Day Twelve: 4 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



Canada  
Germany  
United Kingdom  
United States

# Day Thirteen: Sun 07 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**3,413**

Total Comments:

**2**

Total Reactions:

**75**

Total Reposts:

**15**

Total Saves:

**2**

Total Video Viewing Time:

**6h 42m**



👁️ When we see it's not OK, we can say it's not OK...  
but do we ?  
The truth is: we must !

Most men say they'd step in if things were  
"serious."...

Percentage of **REACTIONS**  
by gender:

Female

Male

**66%**

**34%**

Percentage of **COMMENTS**  
by gender:

Female

**100%**

# Day Thirteen: 10 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Cameroon
- Canada
- Egypt
- Germany
- Italy
- Netherlands
- Turkey
- United Kingdom
- United States

# Day Fourteen: Mon 08 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**13,702**

Total Comments:

**22**

Total Reactions:

**137**

Total Reposts:

**25**

Total Saves:

**13**

Total Video Viewing Time:

**54h 21m**



? Can you "Spot The Abuse".  
Jade, Aisha and Kate couldn't.

👉 What your partner says is "normal"... might not be.

Percentage of **REACTIONS**  
by gender:

Female

Male

**75%**

**25%**

Percentage of **COMMENTS**  
by gender:

Female

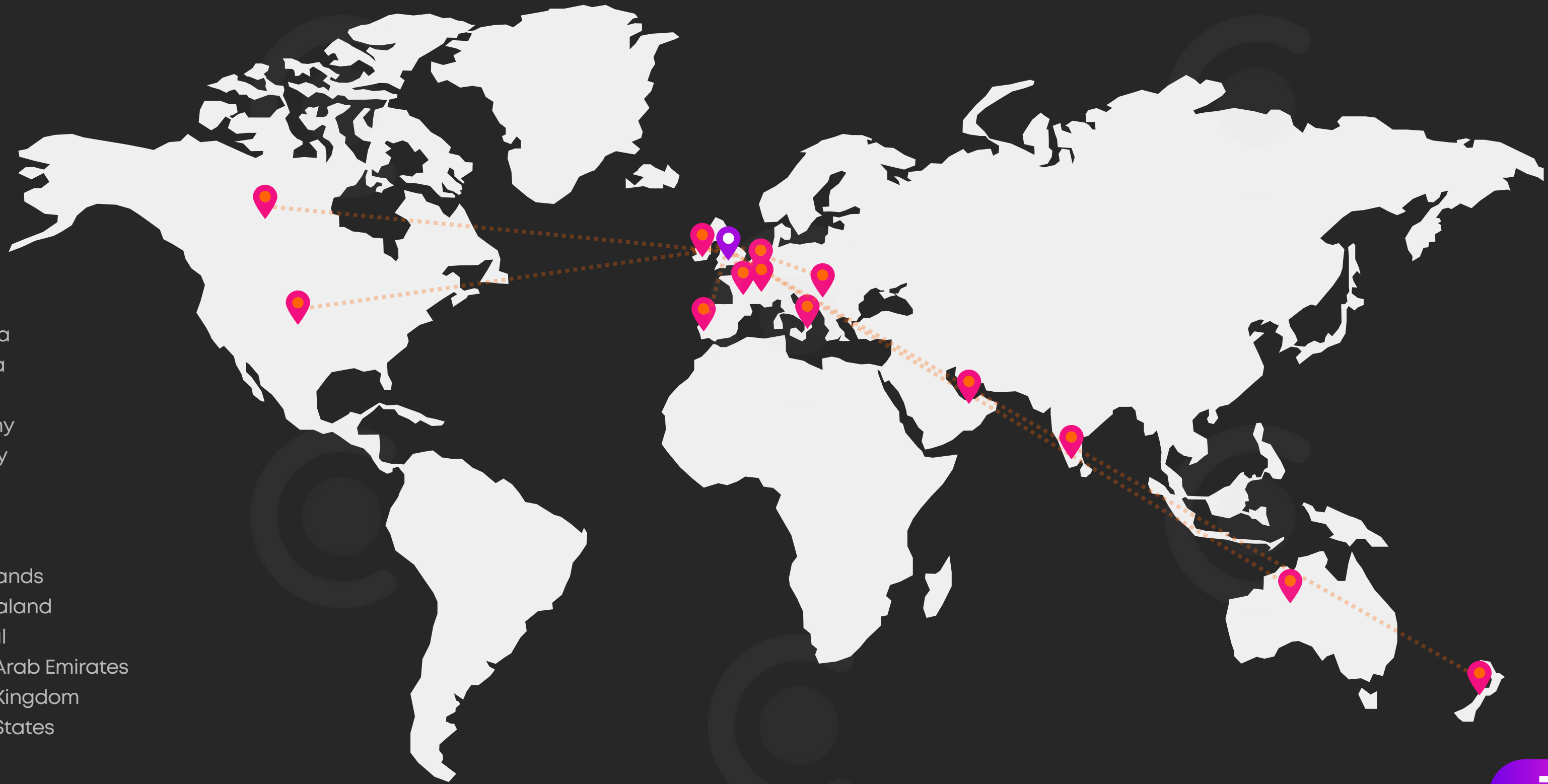
Male

**60%**

**40%**

# Day Fourteen: 14 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Canada
- France
- Germany
- Hungary
- India
- Ireland
- Italy
- Netherlands
- New Zealand
- Portugal
- United Arab Emirates
- United Kingdom
- United States

# Day Fifteen: Tue 09 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**4,378**

Total Comments:

**18**

Total Reactions:

**86**

Total Reposts:

**25**

Total Saves:

**4**

Total Video Viewing Time:

**18h 59m**



? "Isn't it time someone called cut?"

! Day 15 | Trigger Warning | Domestic Abuse

! This video contains scenes of domestic violence that some viewers may find distressing.

Percentage of **REACTIONS**  
by gender:

Female

Male

**70%**

**30%**

Percentage of **COMMENTS**  
by gender:

Female

Male

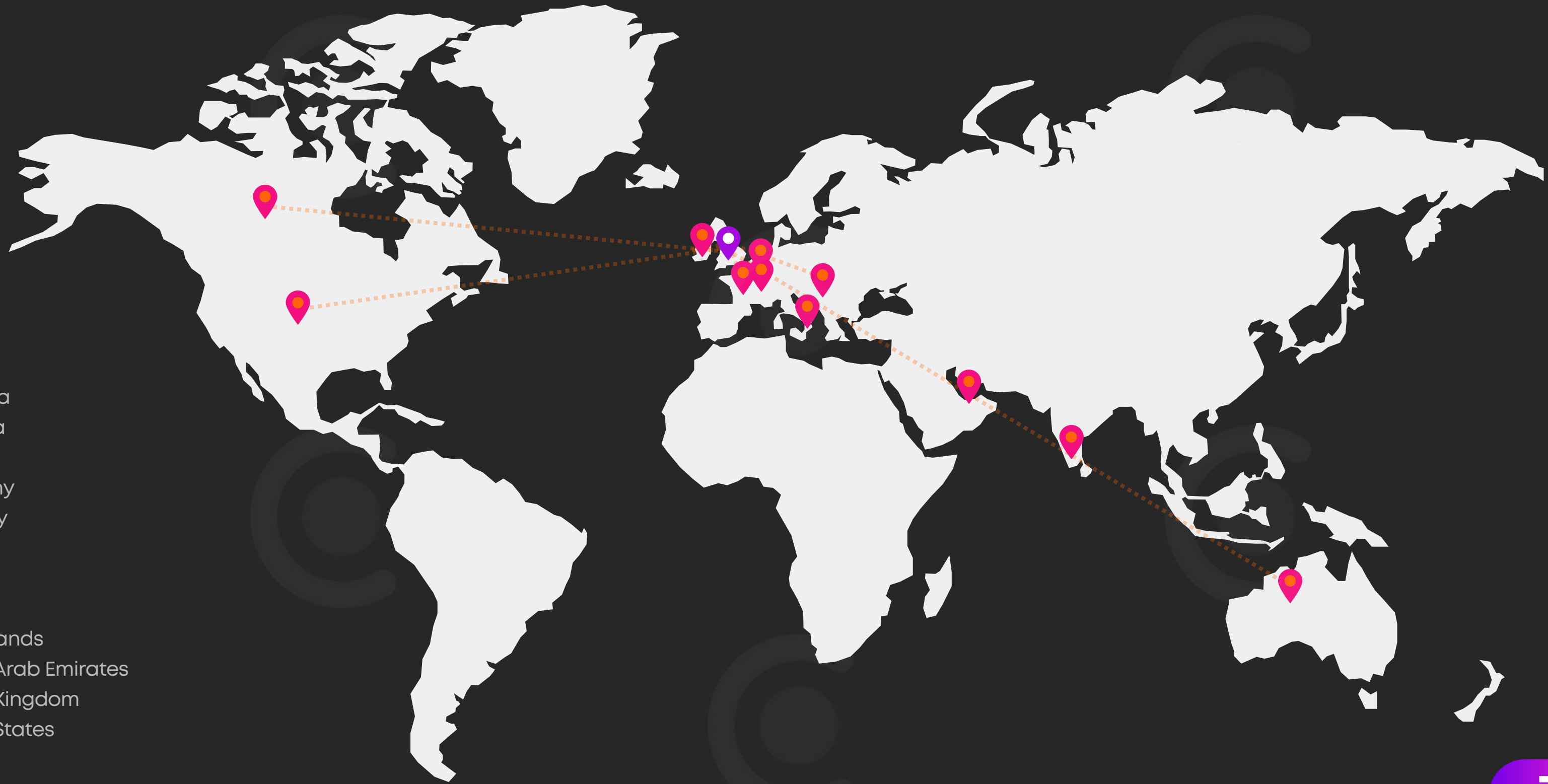
**63%**

**38%**

**36 #VAWG**

# Day Fifteen: 12 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Canada
- France
- Germany
- Hungary
- India
- Ireland
- Italy
- Netherlands
- United Arab Emirates
- United Kingdom
- United States

# Day Sixteen: Wed 10 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**3,499**

Total Comments:

**40**

Total Reactions:

**77**

Total Reposts:

**20**

Total Saves:

**2**

Total Video Viewing Time:

**13h 44m**



Day 16 - "This Time It's Forever" 🎵

If you watch one thing today, make it this.

🔊 Sound on. ❤️ Heart open. 🚫 No scrolling.

👉 "This time it's forever." ....

Percentage of **REACTIONS**  
by gender:

Female

Male

**71%**

**29%**

Percentage of **COMMENTS**  
by gender:

Female

Male

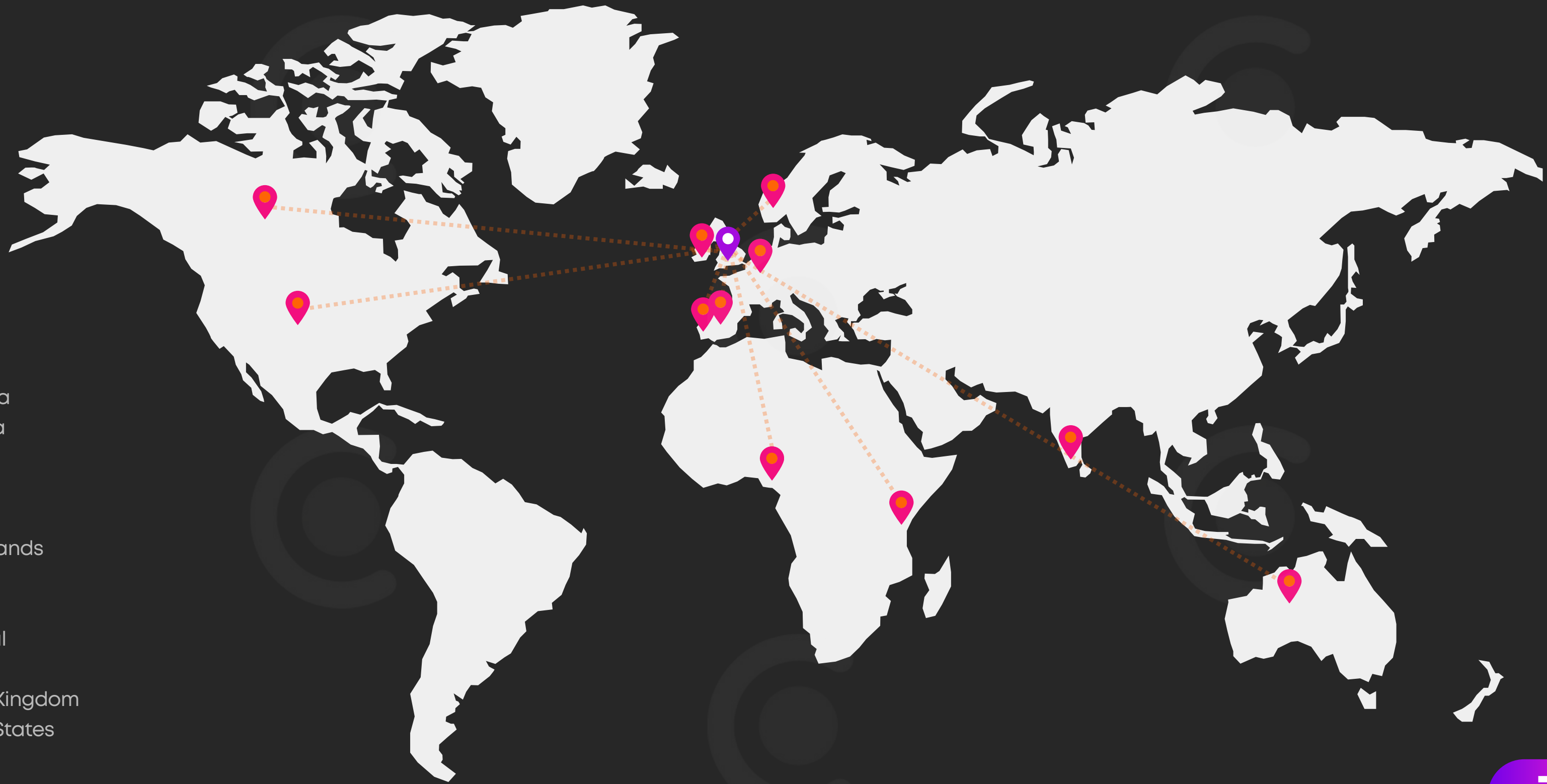
**78%**

**22%**

**38 #VAWG**

# Day Sixteen: 12 Countries Reached

*16 Days of Activism to End Violence Against Women & Girls*



- Australia
- Canada
- India
- Ireland
- Kenya
- Netherlands
- Nigeria
- Norway
- Portugal
- Spain
- United Kingdom
- United States

# COERCIVE CONTROL

a gap in the conversation

why are men choosing to look away?

**#VAWG**

While women carried the conversation throughout the campaign, two posts in particular, both on coercive control showed an even sharper imbalance

on average 75% of **ALL REACTIONS** were driven by women:



on average 70% of **ALL COMMENTS** were driven by women:



Day 7  
(outlier)



Day 8  
(outlier)

The question this raises is simple - why are so few men part of this conversation?

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**72h 8m**



! Coercive Control - It's Not a Game, Boy 🙋

The truth - and the stats every man needs to see.

Let's start with the scale of the problem:

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by gender:

Female

Male

**86%**

**14%**

Percentage of **COMMENTS**  
by gender:

Female

Male

**82%**

**18%**

# Day Eight: Tue 02 Dec

16 Days of Activism to End Violence Against Women & Girls

Total Impressions:

**26,586**

Total Comments:

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Total Saves:

**61**

Total Video Viewing Time:

**200h 2m**



💔 Walking on Eggshells - The Abuse We Don't Talk About

This is what coercive control looks like for women in their 50s and 60s.

Percentage of **REACTIONS** by gender:

Female

Male

**86%**

**14%**

Percentage of **COMMENTS** by gender:

Female

Male

**87%**

**13%**

# The Engagement Gap

**25%**

of reactions driven  
by men

11% drop

**14%**

of reactions driven  
by men when discussing  
coercive control

**30%**

of comments driven  
by men

14.5% drop

**15.5%**

of comments driven  
by men when discussing  
coercive control

**the question is why?**

does this force men to hold up a mirror?

is this a little too close to home?

do some of these behaviours

feel too familiar?

# THE CONVERSATION DOESN'T END HERE

because change starts with awareness

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16 Days of Activism to End Violence  
Against Women and Girls