

2-8 February

#FTAW2025



ausEE Inc.

Feeding Tube Awareness Week

Achievements and Highlights

Social Media

106,151

Facebook views

25,778

Instagram views

2,060

X impressions

7,822

LinkedIn impressions

Promotions

2,742

Newsletters sent with 43% open rate

59

FTAW Partners helped to raise awareness about tube feeding



#FTAWLightUp

#TubieTuesday

#MyTubie

#SpecialistSpotlight

#FTAW2025



Awareness

122

Landmarks, buildings and bridges illuminated purple and blue

9

My Tubie stories shared

12

Specialist Spotlight profiles shared

232

ausEE social media posts

Resources

102

Hospitals and clinics received resources

28,062

website engagement

Feeding Tube Awareness Week Supporters



feedingtubeaware.com.au