

IS THIS THING ON? ⁺ _○ ●

TOOLS FOR COMMS EVALUATION & REPORTING



IDEAS

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AGENDA

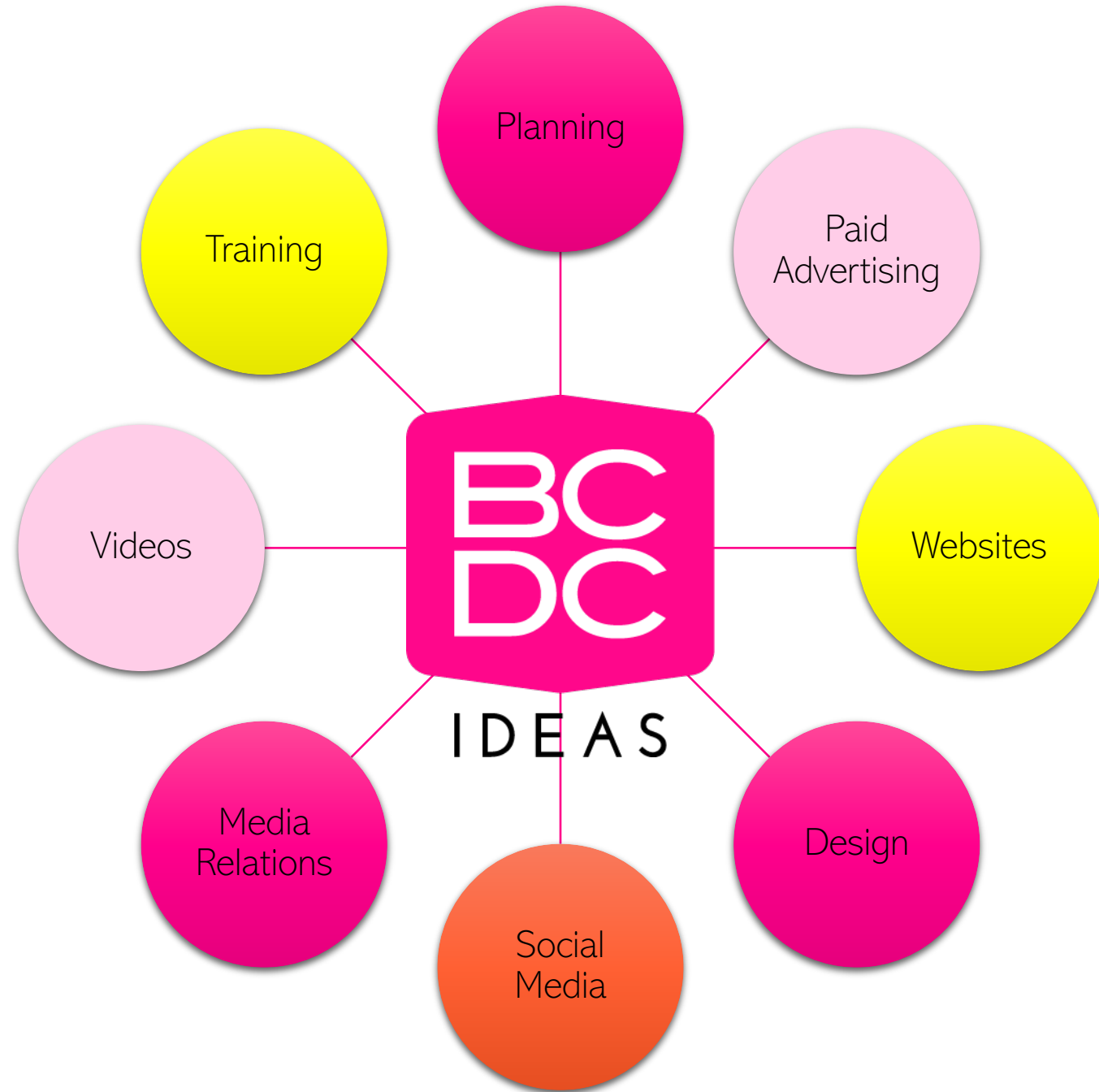
- Why does tracking matter?
- What data to track
- How to format data to make you look successful
- Cool tools



BCDC

IDEAS

- Full-service communications agency that works exclusively with nonprofits across the country
- **20+ years** of dedicated nonprofit experience paired with **10+ years** of corporate advertising experience
- bcdcideas.com or @bcdcideas



WHY EVEN BOTHER

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EVALUATION MAKES YOU STRONGER & SEXIER



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GUIDES YOUR DECISIONS



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PROVES YOUR WORTH



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FEELS GOOD



WHAT DATA TO TRACK

Definitions

Impressions	How many COULD HAVE SEEN your content
Reach	How many people SAW YOUR CONTENT in their feeds/email
Results, Clicks	How many people DID THE THING you wanted them to do
Engagement	How many people DID SOMETHING TO THE CONTENT – liked, commented, opened the image/post, etc.

Use Data to Prove YOUR Point



Track the things that prove that what you are doing is working



Don't overwhelm people with a bunch of numbers



Share what the numbers mean to communications and how it's influencing your decisions

Volume of Content



How much are you producing?



What type of content?



How does posting less impact your numbers?

Things That MOVE Decisions



Traffic & Reach/Views & Opens

- High-traffic pages and content should be replicated
- Low-traffic pages and content should be stopped

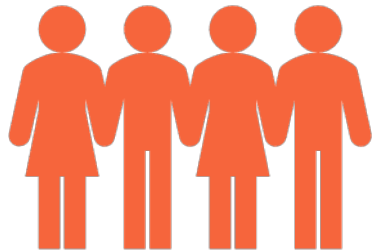
Engagement & Clicks

- High engagement content should be replicated
- Low engagement content should be avoided

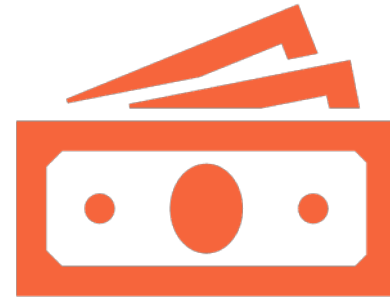
Comments & Replies

- Draw positive or negative comments depending on the message

Paid Ads



Use IMPRESSIONS - how many people saw or your paid content - to impress



Use COST PER CLICK – how much it cost to get engagement – to make decisions

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Always Lead to Results

We include a **data summary** at the beginning of every report.

EXAMPLE:

- **Facebook:** For a 3rd straight month, we've seen less engagement and less reach. We have seen follower growth every month. This is completely normal for FB right now. All our clients see declines in engagement on the platform. In FY24, we should think about our FB strategy differently.
- **Twitter** - Average engagement. The followers are growing again, so that's interesting. It feels like the Musk hell-storm has quieted a bit. Still, wait and see.
- **LinkedIn** - Average month. Not much news there. Keep up the good work.
- **Instagram** - Really good growth on Instagram. Gained 100 followers since the beginning of the year. Nice engagement and reach. Keep rockin' it!
- **Website** - WOW - impressive bump in web traffic. Spring events are really your jam.

Skip If You Are Overwhelmed

Follower Growth

Bounce Rates

Impressions



How to make it fit

- Take 1 hour a month to track at your data
- You have **180 hours** a month
- Make it happen

FORMATS TO SHARE DATA

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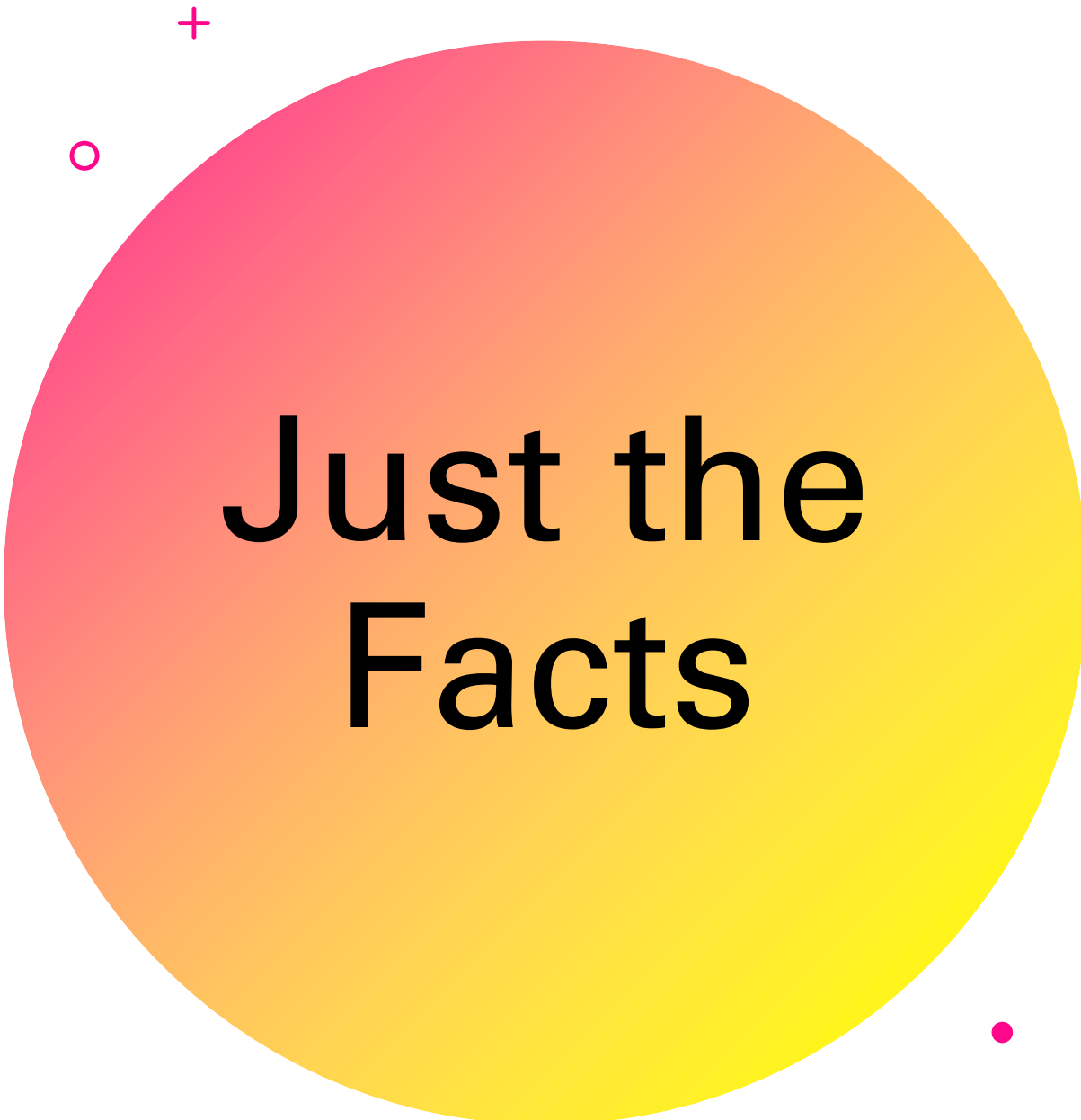
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Just the Facts


- An Excel/Google Sheet that tracks month-to-month so you can see the growth all at once
 - Audience:
 - Other comms professionals
 - People who understand what the numbers mean
 - You!
 - Pros:
 - Quick snapshot
 - Quick to update
 - Cons:
 - Not helpful if you don't know what you're looking at
 - Time investment: 30 minutes
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JUST THE FACTS

Facebook	January 2023	February 2023	March 2023
Engaged Users	601	291	1,509
Engagements	662	299	1,844
Impressions	1,800	2,374	2,874
Post Reach	1,340	1,985	2,360
Link Clicks	130	60	54
Reactions	391	154	846
Followers	20,162	20,240	20,258
Posts	9	7	11
Twitter	January 2023	February 2023	March 2023
Impressions	465	1,798	833
Engagements	19	28	31
Likes	10	15	12
Retweets	0	4	8
Replies	0	0	0
Clicks	7	6	8
Followers	2,140	2,143	2,139
Posts	11	7	10



Facts+

- An Excel/Google Sheet that tracks month-to-month so you can see the growth all at once AND a monthly snapshot that provides a deeper dive
 - Audience:
 - Other comms professionals
 - People who understand what the numbers mean
 - You!
 - Pros:
 - Quick to update and see trends
 - Chance to show the work you've done during that time period
 - Can see the change in a shorter time period while also seeing long term
 - Cons:
 - A little more time consuming
 - Time investment: 30 - 45 minutes
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FACTS+


Emails - January 2023		Date Sent	Click Rate	Open Rate
Email 1		1/13/23	0.48%	49.12%
Blogs		Date Posted	Pageviews	
Blog 1		1/31/23	4	

Twitter	December 2022	January 2023	Change from December
Impressions	484	465	-3.93%
Engagements	14	19	35.71%
Likes	6	10	66.67%
Retweets	1	0	-100.00%
Replies	1	0	100.00%
Clicks	6	7	16.67%
Followers	2,084	2,140	2.69%
Posts	10	11	

Data ▾ **January 2023** ▾ February 2023 ▾ March 2023 ▾

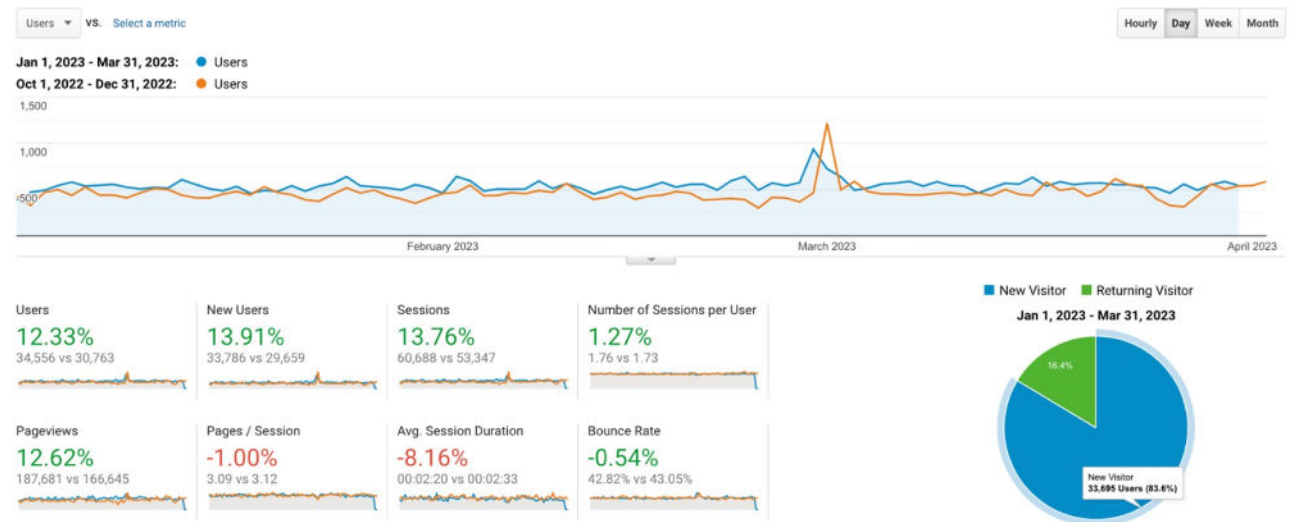


The Full Story

- A document that provides both the numbers and analysis
 - Audience:
 - People who aren't familiar with comms/analytics
 - People you want to guide through the results
 - Pros:
 - Very thorough explanations that give a full picture
 - Visuals!
 - Cons:
 - Can be time consuming
 - Easy to get into the weeds instead of higher level
 - Time investment: 1 hour+
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THE FULL STORY

Looking at the overview of our audience compared to Q4 (October 1-December 31, 2022), we can see increases almost across the board in users, pageviews and sessions. Our top pages continue to be our Adoption pages and individual profiles since that is the content we're promoting daily.



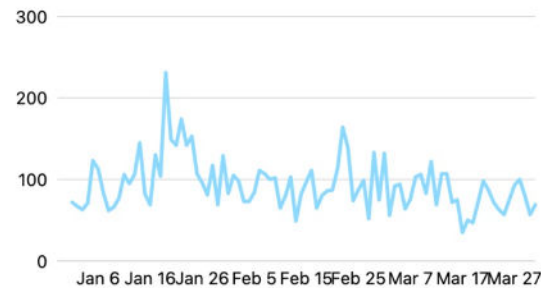
THE FULL STORY

Facebook

When compared to Q4, we saw a slight decrease in Facebook Page reach but, again, an increase in our Page visits. Facebook traffic is a continued challenge at this point that only comes when you pay for it, but we're being visited, and the page is fairly consistent in its reach.

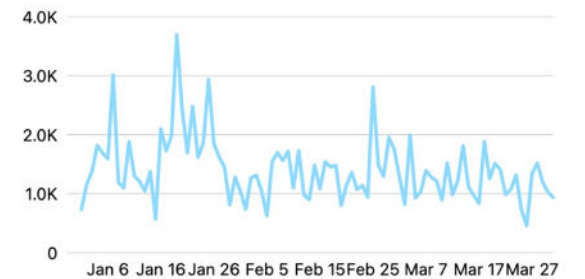
Facebook Page visits ⓘ

8,415 ↑ 9.1%



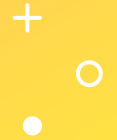
Facebook Page reach ⓘ

31,781 ↑ 17.2%



We saw significant growth in comparison with last year's Q1 - we had a 134% increase in page visits! That means our page was seen by more people and people are finding and visiting our profile. We had a decrease in the Page reach, but again, Facebook algorithms have made content hard to be seen.

COOL TOOLS





Tools You Can Use

- Social Media Scheduling Tools: Buffer, Hootsuite, etc.
- Google Analytics: Invaluable for your website!
- Google Sheets: Easy-to-use and share with colleagues
- Looker Studio (Google): Data visualization tools for when you need to make a big impact
- Google Search: Find the data info you need



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Summary

1. Data and evaluation is your tool for decision making
2. Track what is actionable for **YOU**
3. Control your data narrative
4. Make it fit your schedule
5. Use funny photos to capture people's attention



THANK YOU

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