



Digital Footprint Review

January 10, 2019

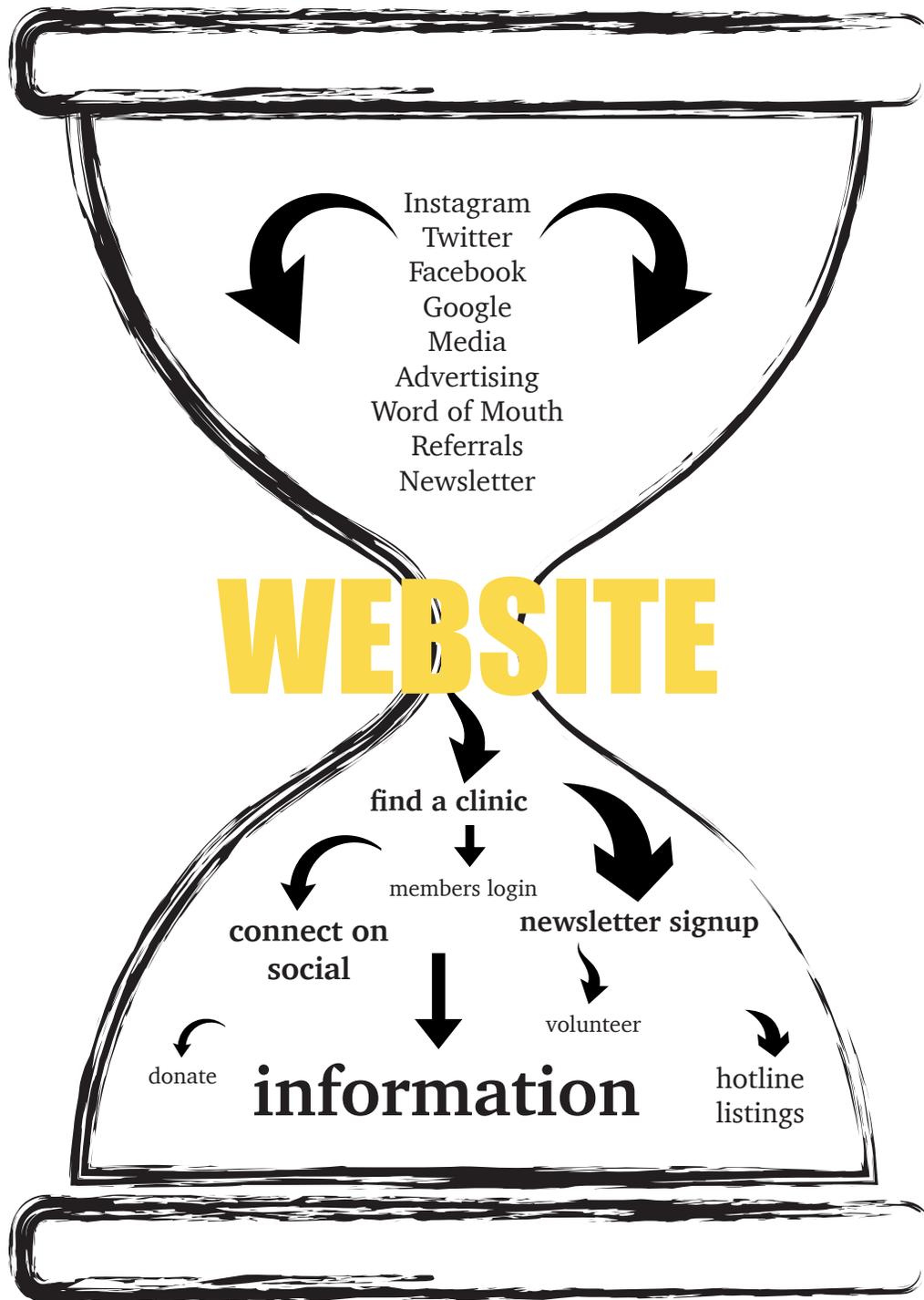
thoughtfully prepared by:

1000feathers



(H)Our Approach

When discussing your marketing strategy, one of the first things to consider is the strength of your website. As you can see from the image below, your website is the center of your marketing strategy. All other strategies, be they digital or traditional, should lead consumers to a well-crafted, easy to navigate website. Your website should then push people where you want them to go through intentional design. As you reflect on the hourglass approach, consider two questions: 1) How do people find us? and 2) Where do we want them to go when they do? Below is a snapshot of how your website traffic currently flows.



Summary of Findings

1000 Feathers conducted an in-depth examination of Thrive’s digital footprint, including its website, social media (Facebook, Instagram, and Twitter), and newsletter platform (Mail Chimp).

Although data for the website only went back to July 29, 2018, we were able to get a good snapshot of who the users were, how they were getting to the website, and what actions they were taking within the site.

1,429

website users, July 29-Nov. 25, 2018



268
Followers



694
Likes



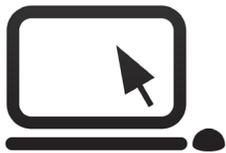
478
Followers

www.thriveokc.org

honestly has been intentional and thoughtful to create a youthful brand with bright colors, engaging imagery, and simple content. The challenge is, as you read this digital footprint review, you will see the people who are interacting most with your site are parents, partners, and community members. *Note: information below corresponds to data pulled July 29-November 25, 2018.*

Your Primary Audience Is A:

25-44
year old



accessing from
her desktop
computer



female from Oklahoma City

with interests
in pets,
movies and
music



who stays on your site for 2:24 seconds.

In addition to understanding who the audience is, we wanted to know how the audience is accessing the website. Top channels include:

- Organic Search 54%
- Direct Traffic 35.7%
- Social 7.6%
- Referral 2.7%

From this list above, we know that 9 out of 10 users are either informed (direct traffic) or motivated/information-seeking (organic search). They either know about Thrive’s site or discover the site within a search (primarily Google). Once on the site, the most visited webpages include:

1. Homepage
2. About
3. Jobs
4. Minors Rights
5. Board

While the snapshot of “your audience” above gives you a good idea of who is consuming information, a deeper dive found another interesting fact. Yes, 25-44 year olds do conduct the most sessions on your site, but what is also true is that 18-24 year olds are consuming the most pages (3.35 per session) and spending the most time (3:58) of all age groups. So while there are fewer of them, they are consuming more content than the other age groups. It is also important to note that while 25-34 (38.65%) and 35-44 (22.7%) year olds did surface as the top age groups (61.35% of all users), the other age groups were also present: 18-24 (19.24%), and 45-54 (12.48%). This proves that your website is indeed reaching multiple audiences. **The question for *honestly* staff is “are we reaching the people we thought we were reaching, and if not, why not?”**

Upon further content drilldown, we uncovered which pages of the site are the top “landing pages” and which are the top “exit pages.” This tells you which pages of the site people are entering your site onto and which pages of the site people are exiting your site from.

top landing pages

1. Homepage
2. Jobs
3. Minors Rights
4. About
5. Curriculum

top exit pages

1. Homepage
2. About
3. Minors Rights
4. Board
5. Curriculum

As is common for many organizations, your top landing and exit page is your homepage. Given that your website has a bounce rate of 55.45% (industry standard: 35-60%), meaning more than half of the traffic never interact with any page beyond the page they landed on, the exit pages that end up in the top 5 are logical. They look very similar to the landing page column on the left. Not surprisingly, “jobs” ends up in the top landing page but not in the top exit pages. If someone is coming to your site interested in employment, they are most likely going to click around a bit to understand the organization better and to help them better prepare their resume and corresponding materials.

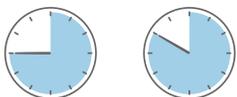
Other Website Facts of Interest

- In addition to high traffic from Oklahoma City (29.4%), the other top cities included: Dallas (7.85%), Norman (4.77%), Boardman (4.70%), Edmond (4.56%), and Tulsa (2.89%).
- Only slightly over 10% come back to the website for additional information. Of the 1,429 users to your site, 88.5% of those were new visitors, meaning their device had never entered the site before.
- On average, your site speed is 6.53, meaning a user has to wait, on average 6.53 seconds for pages to load before they see content. It is recommended that you talk with your webmaster to see what is causing this delay. While six seconds may not sound like a long time, a typical user is not going to wait more than 2-3 seconds for a page to load before they just give up. Of note, the pages that take the longest to load are Sex Ed Book List (29.62 average load time) and Minor Rights (8.64 average load time).
- Device breakdown: desktop (63%), mobile (35%), and tablet (1.75%).
- Your number one referral, outside of Facebook and Instagram, is healthyteensok.org.

Facebook

Your Primary Audience Is A:

25-44
year old



accessing the page on Tuesday and Wednesday at 9 p.m. and 10 p.m.



female from Oklahoma City

who engages most with posts containing **event photos, data and statistics, staff and partner photos/info.**

As can be seen in the image, your audience for Facebook is very similar to your website audience. The same two age ranges that were found for the website were also close in percentages for Facebook (35-44: 31% and 25-34: 27%). Following those two age ranges were 45-54 (17%), 18-24 (11%), 55-64 (9%), and 65+ (3%). While not impossible to reach younger populations on Facebook, it does seem that your audience tends to skew older given the content they are interacting with and the age ranges that emerged. There were 0 followers on your Facebook page in the 13-17 age range.

Location of followers was also very similar to the web, with Oklahoma City prevailing (334), followed by Norman (76), Edmond (63), and Tulsa (28). All other cities had 10 or fewer followers.

Many best practices are being followed on Facebook, such

as the use of hashtags (i.e., #AsAMatterofFact, #MondayMotivation) and the use of photos and videos. One thing to note, your audience is most active at 9 and 10 p.m. on Tuesday and Thursdays, but your most interacted with posts come when you are posting during the middle of the day. It would be interesting to see if you see an uptick in your interactions if you were to post when your audience is primarily online and active.

Your message response rate is 100%, which is phenomenal, and your response time is 8 minutes. Kudos! This is impressive and something to keep up. More and more people are taking to the Internet to ask their questions, so be present and active as you have been.

Your top organic posts from Jan. 1 - Nov. 26, 2018 included (please note: boosted posts are not included, even if they made the top 5):

1. We Did It - decrease in teen births by 1/3 - news link
2. #AsAMatterofFact photo from 2/9
3. We love educators photo
4. Hiring a Director of Data
5. #AsAMatterofFact photo from 2/26

In addition to the top posts above, your Facebook events from September, October, and November reached 15,300 people and included 967 event responses. During this time frame, there were six events created. Facebook is a great place to post and promote events. Keep it up!

Instagram

The makeup of followers is very similar to Facebook, with an even greater percentage of female followers (82%). Followers come from Oklahoma City (48%), Edmond (11%), Norman (9%), Tulsa (2%), and Moore (1%) and are most active on Friday at 12 p.m. and Saturday at 6 p.m. As you may note, this time frame of when users are most active is slightly different than what we saw on Facebook. It is important to understand each audience on each platform and create a social media plan that adheres to their specific needs, not just utilizing a one-size-fits-all approach to social media.

Although staff of *honestly* self describe their efforts on Instagram as being teen focused, that is not the current, primary audience. Top age ranges on Instagram include: 25-34 (38%), 35-44 (26%), 18-24 (16%), 45-54 (12%), 55-64 (4%), 65+ (3%), 13-17 (1%).

Your Instagram page is a direct representation of your brand, using the same colors, fonts, and feel that we see on your website. All posts are created images that include text and a background photo or imagery of some kind. There are no photos with captions that are typical for Instagram. This should make your posts stand out on your followers' feeds. However, is it the kind of content that teens are more likely to interact with? This is something that should be discussed with a group of teen advisors.

Top posts for Instagram from the past year included:

1. Young people have a right to sexual health information.
2. Teen birth rate down 38%.
3. Sex negativity and shame is learned.
4. Emotional abuse is just as serious as physical abuse.

Twitter

Once again, on this platform, *honestly* follows many best practices. Nearly all posts included mentions, used hashtags, and/or used imagery. At the time this digital footprint was conducted, the organization had 268 followers on Twitter. Those followers are represented by the information below. Understanding the interests of your audience could help draft posts that will result in more meaningful interaction. For example, your audience loves dogs. Perhaps your #MondayMotivation could include a GIF of a dog once in a while.

315

average impressions
made per day

93%

from U.S.

55%

from Oklahoma and
8% from Texas

67%

female

33%

male

Interests of Followers

- Dogs
- Weather
- Science News
- Tech News
- National Parks

Mail Chimp

According to your Mail Chimp account, you have 1,854 subscribers, but it isn't clear how many of these are unique emails. For your newsletter, you have 551 subscribers. Of those 551, your newsletter has an open rate of 21.7%. This is only slightly under the nonprofit industry standard of 25.96%.

Your newsletter audience is split on which device they are viewing from, with 54.7% on desktop and 45.31% on mobile. Knowing that nearly half of your audience is viewing on mobile is important as this means you need to limit the length of content. It is a best practice to keep newsletters short and to the point, giving people just enough to grab their attention and then pushing them to your website or another source for more information. This is especially important for a mobile user who is not going to scroll and scroll and scroll to read content before clicking out of the email.

We found the newsletter subscription number of 551 a bit low. There is great room for improvement given all of your community partners, events you attend, presence on social media, etc. It is important to talk about your marketing strategy for the e-newsletter. How are you going to get more subscribers? Do you already have a plan for this in place? Are all staff aware of the plan and collecting business cards and sign ups when they attend events/meetings?

The top 4 emails sent from the account to the primary e-newsletter list were:

1. May 15 Event (44% open rate)
2. *honestly* Advocacy (37.6% open rate)
3. We Did It! (34.6%)
4. May 15 Event Reminder (33.6%)

Of note, these all had unique titles. The ones that were titled "May 2018 Newsletter" or "February 2018 Newsletter" did not do as well. We recommend having a unique title for all emails or coming up with a unique name that you give to your newsletter that makes it stand apart. Knowing it's a newsletter doesn't necessarily make people jump to open it.

Next Steps

Overall, your online presence is strong and being supported by a well thought out social media strategy. The recommendations below are based on findings from the digital footprint combined with comments made by the *honestly* team during 1000 Feathers initial visit in the fall of 2018. As a reminder, when asked about the goals of each platform, this is how *honestly* staff responded:

- Facebook audience: adults, parents, trusted adults, donors
- Twitter: not sure of the goal
- Instagram: best choice for reaching teens
- Website goals: adults=donate; teens = inform; parents = inform

1

Although *honestly* staff listed teens as one target audience for their communications efforts, there is currently little to no youth presence to speak of. While a youthful brand has been created, there are not many youth to be found upon completion of the digital footprint review. If teens are truly an audience you want to prioritize, it will be necessary to utilize a Youth Leadership Council to help build a communications strategy that includes your digital platforms. Teens are needed in order to ensure their voices and opinions related to content are heard and that their ability to serve as brand ambassadors reaches its full potential.

2

The good news is, based on our findings, the *honestly* website hits multiple audiences—but mostly parents, partners, and community members. It's time to go all in with those audiences. **Your website provides direct outreach to older adults, so capitalize on its effectiveness.** It's also important to note that social media is a top referral mechanism for your website, so ensure you have strategies in place to move parents, partners, and community members from social sites to specific webpages that fit their needs.

3

Numbers 1 and 2 above relate to your primary target audiences, but Twitter could help you reach other stakeholders—media professionals, politicians, and donors. *honestly* does not currently have a goal for Twitter so content is just being shared on Twitter that is being shared in other places. Determine the audience and goal, and then build content that will resonate most with that audience.

4

On average, your website speed is 6.53, meaning a user has to wait, on average 6.53 seconds for pages to load before they see content. **Review this with your webmaster to see what is causing this delay.** While six seconds may not sound like a long time, a typical user is not going to wait more than 2-3 seconds for a page to load before they just give up. Of note, the pages that take the longest to load are Sex Ed Book List (29.62 average load time) and Minor Rights (8.64 average load time).

5

If *honestly* wants to be the information leader, then one of the ways to do that is to massively build your database. Follow these best practices for e-newsletters:

1. Have a specific topic/theme in mind for each newsletter so ideas don't get jumbled. Per your analytics, the ones that had a specific topic in mind performed the best.
2. Devise creative and informative subject lines.
3. Ensure content is educational, informative, and concise.
4. Push readers to your website where they can learn more.