FOOD FOR THOUGHT:
On-line Discussions for Nonprofit Board & Executive Staff Members

Tues., December 8 @ 4

Understanding – ‘Tis the Season to Count

Thought Leaders
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Chester County Community Foundation

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THANKS TO OUR PROMOTIONAL PARTNERS
GET TO KNOW OUR PRESENTERS

Beth Krallis
Marketing & Communications Officer
- Develop & implement marketing, educational, & outreach initiatives for the Chester County Community Foundation
- Plan & administer special events for the Foundation & its fundraising funds
- Oversee the creation & distribution of all print & digital marketing materials including: brochures, emails, social media posts, press releases, etc.
- Maintain website and social media channels including Facebook, Twitter, Instagram, LinkedIn and Youtube
- Design & control graphic design standards, branding messaging, & compliance wording

Jamison Ludgate
Marketing & Development Associate
Glossary of Analytics

The world of web analytics has its own vocabulary. These are a few common terms we will be using.

- **Analytics**: The process of gathering and analyzing data to discover trends, patterns and links.
- **Benchmark**: A measure of comparison, where businesses put their results against industry best practice results.
- **Dashboard**: The presentation of easy-to-read data, offering a performance overview within an analytics or management tool.
- **Click-through rate (CTR)**: The number of times a link is clicked by a visitor.
- **Conversion**: The act of a website visitor performing an action that has value to your business, such as tracked phone calls, downloads or completed contact forms.
- **Impression**: The number of times your content is displayed, no matter if it was clicked or not.
- **Social Media Engagement**: Generally speaking, engagement is when people perform actions on your Page. They may like a post, click on a link or comment on an image for example.
- **Pageviews**: Either the number of pages accessed by one specific visitor, or the number of times a specific page has been viewed, for example your homepage or contact us page.
- **Call-to-action (CTA)**: Encouraging the visitor to perform an action using a clear instruction. For example: download content, visit this website, sign up for this event, etc.
- **ROI/ Return on investment**: When money is invested in a new tool, solution or campaign, this is the ultimate measure of its success – has the investment been returned in business revenue.
Why track website analytics?

• Sessions, Traffic Sources, Conversions, Conversion Rate, and Bounce rate are concepts you’re probably familiar with, but do you know how to use these to help your organization?
• Tracking website analytics allows you to see how traffic is driven to your website through social media, email, and print marketing.
• Measuring over time helps tailor your marketing strategy, analyze your ability to grow your audience, engagement, and ultimately achieve your goals (*raise more money, get more people to attend events, start new funds, participate in your programing, etc.*)
• Reporting data allows us to share information through dashboards, graphs, and charts. Totally customizable.
• There are lots of competitive tools out there: Google analytics, google data studio, among others. We built our strategy after influence from Philadelphia Museum of Art and former board member, Dave Elderkin.
Ways to increase your website analytics

• Your website is your home address
  • Check your website to make sure site is running properly, information is updated, speed is fast enough, site is secure, etc.

• Drive traffic to your website (free or paid)
  • Get social – link back to your website on social media
    • Get a linkinbio (paid) or campsite (free) to link through your Instagram page
  • Print – link to your website in press releases, advertising, etc.
  • Email – send marketing emails linking to your website

• Have ever googled something? Create a Free Google My Business Listing for your organization!

• Listed your organization in free online directories (chambers, yelp, patch free event listings, etc.)
Time for some Q&A

• Do you track website analytics?
• What do you use to track?
• How often do you report?
• Who do you report to (staff, board, community)?
• What have you learned along the way?
CCCF Strategy

• What questions do you want to answer through your analytics?

• We planned ours to answer a few questions:
  • What pages are most popular?
  • What page on the CCCF website first brings users in?
  • How do users find us (google, bing, facebook, Mailchimp)?
  • Which device and web browser are users using (iphone or Samsung, safari or chrome)?
  • Comparative chart of page views (this year compared to last year)

• We track monthly and report to the staff. We also share with the board a few times a year.

• We use Google Data Studio which allows us to customize our Google Analytics.
  • There is SO much Google Analytics tracks – figure out which metrics matter most for your organization and report only on those metrics.
Social Media Analytics

1. Start with SMART goals: which social media platforms do you use? What do you want to do strategically: grow followers, build engagement, get website clicks, get event tickets sold? What is your “call to action”?

2. Begin to track that platform by signing in and finding the insights/analytics tool. Record your progress. This varies by platform or you can use a tool like Hootsuite to streamline.

3. Use data to make decisions like time of day to post, type of content to post, think of ways to get what you are looking for in your measurable goals defined in step 1.
   - For example: videos help build views, contests can help you build followers and engagement, have a call to action can bring users to your website.
Time for more

- What social media channels are you using?
- Which are you tracking analytics on?
- How are you tracking?
- What decisions are you making based on a time your rates went down?
- Who are you sharing your analytics with?
### CCCF Social Media Tracking

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<td>14</td>
<td>34</td>
<td>16</td>
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<td>Total Page Likers</td>
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<td>1,291</td>
<td>1,306</td>
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<td># of Posts</td>
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<td>97</td>
<td>128</td>
<td>94</td>
<td>126</td>
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<tr>
<td>Post Reach</td>
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<td>11,423</td>
<td>10,542</td>
<td>7,541</td>
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<td>Post Effectiveness</td>
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<td>117.8</td>
<td>82.4</td>
<td>80.2</td>
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<td>74</td>
<td>29</td>
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<td>855</td>
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<td>Avg. Engagement Rate</td>
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<td>5.2%</td>
<td>4.8%</td>
<td>6.3%</td>
<td>5.3%</td>
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<td>5.4%</td>
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<tr>
<td>New Followers</td>
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<td>33</td>
<td>34</td>
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CCCF Strategy

• We set some goals and planned analytics to answer a few questions:
  • How many followers/unfollowers are we getting on each platform? We are growing followers on Instagram the fastest.
  • How effective are our posts? (how many people are we reaching divided by # of posts). We can use this to make decisions like let’s not spend time tailoring every message for Twitter because the return is relatively low.
  • We can tailor our strategy. Right now, we are focused on growing our YouTube followers (more to come on next slide).
  • We track monthly for all platforms except Instagram weekly. We track natively through each website. We report to the board and staff a few times a year.
• Remember we discussed our YouTube Channel earlier?
Tracking the traffic source allows you to see how viewers are directed to your YouTube videos.

Analytics from Annual Meeting livestream ➔ https://youtu.be/QXdVusc4rP8?t=773
For regular uploads (not livestreams), YouTube tracks how each new upload performs compared to your previous videos. This allows you to figure out what types of videos your audience watches the most on your channel – make more similar content & get more views!
RESOURCES | chescocf.org

- Glossary of Analytics terms: [https://www.leadforensics.com/web-analytics/glossary/](https://www.leadforensics.com/web-analytics/glossary/)
- 57 Basic Marketing Analytics Terms Everyone Should Know: [https://blog.hubspot.com/marketing/hubspot-google-analytics-glossary](https://blog.hubspot.com/marketing/hubspot-google-analytics-glossary)
- How to track google data studio: [https://marketingplatform.google.com/about/data-studio/](https://marketingplatform.google.com/about/data-studio/)
- Ways to build traffic to your website: [https://thrivehive.com/free-ways-increase-website-traffic/](https://thrivehive.com/free-ways-increase-website-traffic/)
- Social Media Analytics for nonprofits: [https://nonprofithub.org/social-media/social-media-analytics/](https://nonprofithub.org/social-media/social-media-analytics/)
- Hootsuite – paid social media organization platform for scheduling and analytics: [www.hootsuite.com/](http://www.hootsuite.com/)
- Google Analytics - [https://analytics.google.com/analytics/web/](https://analytics.google.com/analytics/web/)
- Google Data Studio - [https://datastudio.google.com/](https://datastudio.google.com/)
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