

FOOD FOR THOUGHT:

On-line Discussions for Nonprofit Board & Executive Staff Members

Tues., December 8 @ 4

Understanding – 'Tis the Season to Count



Thought Leaders

Beth Krallis & Jamison Ludgate
Chester County Community Foundation



Moderator **Karen Simmons** **President/CEO**

Chester County
Community Foundation
West Chester, PA 19382
610.696.8211
karen@chescofc.org
chescofc.org

THANKS TO OUR PROMOTIONAL PARTNERS



GET TO KNOW OUR PRESENTERS



Beth Krallis

Marketing & Communications Officer



Jamison Ludgate

Marketing & Development Associate

- 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

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.)



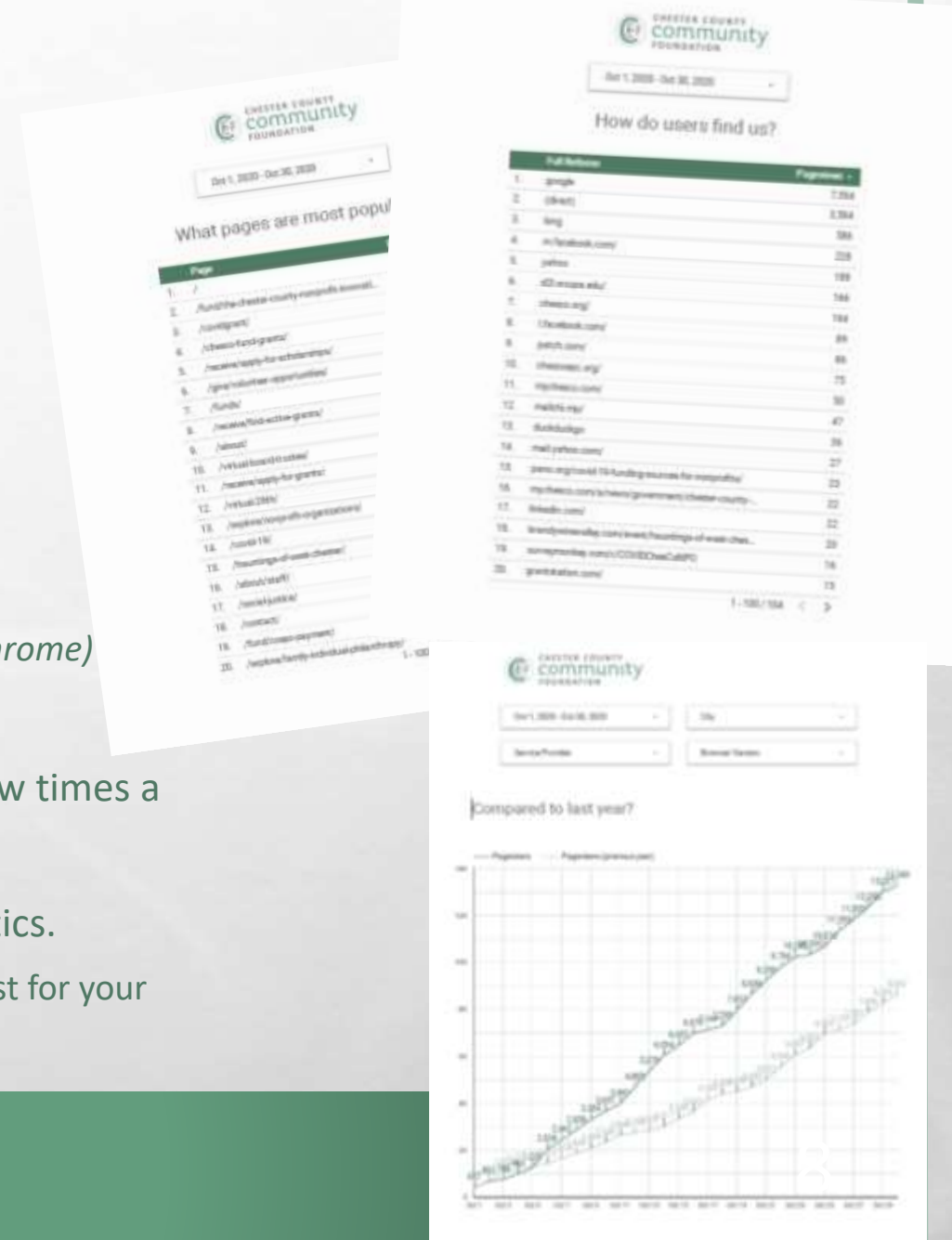
Time for some



- 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.

S	M	A	R	T
Specific	Measurable	Attainable	Realistic	Time-bound
Do: Set real numbers with real deadlines. Don't: Say, "I want more visitors."	Do: Make sure your goal is trackable. Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."	Do: Work towards a goal that is challenging, but possible. Don't: Try to take over the world in one night.	Do: Be honest with yourself- you know what you and your team are capable of. Don't: Forget any hurdles you may have to overcome.	Do: Give yourself a deadline. Don't: Keep pushing towards a goal you might hit, "some day."

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



August 2020	Posts	Impressions	Engagements	Engagement Rate	Growth	Total Fans
Facebook	89	14,723	1,270	8.6%	25 New Page Likes	1,336
Instagram	59	7,047	519	3.5%	38 New Followers	991
LinkedIn	57	4,575	177	3.9%	19 New Followers	389
Twitter	32	10,200	124	1.2%	7 New Followers	758
TOTALS	237	36,545	2,090	4.3%	89 New Fans	3,474

FACEBOOK	Feb 2020	March 2020	Apr 2020	May 2020	Jun 2020	July 2020	Aug 2020
Page Views	526	637	753	634	636	507	430
Page Likes	16	15	34	18	18	25	15
Page Unlikes	2	3	2	1	3		
Page Unfollowers	1	4	3	2	3		
New Page Followers	14	14	34	16	19		
Total Page Likers	1,247	1,259	1,291	1,306	1,319		
# of Posts	62	97	128	94	126		
Post Reach	7,812	11,423	10,542	7,541	10,291		
Post Effectiveness (Reach divided by # Posts)	126.0	117.8	82.4	80.2	81.7		

TWITTER	Feb 2020	March 2020	Apr 2020	May 2020	Jun 2020	July 2020	Aug 2020
Tweet Impressions	6,944	10,200	10,800	16,300	7,788	10,200	6384
New Followers	6	16	7	5	4	7	7
Total Followers	719	736	745	747	751	758	766
Profile Visits	16	94	108	67	99	70	33
Tweets	32	42	43	35	39	32	21
Mentions	2	4	2	6	6	3	4
Tweet Effectiveness	217.0	242.9	251.2	465.7	199.7	318.8	304

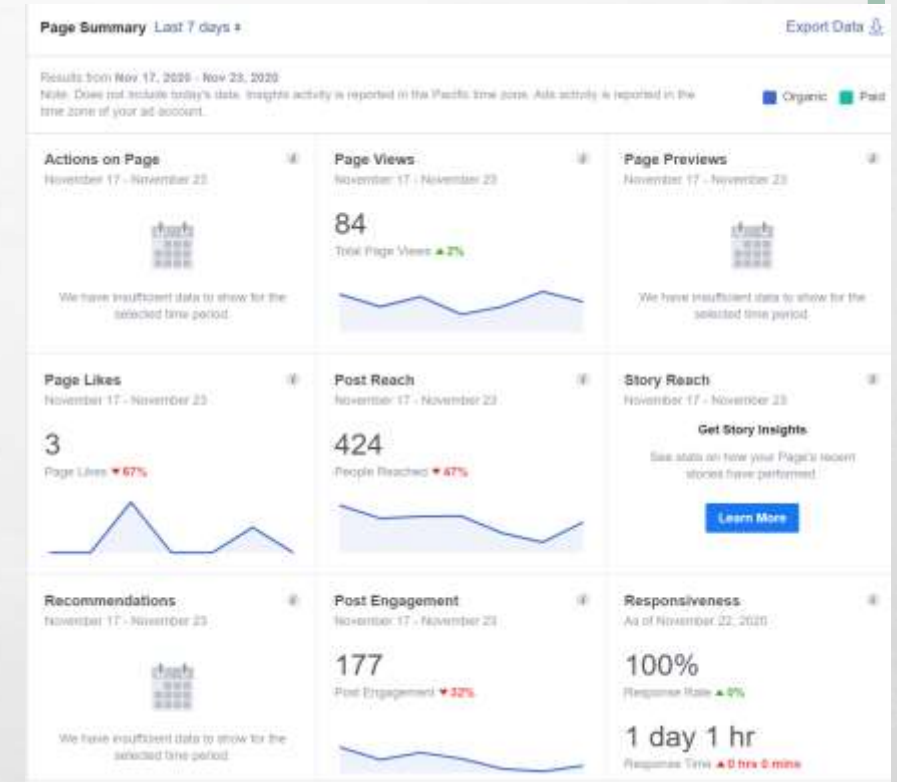
INSTAGRAM	Feb 2020	March 2020	April 2020	May 2020	June 2020	July 2020	Aug 2020
Profile Visits	219	x	74	29	177	81	80
# Followers	732	x	855	920	963	991	1000
Unfollowers	13	x	3	2	14		
New Followers	103	x	34	25	54		
Website Clicks	16	x	2	3	4		
# Posts	58	x	55	23	75		
Reach	2,275	x	773	528	1,810		
Impressions	12,939	x	5,757	2,736	12,177		
Post Effectiveness (Impressions divided by # Posts)	223.1						

LINKEDIN	Feb 2020	March 2020	Apr 2020	May 2020	Jun 2020	July 2020	Aug 2020
Desktop Views	19	26	43	10	50	21	41
Mobile Views	27	28	19	16	39	44	17
Total Views	46	54	62	26	89	55	58
Avg. Engagement Rate	6.3%	5.2%	4.8%	6.3%	5.3%	5.75	5.42
New Follows	18	19	15	3	9	19	13
Unfollows	0	0	0	1	0	0	0

YOU TUBE	Feb 2020	March 2020	Apr 2020	May 2020	Jun 2020	July 2020	Aug 2020
Views	162	412	69	533	157	144	170
Watch Time (min)	204	846	132	378	258	594	104
Lost Subscribers	0	0	0	0	0	0	0
New Subscribers	0	0	0	1	1	4	1
Impressions	480	755	694	927	1,200	1,600	1,400
Total Subscribers	27	27	27	28	29	33	34

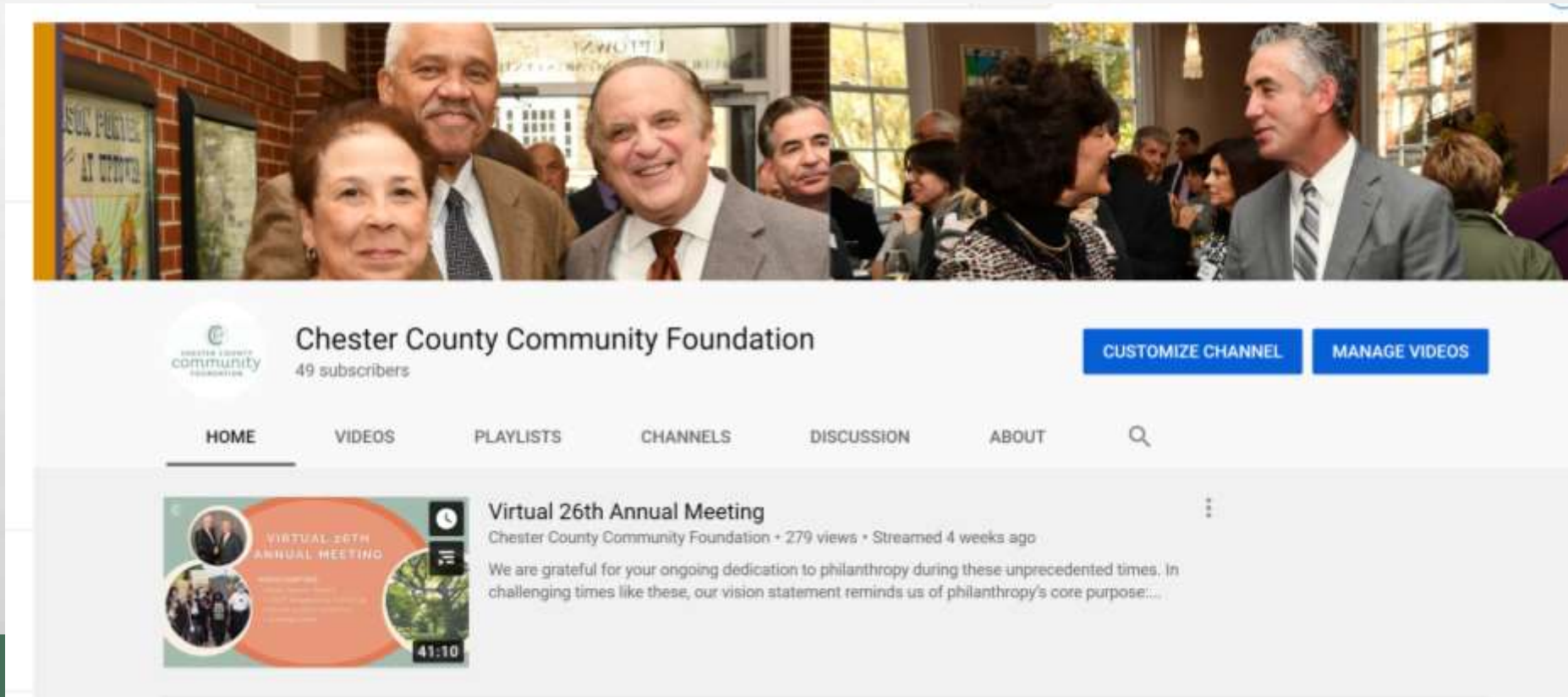
CCCF Strategy

- 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.

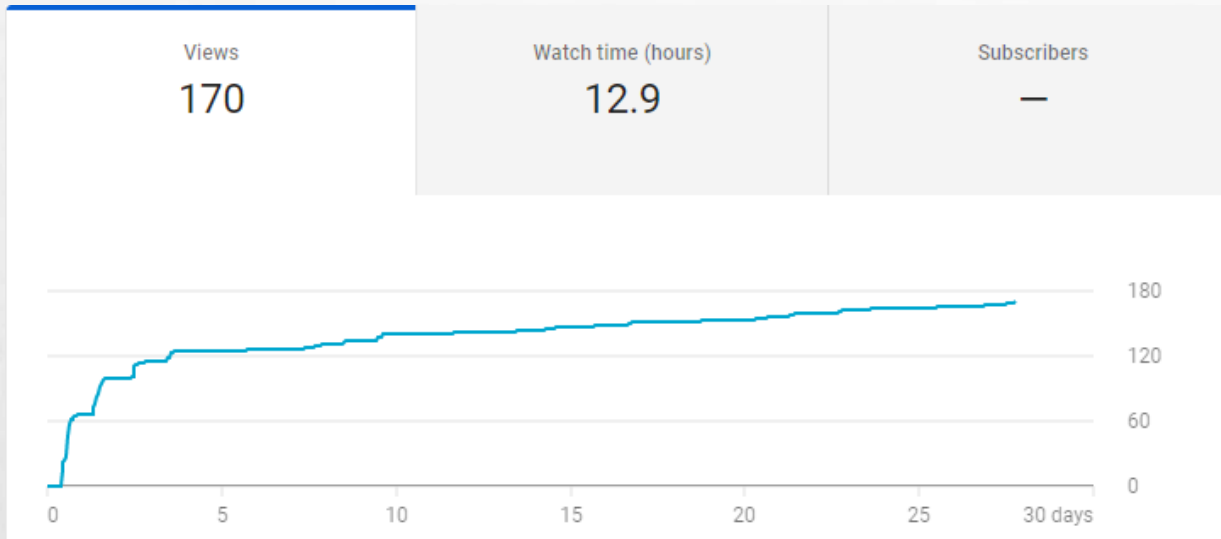


CCCF Success Story

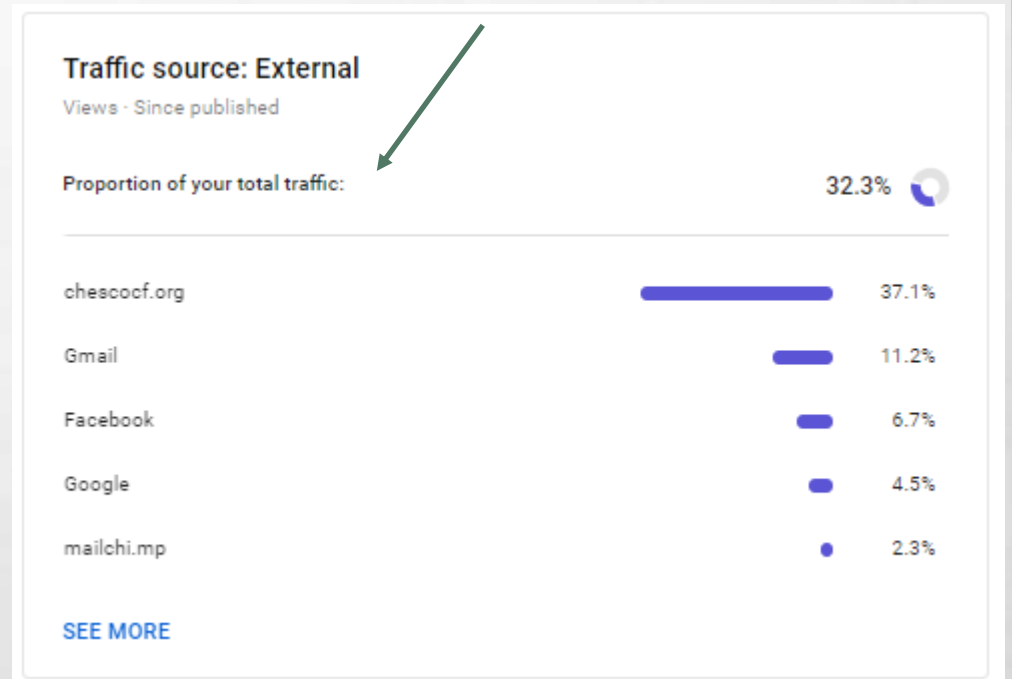
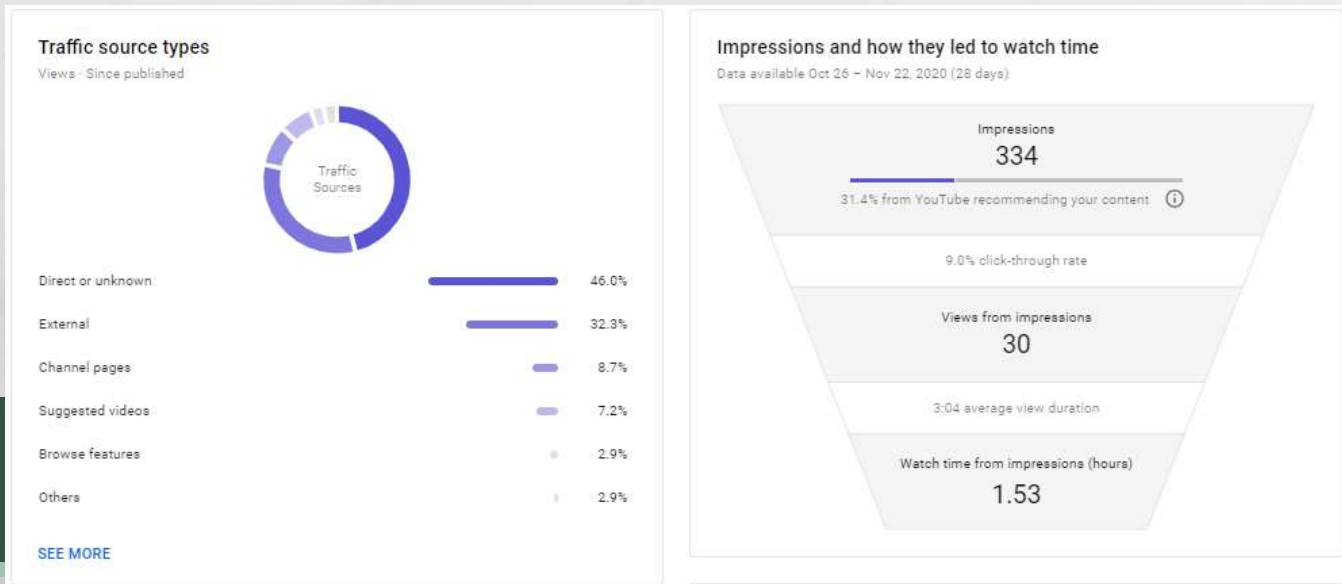
- Remember we discussed our YouTube Channel earlier?



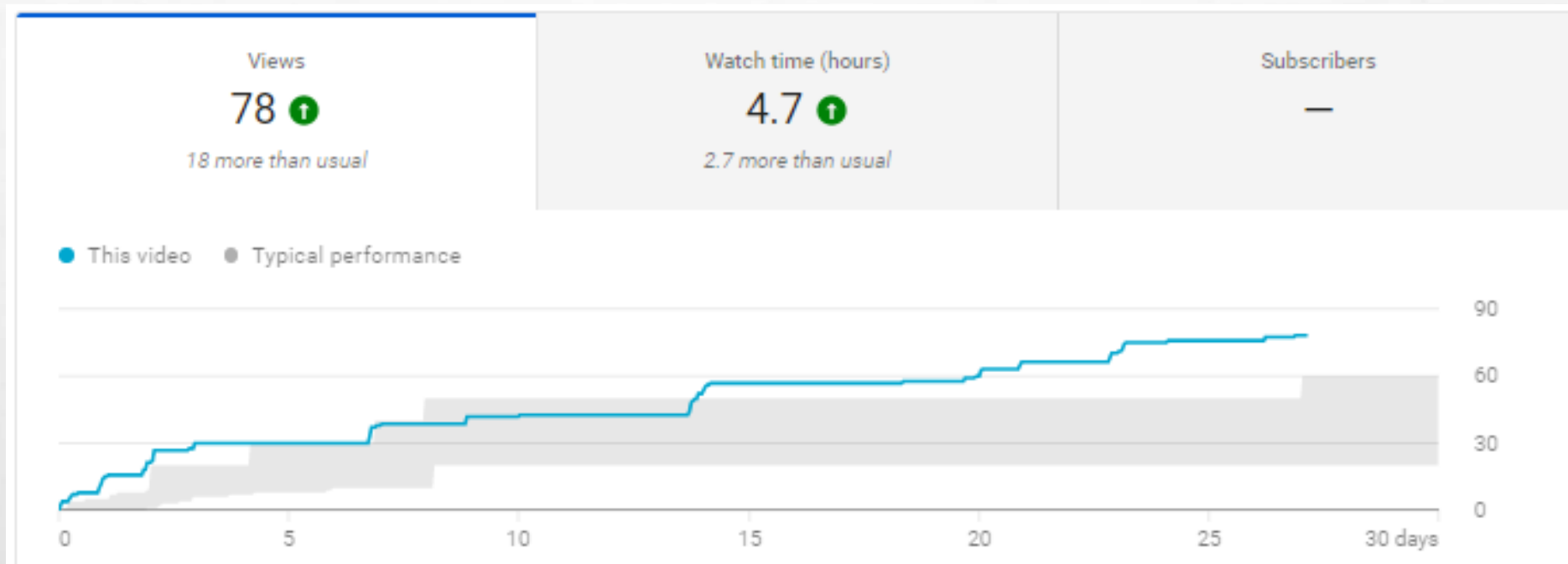
Analytics from Annual Meeting livestream → <https://youtu.be/QXdVusc4rP8?t=773>



Tracking the traffic source allows you to see how viewers are directed to your YouTube videos.



Analytics from Annual Meeting re-uploaded video → <https://youtu.be/qvhpdOqtMAg>



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/>
- 57 Basic Marketing Analytics Terms Everyone Should Know: <https://blog.hubspot.com/marketing/hubspot-google-analytics-glossary>
- How to track google data studio: <https://marketingplatform.google.com/about/data-studio/>
- Ways to build traffic to your website: <https://thrivehive.com/free-ways-increase-website-traffic/>
- What does Facebook engagement mean: <https://mosh.co.nz/what-facebook-engagement-actually-means-part-i/>
- Social Media Analytics for nonprofits: <https://nonprofithub.org/social-media/social-media-analytics/>
- Hootsuite – paid social media organization platform for scheduling and analytics: www.hootsuite.com/
- Google Analytics - <https://analytics.google.com/analytics/web/>
- Google Data Studio - <https://datastudio.google.com/>
- Other website analytics tools - <https://www.inc.com/guides/12/2010/11-best-web-analytics-tools.html> & <https://www.wix.com/blog/2020/01/best-website-analytics-tools/>

HOPE TO SEE YOU NEXT TIME!

Register: chescofcf.org/explore/food-for-thought/

