SHAPE UP SAN FRANCISCO'S OPEN TRUTH CAMPAIGN

Social Media Evaluation
Baseline Report

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Shape Up San Francisco's Open Truth Campaign
Social Media Evaluation Report: Baseline
February 1 – June 30, 2015

EXECUTIVE SUMMARY
The Open Truth Campaign's on-line social media portion was launched in February 2015. This baseline report covers the first five months of the campaign, from February – June.

Key performance indicators
Website (www.opentruthnow.org): From February 1 - June 30, the campaign website had:
- 11,240 unique page views by 5,239 different viewers;
- 15% of viewers between the ages of 18-24; and
- An average of 1.9 pages viewed each session.
- The 3 top sources of traffic were 1) direct URL entry, 2) Google and 3) Twitter.

Facebook (Open Truth Now)**:** From its launch on Feb 6 thru June 30 the Facebook page had:
- 411 "likes" (fans);
- A reach of 933 users with its top post;
- 0% of fans who are 13-17 years old, and 7% of fans who are 18-29 years old;
- 0% of engaged users 13-17 years old, and 5% of engaged users 18-29 years old; and
- Likes, Comments, and Shares showing a declining trend after the first 2 months, with a spike in mid-June, possibly due to legislative events.

Instagram (opentruthnow): From February 1 – June 25 the campaign Instagram account had:
- 39 posts, 153 followers, and weekly follower growth rate of 0.65%;
- Approximately 1 fan post about Open Truth per week; and
- Average of 12 engagements per post.

Twitter (OpenTruthNow**):** From 1/1/15 through 6/30/15, the campaign Twitter feed had:
- 203 Tweets, 39.4K impressions, 2852 profile visits, 192 mentions and 175 new followers in the first month, followed by a steady decline in each successive month; and
- A surge in impressions in June 2015, possibly related to legislative events.

Interpretation. Website viewership was strong, but engagement and action on the site were low. The site – especially the home page – appears to be used as a reference tool more than a springboard to advocacy. The Facebook page has a robust following among older users but lacks an audience base among the priority age groups. The Instagram account has low activity and engagement but has great potential to reach priority audiences through existing followers. Engagement on Twitter corresponds with current events, but user-initiated content is low.

Recommendations
- Increase activities on Facebook and Instagram to reach priority age groups.
- Define explicit action steps, pathways toward action, and desired outcomes.
- Maintain campaign website as information source; use other sites to generate action.
- Increase prominence of The Bigger Picture videos in posts and monitor click rates.
- Explore linkages with other campaigns (in addition to The Bigger Picture).

Open Truth Website
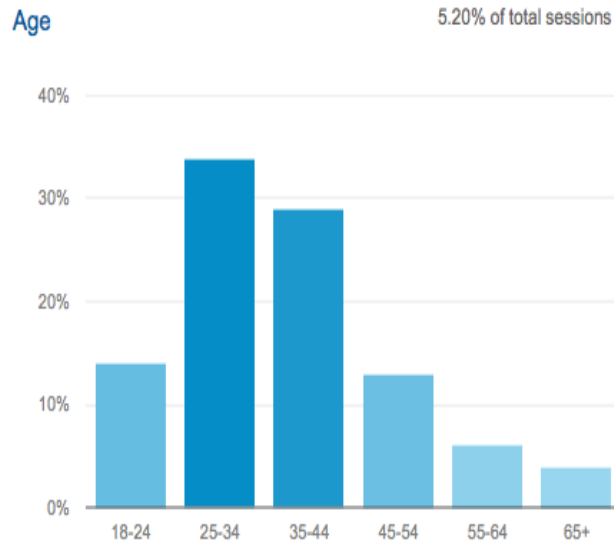Time Period: 2/1/15 – 6/30/15

Website: Reach & Exposure

	This period
Number of sessions	6,944
Number of unique page views	11,240
Number of users	5,239
Pages viewed / session	1.90
Top sources of traffic	1. Direct (56%) 2. Google (15%) 3. Twitter (3%)
% viewers age 18-24	15%

Trend of sessions and pages per session for 2/1/15 – 6/24/15.
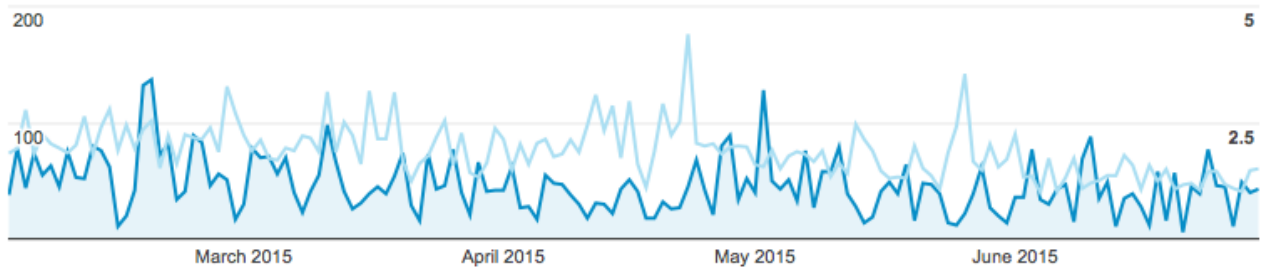
Age distribution of users (represents 4% of sessions)

Sources of website traffic[*]

Source / Medium ⑦	Sessions ↓	
(direct) / (none)	**3,890**	(56.02%)
google / organic	**984**	(14.17%)
t.co / referral	**215**	(3.10%)
m.facebook.com / referral	**188**	(2.71%)
shapeupsfcoalition.org / referral	**165**	(2.38%)
facebook.com / referral	**126**	(1.81%)
free-share-buttons.com / referral	**95**	(1.37%)
l.facebook.com / referral	**91**	(1.31%)
simple-share-buttons.com / referral	**91**	(1.31%)
site4.free-share-buttons.com / referral	**88**	(1.27%)

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[*] Key: "(direct)"=typed website name into browser. "google" = result of a search. "t.co"= referral from Twitter "m.facebook.com" = referral from Facebook mobile "facebook.com" = referral from Facebook site

Website: Engagement

	This period
Number of page hits	13,324
% of sessions by new vs. return visitors	73% New / 26% Returning

Website: Action

	This period
Number of clicks on action link #1	n/a
Number of clicks on action link #2	n/a
Number of clicks on action link #3	n/a
Number of clicks on action link #4	n/a
Number of clicks on action link #5	n/a

General click pattern (% of actual clicks on each item):

Facebook Page
Time Period: 2/6/15 – 6/30/15

Facebook: Exposure & Reach

	This period
# posts in past month	26 in June
Reach of top post	933 (6/6/15)
Total page likes (fans)	411
% of fans who are 13-17	0%
% of fans who are 18-24	7%

Trend of post reach over this period:

Post Reach
The number of people your post was served to.
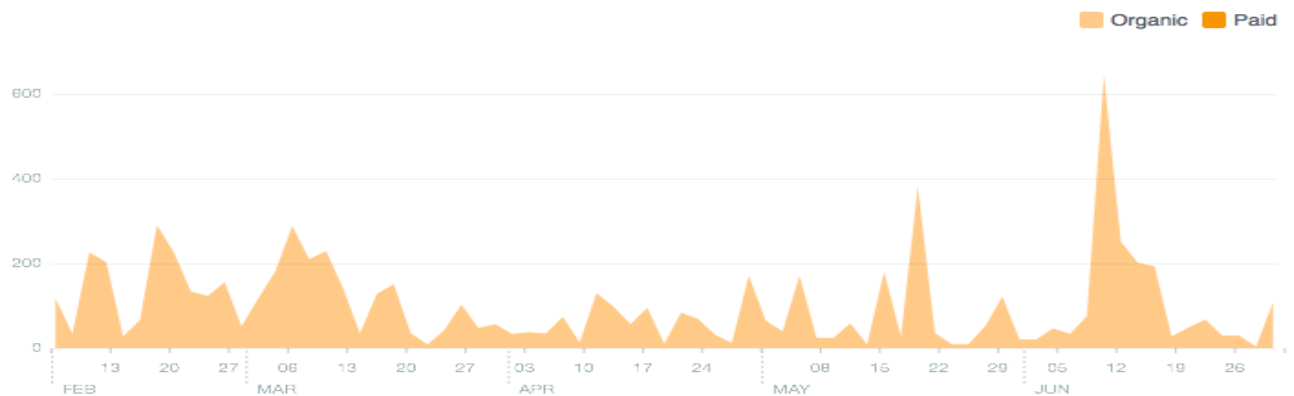
Top posts for this period (more than 300 reached):

Published ▼	Post	Type	Targeting	Reach	Engagement
06/14/2015 3:17 pm	Thank YOU The California Endowment for standing with San Francisco! #OpenTruth @calendow	▤	🌐	309	20 / 17
06/09/2015 5:54 pm	SF Board of Supervisors UNANIMOUSLY supports Warning Labels, prohibits Sugary Drink ads on city property and disallows use of city funds	🔗	🌐	933	23 / 60
05/18/2015 8:07 pm	#OpenTruth "It's calorie intake that is really fueling the obesity epidemic. But it's not just the number of calories we're eating as how we're getting	🔗	🌐	304	22 / 4
05/04/2015 7:08 am	SFUSD Takes a Strong Stand for Students' Health and Kicks Out Sugary Drinks http://www.beyondchron.org/sfusd-wellness-policy-gives-	🔗	🌐	369	16 / 29
04/10/2015 9:31 am	In 2013, beverage companies spent $866 advertising their harmful sugary drinks. #OpenTruth More details:	▤	🌐	471	25 / 34
03/05/2015 9:22 am	San Francisco MUNI busses roll this week with Open Truth campaign center, back and inside vehicles. "Sugary drinks are making us sick, and	▤	🌐	405	35 / 44
02/19/2015 8:59 am	Tell sugary drinks companies to stop targeting young people with harmful products! Get the facts and share at http://opentruthnow.org #Opentruth	▤	🌐	452	18 / 26
02/17/2015 8:47 am	Sugary drinks are making us sick. Get the facts and share at http://opentruthnow.org #Opentruth	▤	🌐	343	58 / 22

Percentage of fans in each age group.

The people who like your Page

Women

■ 70% Your
Fans

Men

■ 28% Your
Fans

	18-24	25-34	35-44	45-54	55-64	65+
Women	5%	23%	22%	11%	5%	5%
Men	2%	9%	8%	5%	2%	2%
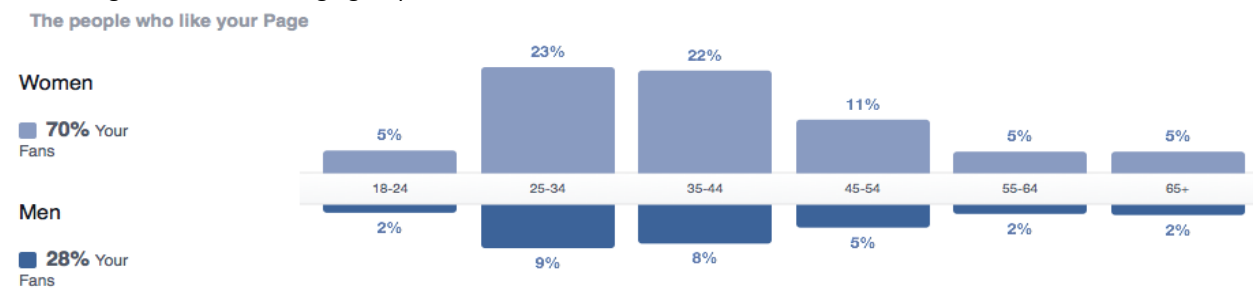
Likes, comments, and shares.

Likes, Comments, and Shares

These actions will help you reach more people.

— Likes — Comments — Shares
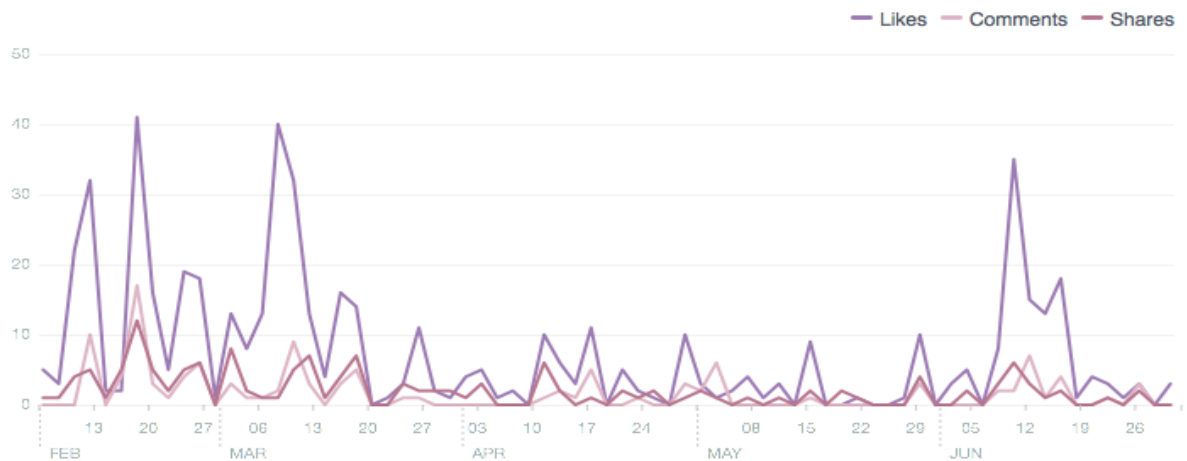
Facebook: Engagement in past 28 days

	This period
Number of people engaged in past 28 d	19
% of engaged 13-17	0%
% of engaged 18-24	5%
Engagement of top post	32 Likes/ Comments/Shares

Facebook: Insight / Understanding

	This period
Content analysis of comments	Not enough comments. Most of the comments are from 1 user

Facebook: Action

	This period
% of website traffic generated from FB	4.5% of website page hits
Trend of Likes, Comments, & Shares	Downward trend, but big spike in June
# of clicks on Bigger Picture video link	3/11/15 – 2 clicks 3/2/15 – 1 click

Instagram
Time period: As of 6/30/15

Instagram: Reach & Exposure

	This period
Number of posts	39
Number of followers	153
Weekly follower growth	0.65%

Instagram: Engagement

	This period
# fan posts past week	1
# likes of top post	16
# engagements / post	12

Top posts from Open Truth:

@OPENTRUTHNOW

Likes: 21
Comments: 1

@OPENTRUTHNOW

Likes: 16
Comments: 0

@OPENTRUTHNOW

Likes: 7
Comments: 1

Top fan posts about Open
Truth:

Twitter (Date Range: 1/1/15 – 6/30/15)

Summary from past month (taken on 6/25/15):

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
63 ↑110.0%	**18.9K** ↑64.6%	**813** ↑19.2%	**38** ↑18.8%	**472** ↑33

Twitter: Reach & Exposure

	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	June 2015
# Tweets	203	132	87	48	42	60
Impressions	39.4K	45.2K	25.8K	13.5K	12.4K	21.3K
Profile visits	2,832	2,219	1,319	1,030	720	881
Mentions	194	134	112	34	34	39
New followers	175	141	79	64	51	43

Twitter: Engagement

For top tweet of the month:	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	June 2015
Date of tweet	1/27	2/17	3/11	4/20	5/8	6/2
Impressions	2,438	3,561	1,571	1,028	784	5,196
Retweets	11	12	6	14	8	13
Link clicks	5	7	9	12	1	15
Detail expands	38	30	5	4	4	8
Top mention date	1/28	2/20	3/6	3/24	5/22	6/2
T.m. Engagements	43	122	90	39	53	85

Twitter: Insights

Analysis of #OpenTruth and #OpenTruthNow hashtags	This period
Content analysis of user tweets (via Hashtagify)	#OpenTruth used to promote Sunday Streets, mostly supportive messages. Top users: OpenTruthNow, Christina Goette, DunktheJunkFood, OccupyJunkFood. (#Opentruthnow not enough data.)

Twitter: Action

	This period
Number of clicks on Bigger Picture links	No tweets linking to Bigger Picture

Tweets (grey bars) and Impressions (blue bars) from April 1 – June 30, 2015.

Your Tweets earned **49.1K impressions** over this **91 day** period
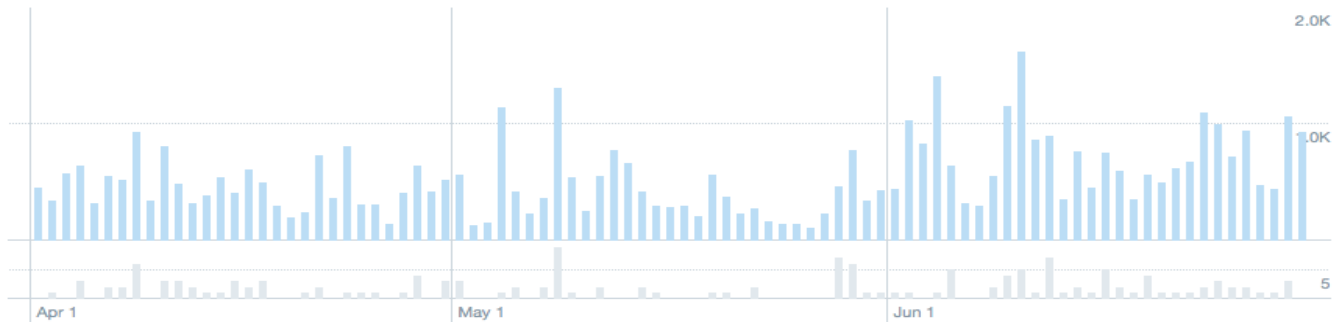
Glossary.

Google Analytics (source: Google Analytics training site)
- **Hit**: An interaction that results in data being sent to Google Analytics. Common hit types include page tracking hits, event tracking hits, and ecommerce hits.
- **Pageview**: An instance of a page being loaded (or reloaded) in a browser. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well. A unique pageview aggregates pageviews that are generated by the same user during the same session. A unique pageview represents the number of sessions during which that page was viewed one or more times.
- **Session**: The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 min. are counted as part of the original session.
- **Source**: the origin of your traffic, such as a search engine (for example, *google*) or a domain (*example.com*).
- **Medium**: the general category of the source, for example, organic search (*organic*), cost-per-click paid search (*cpc*), web referral (*referral*).

Facebook Insights (source: Facebook help page)
- **Post Reach**: Total Reach is the number of unique people who have seen any content associated with your Page, including ads, during the last 7 days. Post Reach shows the number of unique people who have seen your Page posts.
- **Engagement**: People Engaged is the number of unique people who have clicked, liked, commented on or shared your posts during the last 7 days. Likes, Comments, Shares and Post Clicks show the totals for these actions during the last 7 days.
- **Page Likes**: Total Pages Likes is number of unique people who like your Page. New Page Likes shows the number of new likes your Page received during the last 7 days, compared with the previous 7-day period.

Twitter Analytics (source: Twitter help page)
- **Detail expands:** Clicks on the Tweet to view more details

- **Engagements:** Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including retweets, replies, follows, favorites, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion
- **Engagement rate:** Number of engagements divided by impressions
- **Impressions:** Times a user is served a Tweet in timeline or search results
- **Mention**: a Tweet that contains another user's @username anywhere in the body of the Tweet. (Yes, this means that replies are also considered mentions.)
- **Reply:** a response to another user's Tweet that begins with the @username of the person you're replying to. You can reply by clicking the **Reply** button on a Tweet.
- **Retweets:** Times a user retweeted the Tweet
- **User profile clicks:** Clicks on the name, @handle, or profile photo of the Tweet author

Data collection and organization summary (taken from Evaluation Plan).

Evaluation data will be collected in the context of the following four domains:
1. Reach and Exposure*:* **Reach** refers to the number of people who come into contact with a campaign through a specific medium or site. **Exposure** refers to the number of times that the content associated with a campaign is viewed, such as in the form of a page view, click, hit, or impression.

2. Engagement (low, medium, high): **Low engagement** in a campaign reflects a minimal level of effort exerted by a user, such as through re-tweets, "mentions," or "likes" about campaign content. **Medium engagement** reflects efforts to personally identify with the campaign, such as by generating content for a blog entry or including a link in an original post. **High engagement** describes users who are moved to action, which may be off-line, such as seeking out more resources, joining a group, or writing a legislator.

3. Insight / Understanding: **Insight** is the feedback collected from audience members reflecting their reactions, perceptions, and acceptance of messaging. Insight may be used as a proxy to gauge **understanding**, or the knowledge about a concept as a direct result of contact with the campaign. These outcomes are difficult to measure quantitatively with site analytics, because they do not translate directly into behavior patterns. While user surveys or interviews are the best ways to assess understanding, these may cost prohibitive. Instead, insight will be assessed through a periodic content analysis of user comments or posts; with the objective of collecting and documenting a full range of audience responses to a post or concept.

4. Action: Specific desired action steps of the OTC will be defined in the OTC Social Media Strategy and Logic Model. Here, **action** is measured by the unique on-line behaviors that lead to the desired outcomes, such as clicks on links. Action my also be measured by assessing how much of an end result, such as meeting attendance or sharing of a video or other resource, was generated or preceded by social media activity.

Data may be analyzed using any one of the following approaches:

1) Performance of each social media platform independently (website, Facebook, Instagram and Twitter) can be examined to characterize growth, trends, user demographics, and engagement on a specific site.
2) Overall social media performance may be assessed by combining and analyzing data across all sites over a specific timeframe. Additionally this may be done by domain (i.e. "reach and exposure" across all on-line elements).
3) Sites may be compared with one another to determine the most successful strategies for reaching various audiences of interest. For instance, Facebook may yield higher reach and exposure, but Twitter may have more engaged users. Thus if a campaign element requires action as opposed to exposure, Twitter may be the best site on which to promote.