

# **Little Red Door**

# **Media Analysis**

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## Introduction:

This media analytics report was prepared for Little Red Door Cancer Agency for the purpose of informing and recommending appropriate actions in regards to Little Red Door social media accounts. The accounts that were analyzed are as follows: Facebook, Twitter, the official Little Red Door website and MailChimp. Under each media outlet is a detailed report of followers, likes, demographics, peak posting times, recommendations and tables that show relevant information about the accounts and how to improve.

# Social Media Profiles

## Facebook:

Little Red Door's Facebook is in the average like range (4,109 likes) for organization pages on Facebook, however the likes have slowed to a .37% like growth which can be fixed with more engaging posts and sharing content. 1 p.m. on Tuesday, Wednesday and Thursday are the best days to post and receive more engagement with followers. Our posts per day should stay around one per day with the length of posts being between 100-500 characters. Our PTAT (people are talking about) is low, which means engagement is something that could be

### Page Performance

✔ Likes: 4,109

✘ Likes Growth: 0.37%

✘ PTAT: 35

✘ Engagement Rate: 0.85%

📍 Checkins: 233

worked on when posting to get more conversations about Little Red Door to occur.

Posts by Pages



✔ Posts per Day: 0.95

✘ Likes, Comments & Shares per post: 5

✘ Posts per type:

📷 29.2% 🗣️ 4.2% 📄 50% 💬 4.2%

✘ Timing: Way off.

✔ Length of posts: Between 100 and 500 characters.

✘ Curiosity: You should ask more questions.

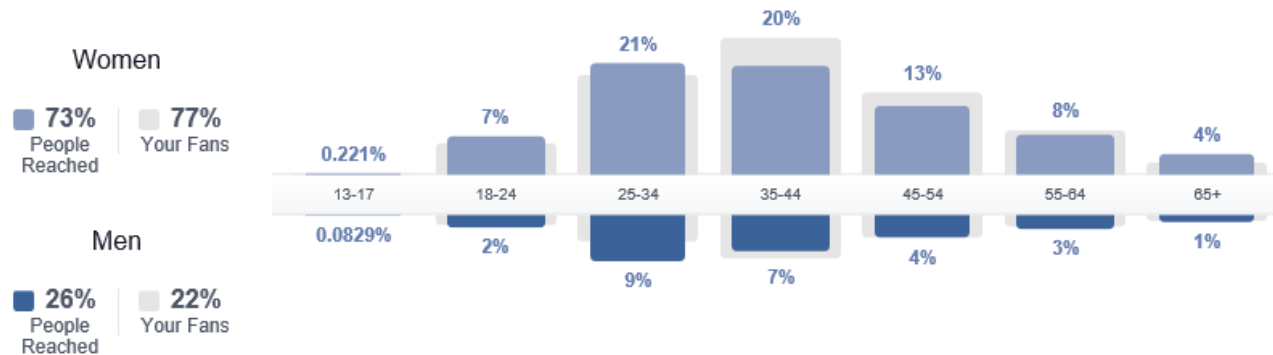
✔ Hashtags: Using.

Comments:

Your fans seems to responding best to Links. Especially Links posted between 12 - 15 (GMT).

To know more about what posts your followers like, check your [Page's top posts](#).

Demographics:



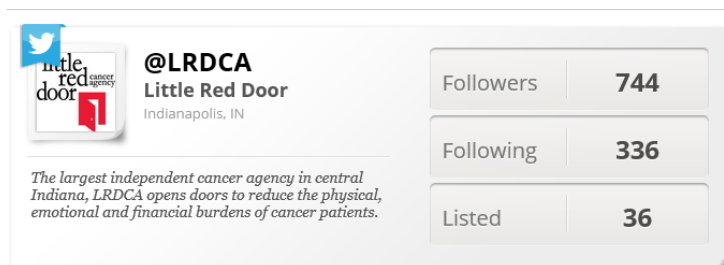
Recommendations:

- Create more engaging posts - possible infographics etc.
- Ask more questions to your fans. -volunteers, camp support groups, support groups to recruit for DTW

- Encourage your fans to ask more questions for you to answer -open ended questions allow conversation
- Publish more photos
- Create a Facebook campaign in order to gain more likes

## Twitter:

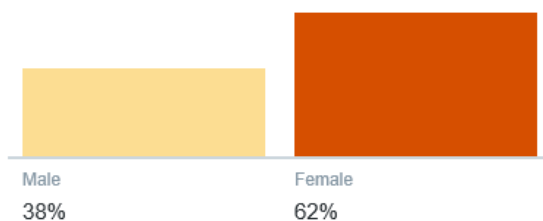
Little Red Door Twitter has been used specifically for campaigns such as Brackets for Good, so growth and likes are based on mostly past work. Follower growth has stayed constant, so getting people more involved and posting things for third party events would be helpful. There needs to be some more constant posts and they can be done with connecting them to Facebook or scheduling tweets out individually through Hootsuite. Most of the followers are donors, they should feel involved with Twitter updates that include information on third party events as well as the upcoming capital



campaign.

## Demographics:

### Gender



### Household income categories

Income category	% of audience
\$75,000 - \$99,999	17%
\$175,000 - \$199,999	15%
\$100,000 - \$124,999	15%
\$60,000 - \$74,999	15%
\$150,000 - \$174,999	15%

*Values based on 37.5% match rate from Twitter partners*

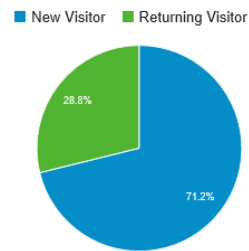
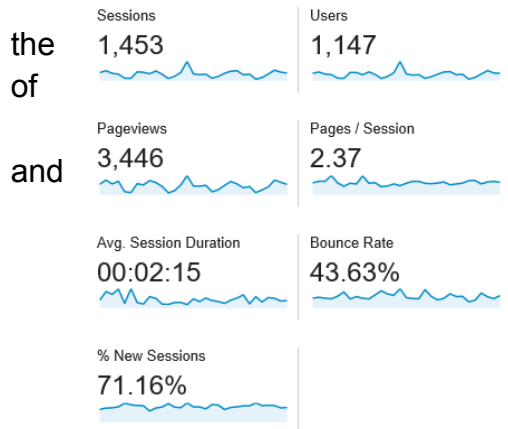
## Recommendations:

- Post more updates for donor audience
- Use Twitter as more of a third party event promoter

- Be more consistent with posting and getting followers engaged with simple tweets

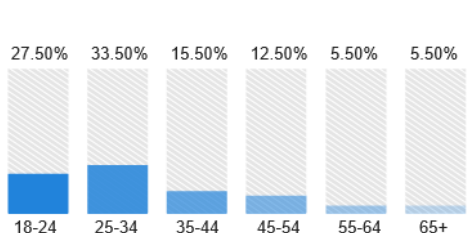
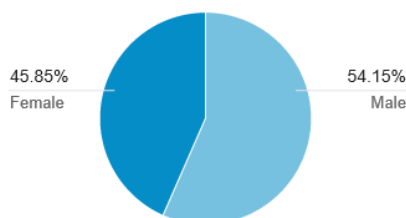
## Website:

The website has a high new visitor rate which is good due that it draws in new clients. Users are also viewing an average of two pages per session meaning that the website is easily navigable and they're finding what they want. The time spent on the website is less than desired with the average session lasting about 0-10 seconds. The bounce rate, which is the percentage of viewers who navigate away from the site after viewing a page is moderate at 43.63%. In Little Red Door's case, they are most likely



finding what they want on first page the website going on from there.

## Demographics:

**Age** 100% of total sessions**Gender** 100% of total sessions**Interest Category** 100% of total sessions

## Recommendations:

(Few due to website revamp)

- Create more links on social media to remind people to also visit the website
- Continue to keep website updated with events and information as time goes on

## MailChimp:

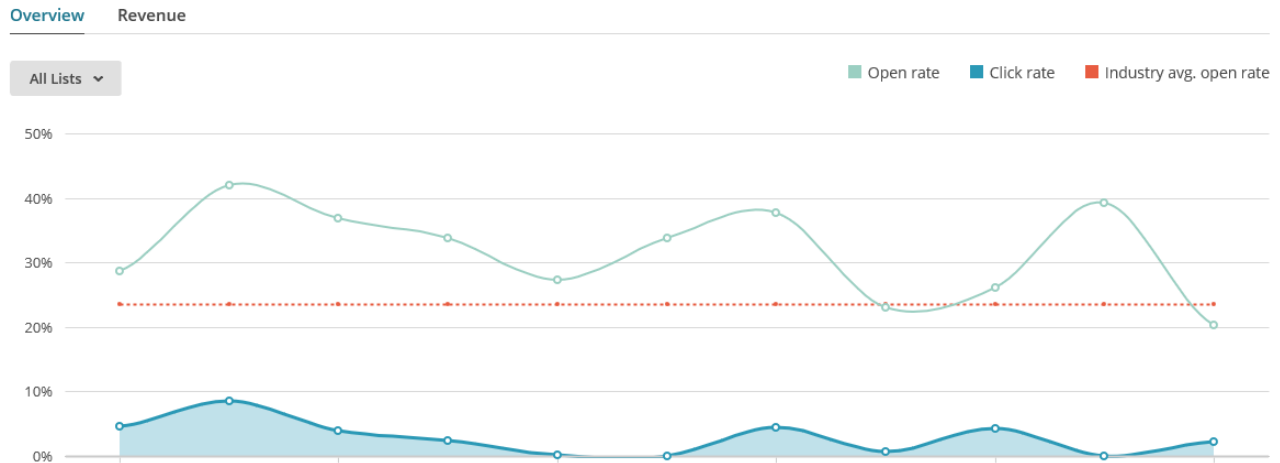
Overall, mailchimp campaigns are performing above the industry average in opens but below average in clicks. The three top MailChimp campaigns analyzed are the following: Camp Kesem, BRB 2015 Thank you and DTW March 2016.

DTW March performed the best with 107 subscribers, 37.8% opens and 4.4% clicks. The email was sent on Tue., March 1 at 12:20 pm. The email included information on the Door to Wellness schedule for the month of March. There was also a printable flier for recipients as a physical reminder of Door to Wellness events.

BRB 2015 was the second best performing campaign with 1,592 subscribers, 23.1% opened and 0.7% clicks. The email was sent on Wed., March 2 at 10:23 am. Peak time of opening occurred at 11 am. Open rate was in line with non-profit average. Click rate at 0.7% was 1.9% below average for non-profit.

Camp Kesem was another well performing campaign with 61 subscribers, 26.1% opens and 4.3% clicks. Both opens and clicks were above industry average. The email was sent out at Thurs., March 10 at 11:10 am. Peak opening times were around 11:00 am and 8:00 pm.





### Recommendations:

- Put buttons closer towards the top under calls to action
- Include more links in the text of the email - to website, events, more info, etc.
- Post at peak time (11:00 am)
- More interesting subject lines

## Analytic Sources:

### Facebook

<http://likealyzer.com/>

<https://www.facebook.com/LittleRedDoorCancerAgency/insights/>

### Twitter

<https://hootsuite.com>

<https://twitter.com/LRDCA>

<https://hootsuite.com/dashboard#/analytics/custom>

## Website

<https://analytics.google.com>

<http://www.littlereddoor.org/>

## MailChimp

<https://us12.admin.mailchimp.com/reports/#t:campaigns-list>

<https://us12.admin.mailchimp.com/campaigns/>