



COMMUNICATION ASSESSMENT PROJECT PRESENTATION

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WEEKLY TAKEAWAYS

- Summarizing the contents of a week's posts one by one on the weekend will help followers to go back to this week's posts and trigger the second reading and dissemination of the posts.



SCHEDULE A SOCIAL MEDIA CALENDAR

- The content and categories should be scheduled periodically, and planned posts are made to maintain the consistency of the content, which helps to achieve the steady growth of followers.



[INSERT MONTH + YEAR]

- KEY:
- Holiday
 - Campaign
 - Ebook
 - Webinar
 - Blog Post
 - SlideShare
 - Product Launch
 - Experiment
 - Other

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Webinar				



POST FREQUENCY

- Based on analysis above, if the Instagram account could enhance the updating frequency, for instance, one post each two days, the revisiting rate and follower growth may escalate therewith.



Organizations	Girl's leap	YW Boston	Girls Inc.	Media Girls
Followers	976	2106	120k	1731
Posts	25	24	152	64
Frequency (Average days per post)	2.4	2.5	0.4	1.1
Likes	307	784	35258	1582
Average likes per post	12.3	32.7	232	24.7
Comments	13	20	381	45
Average Comments per post	0.5	0.8	2.5	0.7



TAKE FULL USE OF HASHTAGS

- We suggest Girls leap make full use of hashtags and trends to increase traffic and gather groups of people.
- Because Hashtags are an important way to expand your Instagram audiences. (Christina Newberry,2020) People can also choose to follow Hashtags Which means they could see your hashtagged post in their feed even if they don't follow you. It is also a great way of building community online, so people are motivated to engage with your brand. We have analyzed the hashtags with high account exposure and engagement through insight



Hashtags ?

Manage Columns...

Export ▾

Of the 8 most used hashtags, **#advocateforyourself** generated the highest organic engagement rate by reach as well as the most reach per post.

Hashtag	Posts ▾	Imp.	Eng. Rate by Imp.
#advocateforyourself	3	627	<div style="width: 8.61%;"></div> 8.61%
#bostoncommunity	3	627	<div style="width: 8.61%;"></div> 8.61%
#bostonvolunteer	3	627	<div style="width: 8.61%;"></div> 8.61%
#empoweredwomen	3	627	<div style="width: 8.61%;"></div> 8.61%
#everygirlisworthit	3	627	<div style="width: 8.61%;"></div> 8.61%
#feminism	3	627	<div style="width: 8.61%;"></div> 8.61%
#girlsleap	3	627	<div style="width: 8.61%;"></div> 8.61%
#girlsleapboston	3	627	<div style="width: 8.61%;"></div> 8.61%

#womanist	3	627	<div style="width: 8.61%;"></div> 8.61%
#womenempowerment	3	627	<div style="width: 8.61%;"></div> 8.61%
#womensselfdefense	3	627	<div style="width: 8.61%;"></div> 8.61%
#indigenous	2	696	<div style="width: 11.4%;"></div> 11.4%
#bipoc	2	460	<div style="width: 10.2%;"></div> 10.2%
#diné	1	470	<div style="width: 10.9%;"></div> 10.9%
#mma	1	470	<div style="width: 10.9%;"></div> 10.9%
#moccasins	1	470	<div style="width: 10.9%;"></div> 10.9%



- **We recommend that you continue to use them in the future to build your own community.**
- **In addition, since this is the most popular Hashtags on Instagram so far in June 2020, you might want to consider adding hastages to your posts that include them**

As of June 1, 2020, these are the top 25 hashtags on Instagram:

1. #love (1.824B posts)
2. #instagood (1.143B posts)
3. #fashion (807.1M posts)
4. #photooftheday (792.4M posts)
5. #beautiful (657.4M posts)
6. #art (643.6M posts)
7. #happy (576.9M posts)
8. #photography (575.9M posts)
9. #picoftheday (569.4M posts)
10. #cute (564.9M posts)
11. #follow (557.8M posts)
12. #tbt (534.5M posts)
13. #followme (526.4M posts)
14. #nature (520.7M posts)
15. #like4like (515.0M posts)
16. #travel (494.6M posts)
17. #instagram (475.6M posts)
18. #repost (469.1M posts)
19. #style (469.0M posts)
20. #summer (452.4M posts)
21. #instadaily (439.5M posts)
22. #selfie (421.8M posts)
23. #me (420.0M posts)
24. #friends (395.8M posts)
25. #fitness (393.8M posts)



CALL TO ACTION

- We suggest adding more calls to Action in the post.
- Chris Zook pointed out that Calls to action are some of the most important parts of the Internet landscape. Whenever we go to a page on a site, We expect some form of direction concerning what to do next. And the same is true for your potential customers. They want something on the page that'll satisfy them on a psychological level.
- I noticed that Instagram used calls to action when Posting events such as yoga classes to encourage visitors to participate, which was good. But calls for Action are rarely used in knowledge sharing and story sharing posts. I think CTAs like “follow us now to learn more” or “share this story with more people” could also be added to posts like this. I believe these CTAs will help increase the engagement of the posts.





Join a Girls' LEAP Program this fall!

Participation is FREE.



ADVERTISING

- Consider placing ads on social media if your finances permit. Advertising is one of the most effective ways to increase the visibility of an organization and attract target customers. Paine take the Instagram as an example. Instagram allows you to target people through Location, Demographics, Interests, Behaviors and so on. using precise target, Girls Leap could reach more people interested in its products and services. Instagram advertising costs depend on your bidding model, Like cost-per-click (CPC) or cost-per-impressions (CPM). On Average, Companies pay \$0.20 to \$2 per click and \$6.70 per 1000 impressions for Instagram ADS.



READABILITY

- In addition, we have also tested the readability of this account. Readability is a measure of how easy a piece of text is to read. The level of complexity of the text, its familiarity, legibility and typography all feed into how readable your text is. Readability is a key factor in user experience. Accessible content builds trust with your audience (Kelly, 2020). Grade level of 8 is a good score to work for, for the public. This is adequate for 85% of the public to easily understand. Even very young children are rarely dyslexic. This account should continue to be readable.



TEST RESULTS:

Your page (https://www.instagram.com/girlsleap_boston/) has an average **grade level of about -8**. It should be easily understood by -3 to -2 year olds.



TWEET YOUR RESULTS!

READABILITY INDICES

Flesch Kincaid Reading Ease	121.2	
Flesch Kincaid Grade Level	-3.4	
Gunning Fog Score	0.4	
SMOG Index	1.8	
Coleman Liau Index	-16.1	
Automated Readability Index	-20.9	



HUBSPOT INBOUND MARKETING ANALYSIS

- The social media channels explained.
- (Facebook, Youtube, Twitter, & Instagram).
- More than 67% of Americans are using FB as their primary source of news.
- 300 hours of videos are uploaded to YouTube every minute, 5billion videos are watched on YouTube every single day, and 20% people start the video and will leave after the first 10 second.
- 90% of Instagram's audience is under the age of 35, and 80% Instagram users follow at least one brand account.
- Engagement on Instagram is : 10x higher than Facebook, 54x higher than Pinterest, and 84 higher than Twitter.
- 250,000,000 people a day view Instagram Stories.

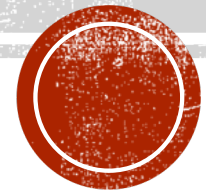


- 500 million tweets are sent every day.
- 350,000 hours of live videos are streamed on Twitter every day.
- 82% of all consumer IP traffic will be video by the year 2021.
- 76% of people trust content shared by “average” people more than brands.

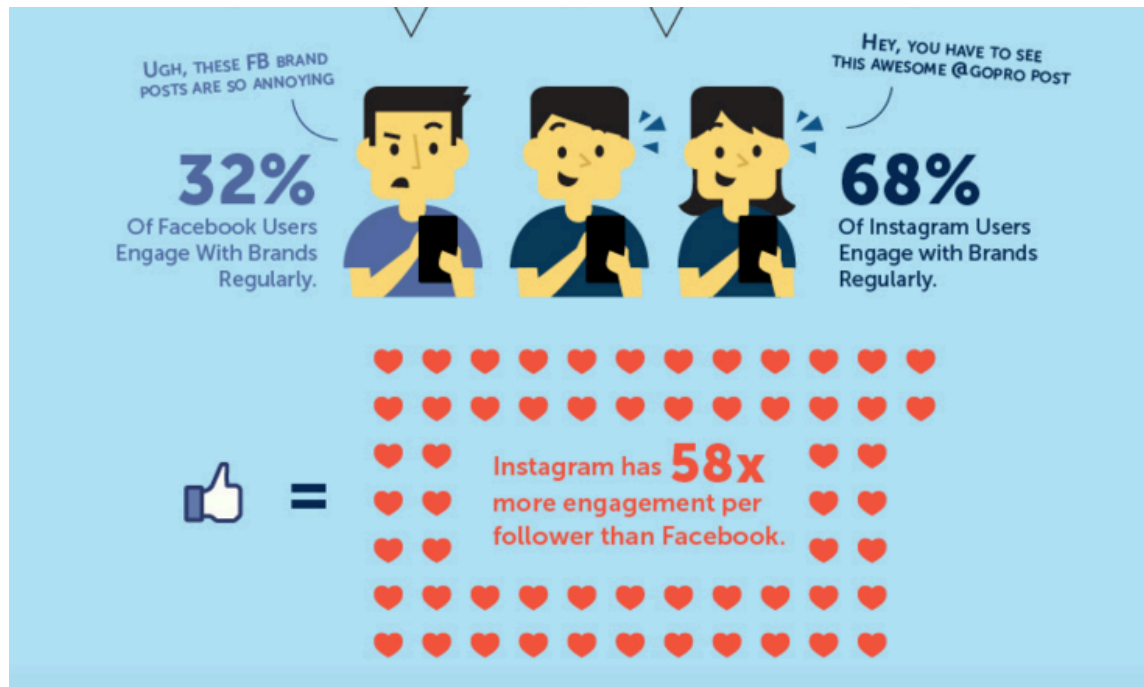


FOCUS ON BUILDING A COMMUNITY

**Create a campaign: to use a brand specific hashtag.
Example ~ Nike running shoes # runfree campaign.**



INSTAGRAM VS. FACEBOOK



GET THE CONVERSATION STARTED

- Make user aware of our Instagram through conversation.
- (The 2020 Sprout Social Index chart)
- People are continuing to use social media as their contact reference for brands: need to be supportive and communicative on Instagram.
- Try to respond to as many questions or comments as possible.
- (Getting new followers & improving the relationship with our audiences)
- The more conversation grows around our feed, the more likely we will gain followers.



ENGAGEMENT

The types of content consumers want to engage with



68%
Images



50%
Video



30%
Text-based posts



26%
Stories



26%
Polls



22%
Live video



17%
GIFs



16%
URLs/links to brand content



11%
Q&As or AMAs



10%
UGC

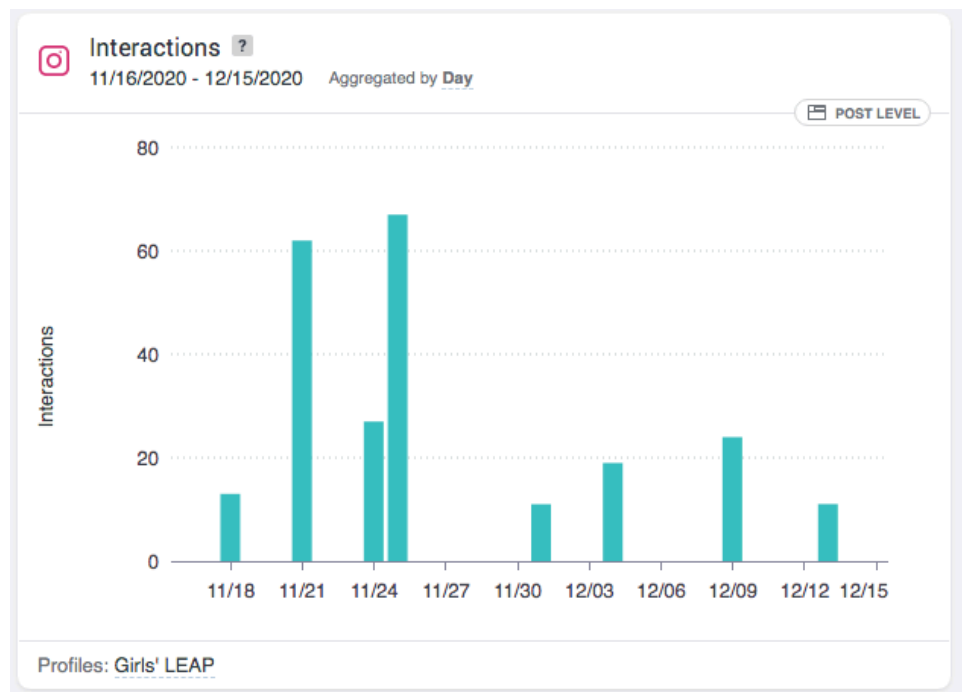


CURRENT SURVEY FEEDBACK

- Would like to hear the ideas and perspectives of the other teen mentors and interns. (Shali)
- Having a specific person focus on a different topic.
- (Weekly post about healthy relationships or something going on the community or a skill they learned from the program)
- Learning from various topics
- More online interactions.



INSTAGRAM INTERACTIONS



POTENTIAL DONORS

- Find donors who are donating organizations like ours!
- Donation campaign (predictive models).
- Personalize our messages – personalized marketing.
- Partner with other organizations and influencers.



THANK YOU!

