

ADVANCEMENT PROJECT NATIONAL OFFICE

Social Media Report
January 2020

OVERALL (FACEBOOK + TWITTER + INSTAGRAM + LINKEDIN)



YouTube



WEBSITE



everyaction



KEY FINDINGS

- Activity on most of Advancement Project National Office's online platforms increased in January compared to November and December 2019. The organization benefited from key events like the annual Martin Luther King Tribute Service at Washington National Cathedral, as well the release for director of litigation Gilda Daniels' new book, Uncounted: The Crisis of Voter Suppression in America.
- National news stories continued to be responsible for the majority of content engagement on Facebook this month.
 - News articles averaged 958 impressions and 163 total engagements per post. Non-news articles averaged 692 impressions and 44 total engagements.
 - News articles also averaged 32 link clicks compared to only four link clicks for non-news articles.
- Content about education justice issues and Opportunity to Learn (OTL) continued to receive stronger engagement compared to other programs and issue areas; however, there were no education justice or OTL posts on Facebook in January.
 - A statement graphic that was part of the trending Dolly Parton Challenge performed well on both Twitter and Instagram.
 - Older videos from our Schoolhouse-to-Jailhouse (STJ) Track work continue to receive the most views on YouTube.
- Release event content for Uncounted received mixed results.
 - While still photos from the event performed well on Facebook and Instagram, livestreams and live tweets did not receive as much engagement (with the exception of the livestream interview with host Danielle Belton).
- Office culture content continues to receive strong engagement.
 - A photo from the staff moving outing for Just Mercy was the top original post on Facebook and received a 2.64% engagement rate on Twitter.
- A blog post from 2017 received among the top 10 most pageviews on our website in January.

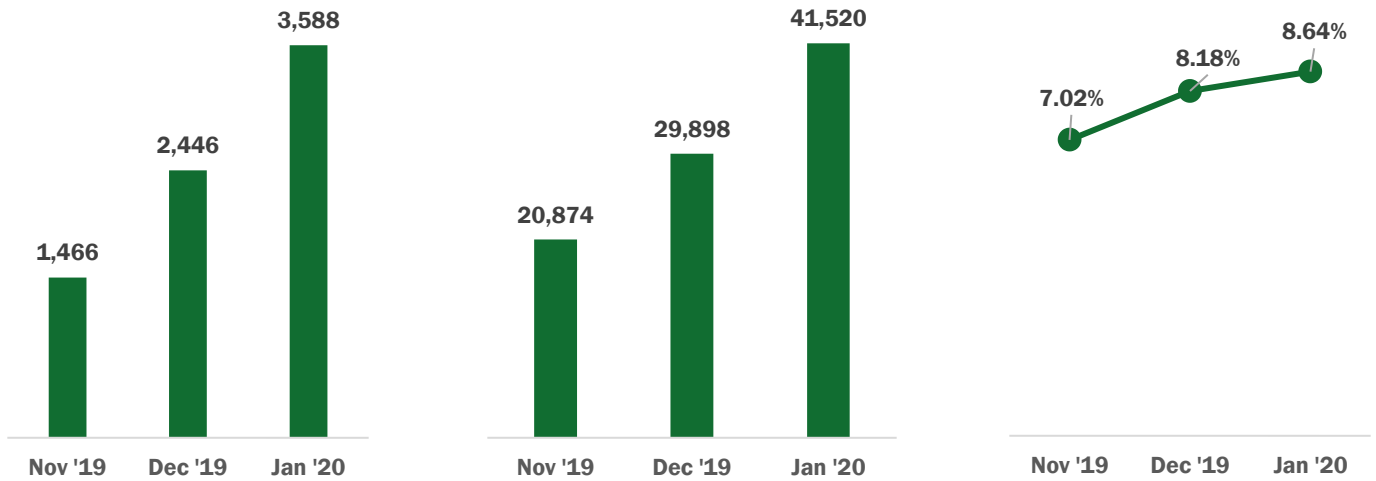
RECOMMENDATIONS

- Begin a more consistent process of receiving content suggestions from all program areas.
- Continue taking advantage of ad hoc trending topics.
- Continue mixing in relevant news items along with articles/resources about historic observances.
- Look for optimal angles that capture sound and clear footage when livestreaming at events.
- Consider a plan to produce updated OTL/STJ videos.
- Draft more content that provides how-tos and/or perspectives on grassroots movement work.

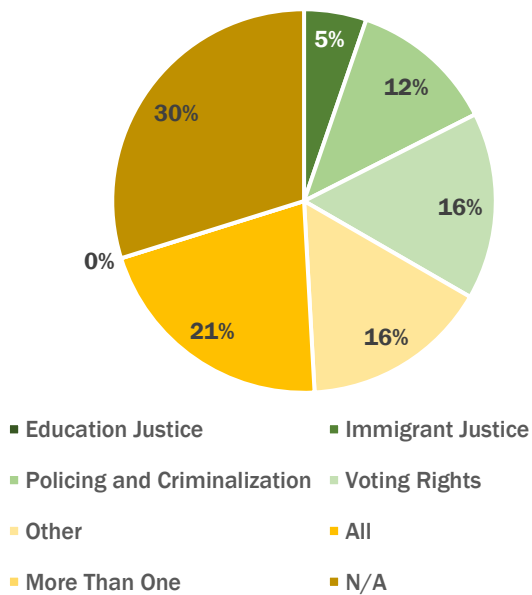
facebook

3,588 ÷ **41,520** = **8.64%**

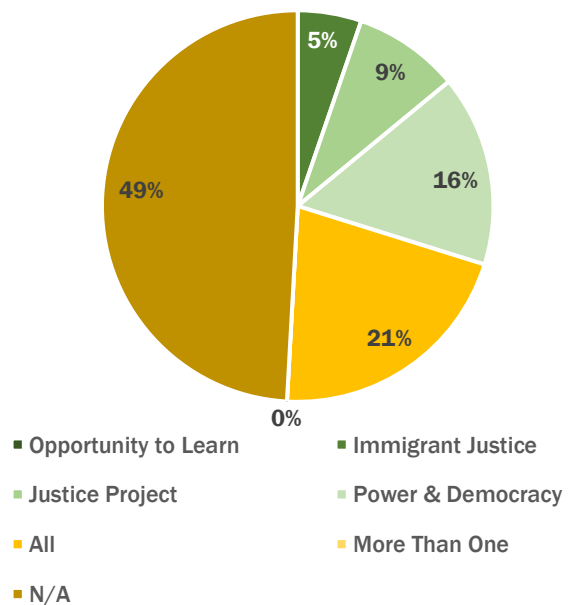
TOTAL ENGAGEMENTS **TOTAL IMPRESSIONS** **ENGAGEMENT RATE**



of Posts by Issue Area



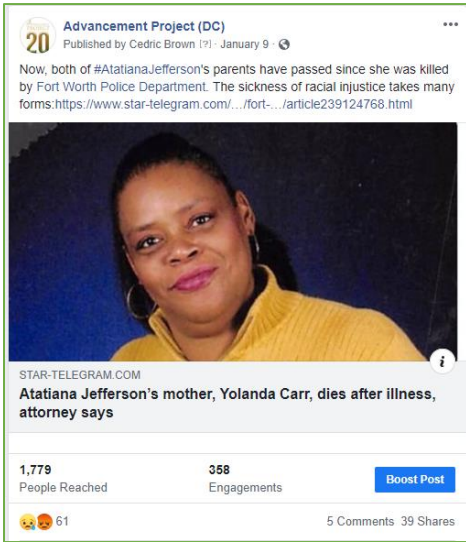
of Posts by Program



Top News Post

Top AP Original Content

Top Partner Content



Advancement Project (DC)
Published by Cedric Brown [?] · January 9 ·

Now, both of #AtatianaJefferson's parents have passed since she was killed by Fort Worth Police Department. The sickness of racial injustice takes many forms. <https://www.star-telegram.com/.../fort-.../article239124768.html>

STAR-TELEGRAM.COM
Atatiana Jefferson's mother, Yolanda Carr, dies after illness, attorney says

1,779 People Reached 358 Engagements [Boost Post](#)

👍👎🗨️ 61 5 Comments 39 Shares

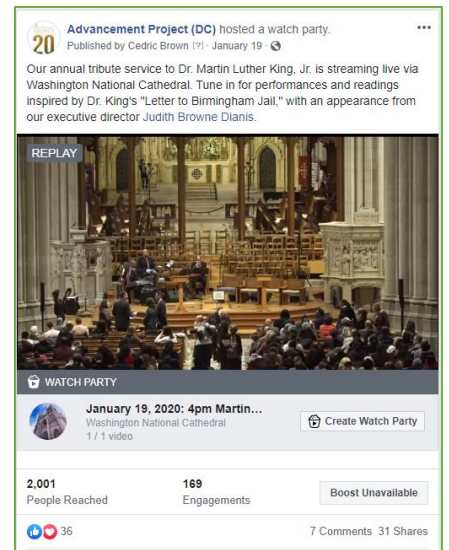


Advancement Project (DC)
Published by Cedric Brown [?] · January 12 ·

Earlier this evening our team watched Just Mercy, the new movie about the story of Equal Justice Initiative's very own Bryan Stevenson. Happy to see movement lawyering at work on the big screen! ★★★★★

1,100 People Reached 145 Engagements [Boost Post](#)

👍👎🗨️ 28 4 Comments 5 Shares



Advancement Project (DC) hosted a watch party.
Published by Cedric Brown [?] · January 19 ·

Our annual tribute service to Dr. Martin Luther King, Jr. is streaming live via Washington National Cathedral. Tune in for performances and readings inspired by Dr. King's "Letter to Birmingham Jail," with an appearance from our executive director Judith Browne Dianis.

REPLAY

WATCH PARTY

January 19, 2020: 4pm Martin...
Washington National Cathedral
1 / 1 video [Create Watch Party](#)

2,001 People Reached 169 Engagements [Boost Unavailable](#)

👍👎🗨️ 36 7 Comments 31 Shares

The Passing of Atatiana Jefferson's Mother – January 9

Total Engagements – 358
Total Impressions – 1,799
Engagement Rate – 19.90%

Just Mercy Movie Showing – January 12

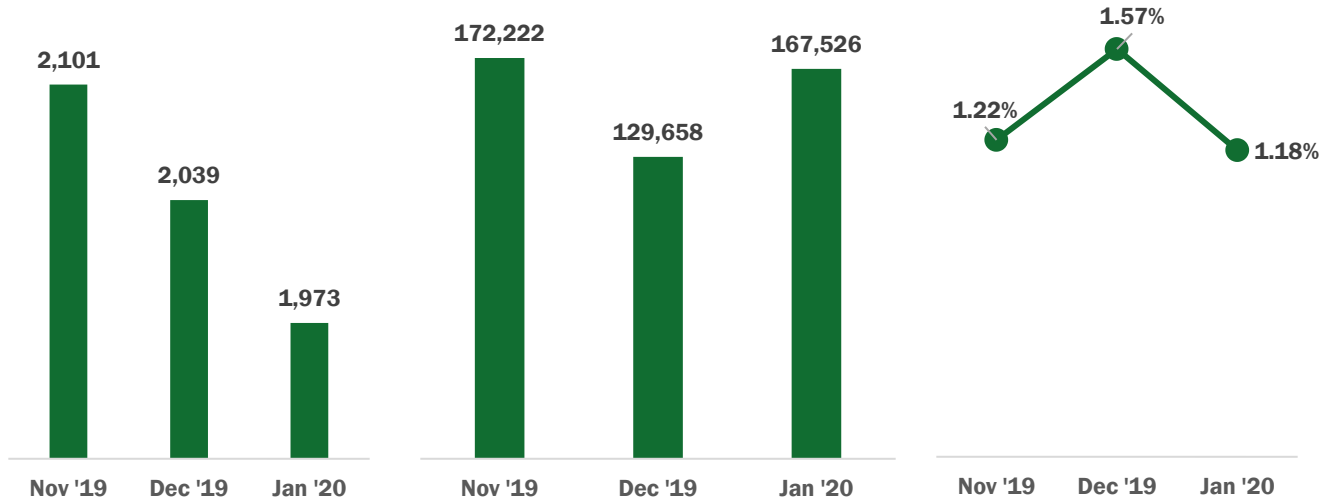
Total Engagements – 145
Total Impressions – 1,103
Engagement Rate – 13.15%

Annual MLK Tribute at Washington National Cathedral – January 19

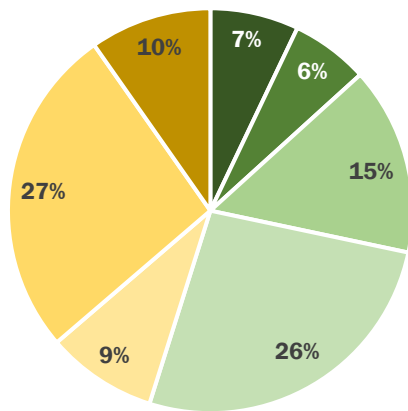
Total Engagements – 169
Total Impressions – 1,993
Engagement Rate – 8.48%

1,973 ÷ **167,526** = **1.18%**

TOTAL ENGAGEMENTS **TOTAL IMPRESSIONS** **ENGAGEMENT RATE**

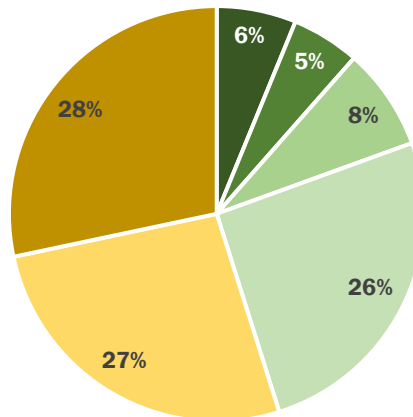


of Posts by Issue Area



- Education Justice
- Immigrant Justice
- Policing and Criminalization
- Voting Rights
- Other
- All
- N/A

of Posts by Program



- Opportunity to Learn
- Immigrant Justice
- Justice Project
- Power & Democracy
- All
- N/A

Top AP Original Tweet



Judith Speaking at the MLK Reception – January 19

Total Engagements – 119
Total Impressions – 1,336
Engagement Rate – 8.91%

Top News Tweet



Article on Racist Company Cultures – January 30

Total Engagements – 117
Total Impressions – 15,572
Engagement Rate – 0.75%

Top Partner Content



Promo for National Day of Racial Healing – January 18

Total Engagements – 59
Total Impressions – 4,310
Engagement Rate – 1.37%

Instagram

	Jan '20	Dec '19	Nov '19
New Followers	30	27	51
Likes	575	276	295
Total Engagements	741	396	360
Impressions	10,397	7,000	6,262
Engagement Rate	7.13%	5.66%	5.75%

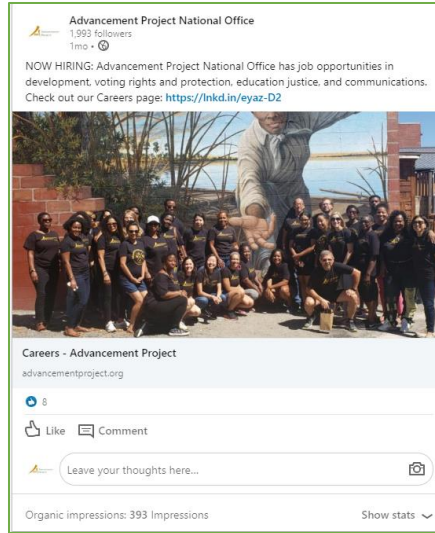


Top Post - #PoliceFreeSchools Dolly Parton Challenge – January 25

Total Engagements – 146
Total Impressions – 1,274
Engagement Rate – 11.46%



	Jan '20	Dec '19	Nov '19
New Followers	17	5	6
Likes	13	14	13
Shares	3	0	4
Link Clicks	74	23	28
Total Engagements	90	37	45
Impressions	1,366	1,601	1,349
Engagement Rate	6.59%	2.31%	3.34%



Top Post – Now Hiring – January 25

Total Engagements – 29
 Total Impressions – 215
 Engagement Rate – 13.49%



Metrics	Jan '20	Dec '19
Subscribers	0	-1
Likes	4	10
Shares	10	19
Comments	0	1
Average View Duration	1:37	1:36
Views	756	903
Impressions	19,266	17,679
Impressions Clickthrough Rate	1.4%	1.6%
Watch Time (Hours)	20.5	24.1

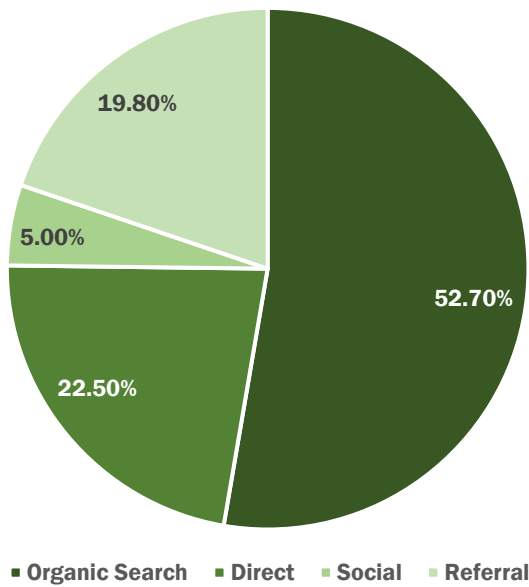
Title	Views	Avg Duration
The School to Prison Pipeline by Advancement Project	83	1:41
KCEC (Univision) Denver, CO: Voter Intimidation and Voter ID Laws (Spanish)	69	0:14
New documentary highlights 'Kids for Cash' scandal	49	3:17
Taking Back Our Schools: Organizing to Stop the School-to-Prison Pipeline	47	1:56
HispanTV: Students Abandon Schools Due to Racism (Spanish)	33	0:38
Preserving the Right to Vote in 2016 and Beyond	21	6:20



WEBSITE

	Jan '20	Dec '19	Nov '19
Sessions	8,326	7,880	8,770
Users	6,416	6,161	6,874
Pageviews	16,387	14,526	17,299
Average Session Duration	1:09	1:12	1:34
Bounce Rate	67.50%	69.95%	67.82%

Acquisition Rate



Page Title	Pageviews
Homepage	1,968
Portal	1,845
Careers	1,278
Staff Members	592
About	507
Staff Members Page 2	433
Staff Members Page 3	395
School-to-Prison Pipeline	365
The Change We Need: 5 Issues That Should Be Part of Efforts to Reform Policing in Local Communities	265
Staff	243



Average Stats for 5 Emails: January 2020

Recipients	Open Rate	Click Rate	Bounce Rate	Unsubscribe Rate
8,822	19.60%	0.54%	1.02%	0.16%