

## ArtStream Web and Social Media Report

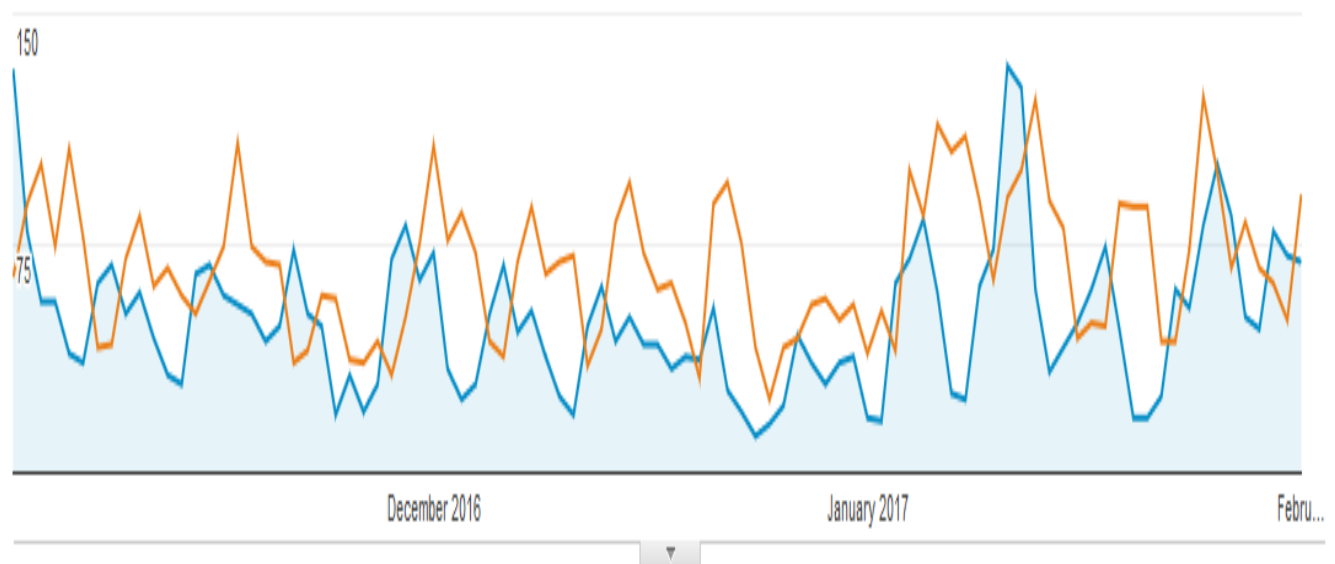
November 1, 2016 – February 1, 2017

### Website Report

New website design at [www.art-stream.org](http://www.art-stream.org) launched November 1, 2016.

Nov 1, 2016 - Feb 1, 2017: ● Sessions

Nov 1, 2015 - Feb 1, 2016: ● Sessions

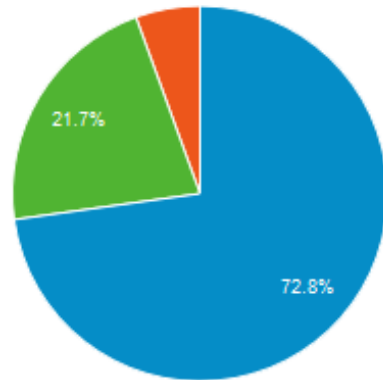


### ACQUISITION

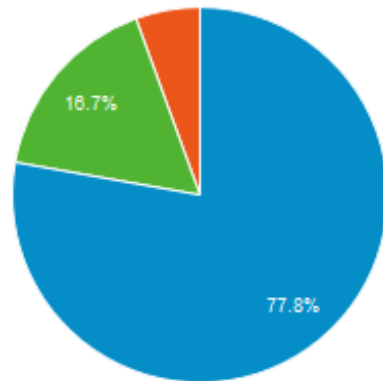
- Number of sessions: ↓25%
  - Channels
    - Clicks from social media: ↑72%
    - Referral (from [dsnmc.org](http://dsnmc.org) or [fairfaxcounty.gov](http://fairfaxcounty.gov)): ↑10%
    - Direct (type [www.art-stream.org](http://www.art-stream.org) in address bar): ↓15%
    - Organic search: ↓37%
    - Clicks from emails: ↓56%
- The fall in number of sessions most likely is related to the Annual Appeal. The 2015 Annual Appeal was sent on the Friday before Thanksgiving, whereas the 2016 Annual Appeal was not sent until December 7 (15 days later). The 2015 Annual Appeal also included a more aggressive email campaign that relied heavily on linking to stories on the website. The 2016 Appeal was less aggressive and only encouraged readers to go to the website to donate.

- Device used to access website:
  - o Desktop:
    - 3,410 (73% of all users) 2017
    - 4,919 (78% of all users) 2016
    - 4,680 (78% of all users) 2015
  - o Mobile:
    - 1,015 (21% of all users) 2017
    - 1,054 (17% of all users) 2016
    - 996 (15% of all users) 2015
  - o Tablet:
    - 260 (5% of all users) 2017
    - 351 (6% of all users) 2016
    - 363 (6% of all users) 2015

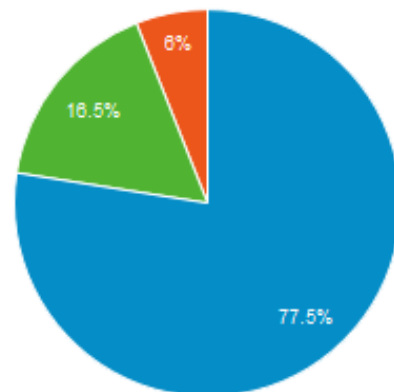
**Nov 1, 2016 - Feb 1, 2017**



**Nov 1, 2015 - Feb 1, 2016**



**Nov 1, 2014 - Feb 1, 2015**



Our audience still relies on desktop access, but mobile users are increasing. We anticipate a jump in mobile and tablet users as we target younger families who are just exiting the school system.

## BEHAVIOR

- Bouncerate (when a user bounces away from a page before getting an impression): ↓24%.
- Pages per session: ↑0.4%
- Average session duration is ↑9%
  - o Desktop: ↑9 %
  - o Mobile: ↑40%
  - o Tablet: ↑27%

Users are more engaged and getting a stronger impression from the site. While the majority of users are on desktop, the increase in average session duration on mobile and tablet points to a more mobile-friendly site.

## Email

### **ROBLY – 1,954 email contacts**

On average, we send an email to 1,741 contacts

- 21.22% of contacts open the email
  - o Nonprofit industry average: 20.55%
- 63% of those people re-open the email later
- 3% of contacts click-through something within the email
  - o Nonprofit industry average: 7.39%
- 0.14% of recipients (2 people) unsubscribe for each email
  - o Nonprofit industry average: 0.15%

Our email server also has a function called OpenGen that resends the email a few days later (usually with a different title) to any contacts who haven't opened the initial email. This captures about 120 to 140 more contacts when used, but we try to use it sparingly.

## Social Media

### **FACEBOOK – 942 likes**

Facebook is used to energize our existing client base and create content ideal for them to share.

115 new likes in 2016 (most significant bumps around ITC shows)

Compare this year to last year (Nov 1 – Feb 1)

Total reach:

- Average 343 people per day in 2016-2017
- Average 210 people per day in 2015-2016

This is almost all organic, unpaid reach. Facebook does NOT show each piece of our content to our 923 followers, only to the people who are most likely to interact with it. The biggest boost we get is when friends share or comment on our content.

Our most successful Facebook posts in this time period:

- New website design (link/photo)
  - o 1,001 people reached
    - 300 followers, 701 non-followers
  - o 47 reactions (like, love, angry face, etc.)
  - o 5 comments
  - o 9 shares
- Mannequin challenge (video)
  - o 1,171 people reached
    - 438 followers, 733 non-followers
  - o 18 reactions
  - o 4 comments
  - o 4 shares
- Lauren Bross's story about Matthew (pic, repost)
  - o 1,154 people reached
    - 476 followers, 678 non-followers
  - o 53 reactions
  - o 2 comments
  - o 3 shares

For free, you can help boost our posts by sharing or commenting on something that inspires you. If you don't see ArtStream in your Facebook feed regularly (two or three times per week), it's because you're not interacting with us. Find us, interact, and you'll see more.

#### **Instagram: 161 followers**

Instagram is more behind-the-scenes and informal. It's a small, but growing audience. Generally, the more personal a post feels the better it performs. This is also a good place to participate in existing hashtags and campaigns.

- Most popular post (mannequin challenge) reached 268 people
- A "good" post for ArtStream reaches 50-60 people
- Auto-feeds to the website homepage

#### **Twitter: 286 followers**

Twitter is best for connecting and engaging other organizations and local politicians. Not a lot of our clients and parents are active on Twitter.

- 14 tweets in Nov 1 – Jan 1

- 4,900 impressions in this period

## Facebook Ads

Our first experiment in Facebook Ads was a success!

- Slideshow advertising Broadway Song & Dance in Oakton: Jan. 26, 2017
  - o Segmented to
    - Northern VA users
    - Friends of ArtStream Inc. followers
    - Expressed interest in disability-related pages
    - Expressed interest in performing arts-related pages
  - o 2,465 impressions -> 1,755 individuals saw the ad at least once
  - o 5 individuals clicked from the ad to the event page to the registration page
  - o Cost:
    - Budget: \$55
      - Minimum budget to pay-per-click
    - Paid: \$30.57
  - o Deactivated the campaign on Jan 30 when the class was full.

Unfortunately, we do not know how many of the people who clicked on the ad made a final purchase. There was not a significant change in web traffic to [www.art-stream.org](http://www.art-stream.org) at the time the ad was running.

For this particular class, we went from 4 participants to 15 (plus 4 on the waiting list) in just a few days. In addition to the Facebook Ad, we had promotion by from The Washington Group, the Arc NoVA, JCC NoVA, and Fairfax County.

We plan to experiment further with Facebook Ads to promote Spring classes and ITC performances.