

GREENPEACE

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# EVALUATION

## STORIES & SOCIAL MEDIA

# STORIES

In July 2020 we began a **Stories** feature on our website as part of the digital strategy for the Empowered Citizens 2.0 project. Our goal in this was to show solidarity and boost the stories of members of our extended network, helping amplify coverage of grassroots causes at sometimes vital moments (actions, court dates) and creating closer ties with activists and organisers.

We wanted to allow those within our network to write a blog, either alone or as a shared responsibility, in which they discussed their ongoing fight for climate justice and the tactics they used to achieve their goals. Our methods and priorities changed over time, with Akshey and Kunal sometimes rotating between finding interested parties, or building and editing the story (although in the end settled with Akshey for the former and Kunal for the latter).

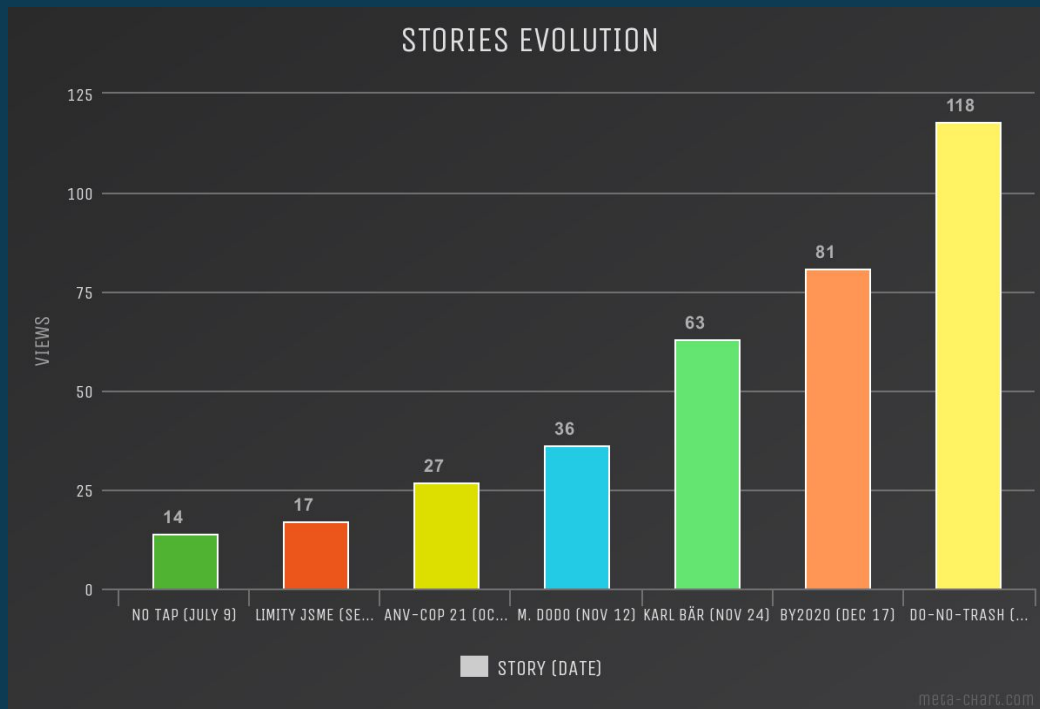
I'll lay out some of the data for **Stories** on both the website and Facebook, to highlight what worked, what didn't, and offer some of my own thoughts on best practice going forward.

# STORIES: WEBSITE OVERVIEW

- Stories make up 3.8% of 'Page Views' (PVs) but 22.8% of 'Entrances' to our website, meaning the majority of PV's (in total, 1,076) are liable to come from FB posts rather than other types of browsing (Google, in-website navigation).
- Seven of eight stories published had a bounce rate of over 75%, meaning the vast majority of users opened the link but didn't click through to **Resources\*** or engage with any other part of the page.
- \*This rate improved slightly over time, due to the prominence of the 'Resources' button on the redesigned website.
- Since October, when we began hitting our target of publishing two stories per-month, we've see an overall uptick in traffic to the page/section that correlates to the number of Facebook engagements (highlighted over next two pages).
- Two exceptions to this were the Danni Forest story, which was featured in the newsletter but never shared to FB, and Munyaradzi Dodo's story, which had fewer engagements/shares likely due to the activist's lack of connectivity with network.

Over time we've seen a linear growth in Stories' views, increasing over the period due in large part to an increased share rate, which has created greater engagement, and as a refinement in content and style, which has increased the amount of time a person stays on the page, over the course of recent months.

# STORIES: WEBSITE GROWTH



## TOP 3 STORIES

### 1. DO-NO-TRASH (DEC 31)

PAGE VIEWS - 118  
AVERAGE TIME ON PAGE - 04.51  
BOUNCE RATE - 91.4%

### 2. BY2020 (DEC 17)

PAGE VIEWS - 81  
AVERAGE TIME ON PAGE - 03.33  
BOUNCE RATE - 90.4%

### 3. KARL BAR (NOV 24)

PAGE VIEWS - 63  
AVERAGE TIME ON PAGE - 02.54  
BOUNCE RATE - 77.1%

I compared engagements for stories\* on both the FB **GROUP** and **PAGE** since July to get an overview of engagement over time. Levels of engagement tend to correlate with the amount of shares each post gets and the **network connectivity** (i.e members who are known by or connected to other members) of the activist or group involved.

# STORIES: FB ENGAGEMENT

**GROUP & PAGE**

## Stories on **GROUP**

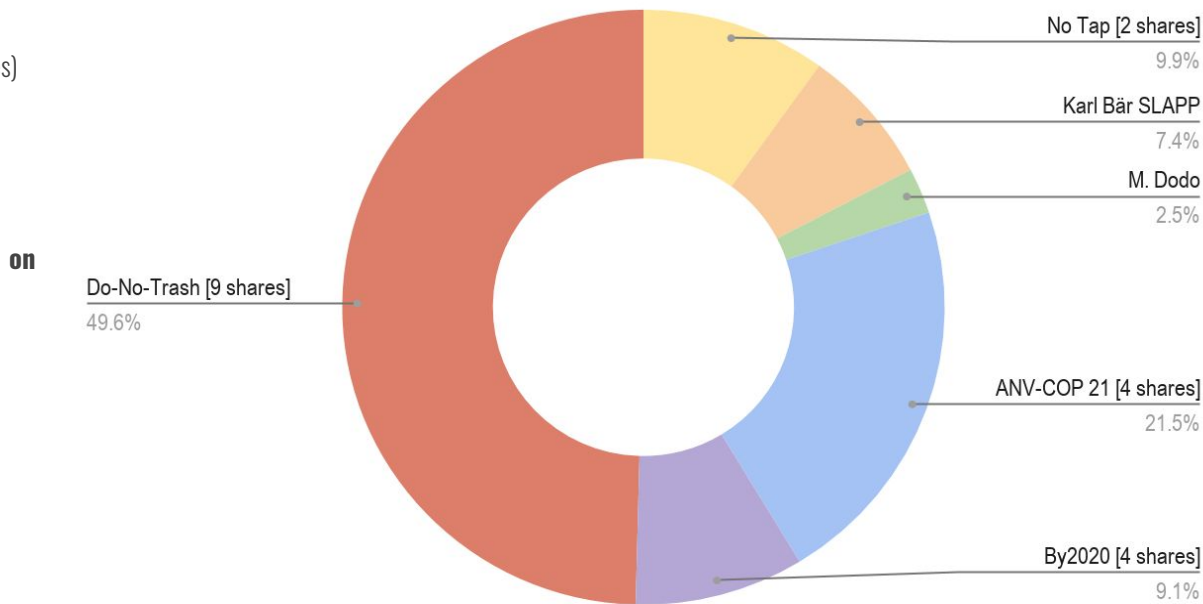
No Tap: 5 Engagements (1 share)  
 Limity Jsme: 5 Engagements  
 Danni Forest: N/A\*  
 Action Non-Violente: 14 Engagements (4 shares)  
 Munyaradzi Dodo: 0 Engagements  
 Karl Barr: 5 Engagements  
 By 2020: 3 Engagements  
 Do No Trash: 2 Engagements

## Stories

No Tap: 7 Engagements (1 share)  
 Limity Jsme: 3 Engagements  
 Danni Forest: N/A  
 Action Non-Violente: 8 Engagements  
 Munyaradzi Dodo: 3 Engagements  
 Karl Barr: 4 Engagements  
 By 2020: 8 Engagements (4 shares)  
 Do No Trash: 58

\*the Danni Forest story is yet to be posted to FB

Share of total Facebook engagements [likes, comments, shares]



# STORIES: FACEBOOK SUMMARY + SUGGESTIONS

As mentioned, stories with a higher share rate tend to have higher engagement. We can try to ensure that each story is widely shared as possible by:

- Sending the activists or organisations involved in the story an **email with share links and a direct ask to share it with their networks** immediately after posting.
- **Tag everyone involved in both the group and page shares.** This has been something we've tried to do, although there are a few gaps due to the awkward 'tagging' functionality when scheduling posts.
- Sharing from the group or page directly to team member's personal pages when possible. Many EC team members have **activists within our personal friend networks, so this could help visibility and engagement.**

Beyond this, it would help our engagement rate to **emphasise more stories from well-connected members of network** (e.g. groups involved in By2020 or engaged in a highly publicised action) to ensure a higher share/engagement rate, as this has been a pivotal factor in the relative success (By2020) or failure (Munyaradzi Dodo) of a story. **A story from member Alina Alfie**, for example, would likely do high engagement numbers.

# SOCIAL MEDIA

The Empowered Citizens 2.0 project has two social media channels (a **GROUP** and a **PAGE**) both running on Facebook.

While some of the goals of the Facebook **GROUP** and **PAGE** are mutually shared, there remain key differences, with the former acting as EC's public face, and the latter operating more towards the goal of network- and community-building among climate justice advocates and organisers.

Of the two, the **PAGE** has a larger member base, giving opportunities for greater amplification of grassroots activism, while the **GROUP** functions to build relationships between the project and the activists, and allow activists to share their own work.

While EC often shares similar content on both channels, some trends have emerged as to what works better across each. I've done a comparative look at the analytics over two periods for both feeds, to show what's working and what can improve going forward. Some of the metrics are differently available or have otherwise different names channel-depending. I've tried to account for that by focusing primarily on **engagement** in my analysis, so as to give a clearer general overview.

# FACEBOOK GROUP

## Period 1: 16th January 2020 to 8th July 2020

- **Posts:** 33
- **Comments:** 5
- **Reactions:** 205 (Avg 6.2)
- **Growth:** 654\* to 657 (+3)
- **Active Members:** 227

## Major Engagement Points:

- **23rd April** (Alina Alfie, #climatestrikeonline): 21 engagements
- **12th May** (Karl EC, skillshares announcement): 20 engagements
- **9th June** (Karl EC, skillshares sign-up): 16 engagements

\*Membership as of 20th of January 2020 following initial round of invites.

## Period 2: 9th July 2020 to 8th January 2021

- **Posts:** 88 + 166.6%
- **Comments:** 20 + 300%
- **Reactions:** 356 (Avg 4.4) + 73.6%
- **Growth:** 657 to 691 (+34) + 5.2%
- **Active Members:** 184 - 18.9%

## Major Engagement Points:

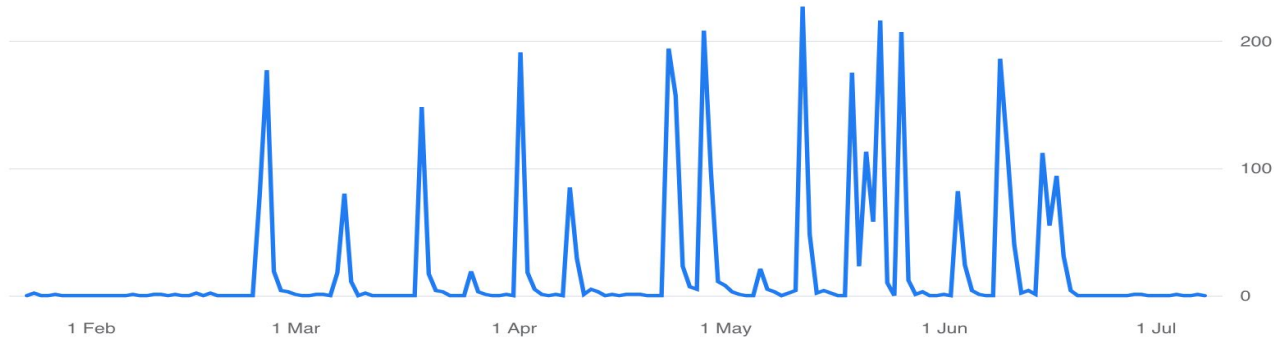
- **3rd August** (Karl EC, green colonialism article): 12 engagements
- **11th December** (Karl EC, Artivist webinar): 18 engagements
- **15+ dates\***: 8-12 engagements

\*These included both video posts as 'EC', as well as photo-shares and victories from **GROUP** members, as highlighted in slide 10.

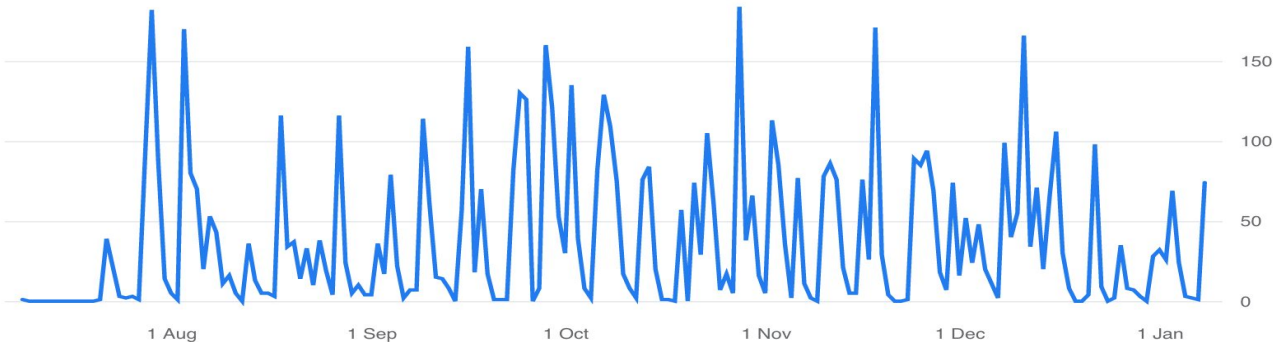


# FB GROUP: ENGAGEMENT

**Period 1:** 16th January 2020 to 8th July 2020



**Period 2:** 9th July 2020 to 8th January 2021



- While engagements didn't reach the same peaks in **Period 2** as they did in **Period 1**, the graphs show that engagement was both more frequent and the levels more consistent in the latter period.

- We've seen a small drop off in number of posts from members\*, which has been offset by an increase in posts from the EC account, as well as from Karl and Kunal. These have, since August, created higher engagement even on days where there were no posts.

\*there's no available FB metric for this, more a subjective observation :)

# FB GROUP: LOW-COST/HIGH-RETURN POSTS

These posts generated a good amount of engagement in respect to ease of effort.

## 18 Engagements

- Karl 'Artivist network' webinar post 11/12
- Karl 'green colonialism' article 03/08
- EC 'Digital tools...' webinar post 10/11

## 15 Engagements

- Kunal 'Climaximo' victory share 09/09
- Karl 'Why I am a climate justice activist' video callout 27/08

## 8-12 Engagements\*

- EC 'BP or not BP?' action photo share 22/10 & 23/10
- Kunal 'System Change' photo series share 26/10
- EC 'CCU video wk-3' video 08/10
- EC 'XR poland' action photo share 28/10
- Costas Ashurbanipal 'clean-up project' photo share 24/09

\*a cross-section of posts rather than exhaustive list (there were many more from Karl, Kunal, and other non-EC group members!)

### Period 1: 1st January 2020 to 30th June 2020

- **Posts:** 8
- **Reach:** 33,157 (Avg 4144.6)
- **Engagement:** 576 (Avg 72)
- **Member Growth:** 2,028 (+ 57)

### **Largest Post (LP):** 'Covid-proof your actions' webinar, 26th May

- **Reach:** 26,132 (78.81% of total reach in given period)
- **Engagement:** 227 (39.41% of total engagement in given period)

### Period 1 without LP:

- **Posts:** 7
- **Reach:** 7,025 (Avg 1003.5)
- **Engagement:** 349 (Avg 49.8)

# FACEBOOK PAGE

### Period 2: 1st July 2020 to 8th January 2021

- **Posts:** 53 + **562.5%**
- **Reach:** 14,748 (Avg 278.2) - **55.5%**
- **Engagement:** 731 (Avg 13.7) + **26.9%**
- **Member Growth:** 2,082 (+ 54) + **2.6%**

### **Largest Post (LP):** 'climate justice' video, 17th December

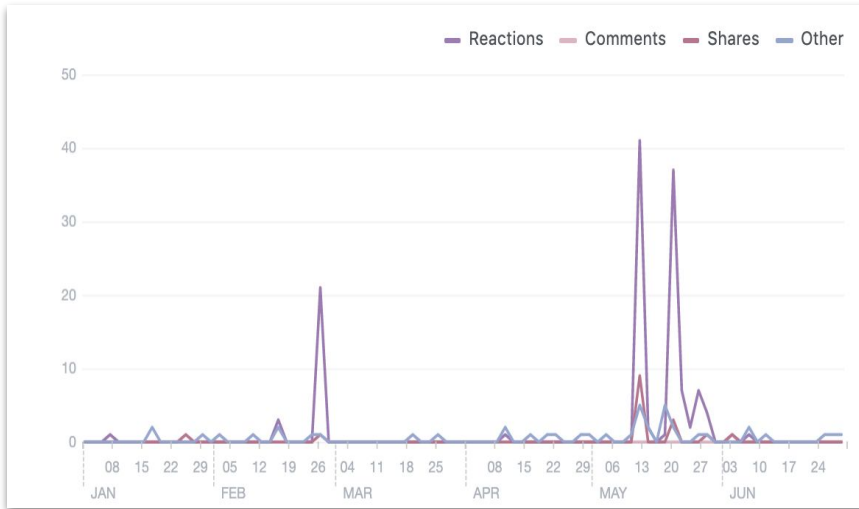
- **Reach:** 2,175 (14.75% of total reach in given period)
- **Engagement:** 126 (17.24% of total engagement in given period)

### Period 2 without LP:

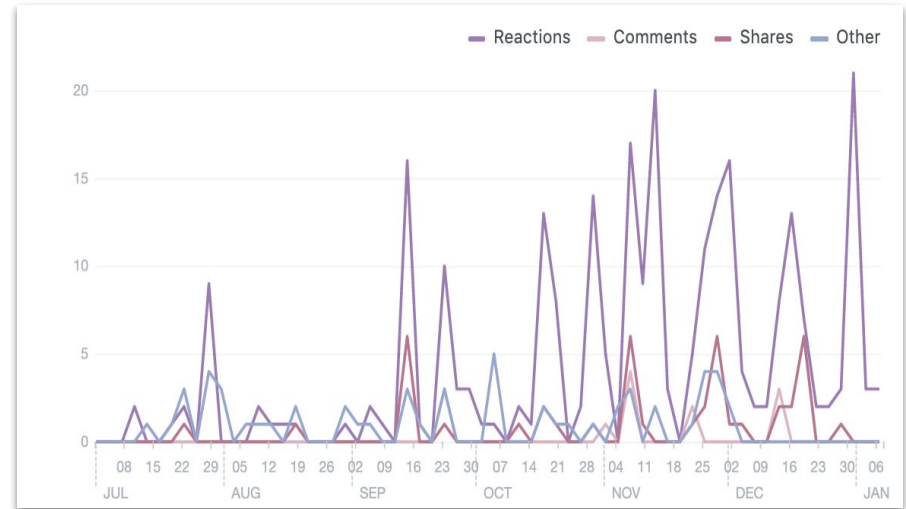
- **Posts:** 52 + **642.8%**
- **Reach:** 12,573 (Avg 241.7) + **78.9%**
- **Engagement:** 605 (Avg 11.6) + **73.3%**

# FB PAGE: ENGAGEMENT

## Period 1: 1st January 2020 - 30th June 2020



## Period 2: 1st July 2020 - 8th January 2021



- Similarly to the **GROUP**, the graphs show all engagement metrics (reactions, comments, shares), while not quite reaching the same peaks as **Period 1** (the reasons for which I've outlined in the following slide), have a greater level of consistency and frequency in **Period 2**. This is true particularly from September, when we began sharing action-related photo-series' and posting stories from within the network with greater consistency.



## 1: Skillshare Announcements

**12/05**

Engagements: 124 (15 shares)

Reach: 3,840

**26/05**

Engagements: 78 (9 shares)

Reach: 26,132

These early skillshares, at the beginning of the Covid webinar boom, are part of a peak in interest in these activities under then-new lockdown restrictions. The second announcement was also shared by GP International, giving it a huge boost and making it an outlier vis engagement numbers.



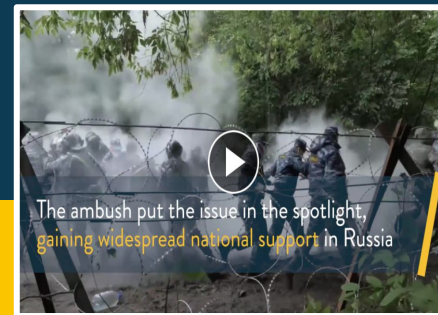
## 2: 'Climate Justice' Video

**17/12**

Engagements: 105 (18 shares)

Reach: 2,210

This video was shared widely by partners and the members involved. It had the benefit of going up right before the Christmas break, providing good, shareable content for the period while digital moderators were on a break. This, alongside its member focus and emotionally impactful content helped create a high number of engagements.



## 3: '4 Times...' Video

**27/11**

Engagements: 59 (11 shares)

Reach: 1,702

A punchy, short social video involving some network members, shared widely by a diverse range of activists and groups. While it was more suited to the Facebook format than the 'Climate Justice' video, it didn't quite reach the same levels likely due to our indirect engagement with most of the activists involved.

**FB PAGE: MOST POPULAR POSTS**

# SOCIAL MEDIA: SUMMARY AND SUGGESTIONS

- After remaining at around 657 members from inception until July in the **GROUP**, we attracted on average **6.6 new members a month from August to January**. The two highest weeks of member growth were following the '4 Things' video (+4 members) and the 'Climate Justice' video (+5 members). While videos are both a **high-cost and high-effort way of recruiting and engaging members**, it's still something we didn't explore enough.
- Sharing photo series' (particularly from actions) and victories from within our network, while not reaching the peaks of videos/skillshares, both create **mid-to-high engagement levels at a low cost** (slide 10). Likewise with posts involving **celebrities/well-known figures** and internal FB video shares.
- **Sharing from XR groups creates engagement** (though I'm aware this is something we're trying not to lean too-heavily into) due to their current prominence in the climate movement -- I believe also a number of our members are in some way XR-affiliated.
- **Everything Karl posts turns to gold**, due to his being well-known and liked within activist circles and By2020. Posts from **other members with high network connectivity** such as Alina Alfie or Kevin Thee Painter **also create high levels of engagement**. These posts dropped off in frequency during Period 2, likely due to the explosion in Facebook/online activity giving people 'digital fatigue': attention is spread thin across groups and platforms, and **less on-the-streets activism due to Covid gives members less to post about**.
- I remove Karl's skillshare announcement (an outlier with almost 11x more engagement than our second most successful post after being shared by **GPI**) to highlight the **otherwise-large upward trend across almost all metrics**. While it's awesome to have GPI as an option to boost our work, it should be thought of as a **deviation from the norm** rather than a realistic engagement goal (without a dramatic change in either membership or working philosophy!).

# SOCIAL MEDIA: SUMMARY AND SUGGESTIONS II

- **Infographics and one-off original content (OC) images don't work on Facebook.** The Chomsky, Biden, and Chico OC all failed to spark discussion as intended and only received 5-engagements between them. The format is more suited to an image-focused platforms like Instagram, where graphics like that are easily re-shared on its 'stories' feature.
- Further to slide 10, another easy way to generate engagement I'd suggest would be a new **'org of the month'-style post** for both the **PAGE** and **GROUP**, where we share an organisation within our network doing good and interesting work, fully tagged and with action photos + links to their campaigns, to boost grassroots campaigns and help activists get to know each-other. **In the post-Covid world** (difficult to imagine right now, but one can hope!) we could even **send a videographer to film an upcoming action or event with a certain group** and give us a deeper idea of their history and work in a local context.
- We've seen a reduction in numbers of non-EC member posts + activity on the Facebook **GROUP** overall (**although, depending on how you cut the time, Facebook analytics gives higher or lower numbers** in ways that I didn't have time to prioritise investigating why). I'd offer three reasons for this:
  - First, while Facebook trends indicate an overall increase in platform usage, they've also seen **an uptick in new groups and online activities, often focused around Covid-19** or local community interests, which means **online activity is generally spread thinner**.
  - Secondly, members' posts in Period 1 (and the less-restricted summer) were often of actions, of which **we've seen a marked decrease during global lockdowns**.
  - Finally, there is the **mini-boost in visibility that FB's Timeline algorithm gives newly created groups** (although how long this lasts is an industry secret) that could also account for the slight drop-off in activity over time.

**THANKS FOR  
READING!**

