Social Media Audit | TREE Fund   2018

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Tree Research Education Endowment Fund
opening remarks

The Tree Research Education Endowment Fund (TREE Fund) is a 501(c)3 nonprofit organization dedicated to providing continued support to the scientific discovery and dissemination of new knowledge in the fields of arboriculture and urban forestry.

Since the inception of TREE Fund in 2002, $3.4 million has been awarded in the form of scholarships and grants that directly impact tree care practices, arborists' techniques, and people's everyday lives. Additionally, a $4.5 million endowment was built to provide continued funding of the grant and scholarship program.

TREE Fund's dedication to science-based tree care to enhance the beauty, safety, livability of communities, and help to protect the individuals who care for urban forests, is evident in the strategic plan and vision for TREE Fund. The Center for Rural Enterprise Engagement is excited to be a part of the organizational communication strategy through the social-media audit.

As with any business, there is an entire ecosystem of marketing channels including traditional media and new-media technologies such as social, website, and e-newsletters. TREE Fund has dedicated valuable resources to examining how effective these new-media efforts have been. These are certainly more difficult to measure than traditional methods.

This report contains observations, findings, and recommendations from the social-media audit of TREE Fund's Facebook and Twitter accounts from the first quarter of 2018 including the months of January, February, and March. However, no report is complete without realistic, plausible, and data-driven recommendations. Overall, platform performance is doing well and there are many tools that can be used to continue to improve growth and engagement with followers. Action items and steps to take are highlighted in each section.

We recommend taking some time to process this information and develop a plan for implementation. Each future step will lead to further understanding and growth of TREE Fund's social-media presence.

"Arboriculture is the cultivation, management, and study of trees and shrubs especially for ornamental purposes."

About
CREE

Mission Statement

This interdisciplinary center is a generator and source of knowledge about new-media marketing. We approach problems through the lens of our home disciplines of agricultural communication, horticulture, and agricultural economics in a combined effort to enable rural and agriculture-based businesses to flourish in ever-changing environments while fostering positive changes to rural livelihood.

Our History

Six years ago we saw a need for independently owned rural businesses to learn how to capitalize on online-media technologies in order to advance business goals. We set out to conduct a pilot study with a local garden center, and then pursued and secured competitive USDA funding. The funded project's purpose was to investigate how rural and urban garden centers currently use and implement new media technologies and explore how small businesses can effectively implement these technologies to improve their economic success.

Based on the results of this research, the team realized there is a national need with local implications that is not being met with current research and outreach efforts. With increased capacity, this team can lead the nation in establishing a reputation for new-media technology research for the betterment of small, rural enterprises.

Objectives

As thought leaders on new-media marketing, we serve the land-grant mission through:

1. Generating research-based knowledge related to new-media marketing

2. Offering hands-on research experiences for graduate and undergraduate students

3. Serving as a source for research-based knowledge in local, regional, and national rural communities and agriculture-based enterprises

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Hikaru is a Professor of Agricultural Economics at the University of Minnesota. She holds an M.S. and Ph.D. in agricultural economics from Cornell University. Her research area is food and agricultural marketing with emphasis on consumer issues. She is a Co-Creator in the Center for Rural Enterprise Engagement.

Lauri M. Baker, Ph.D.

Lauri is an Associate Professor in Agricultural Communications at Kansas State University. She is the Co-Creator in the Center for Rural Enterprise Engagement. Lauri's research and grant work are focused on new and social media, agenda setting, decision-making, and public discourse. She teaches courses in new-media technologies and agricultural communication theory. She earned her M.S. and Ph.D. in Agricultural Communications from the University of Florida.

Cheryl R. Boyer, Ph.D.

Cheryl is an Associate Professor and Extension Specialist for nursery crops and horticultural marketing at Kansas State University. She is the Co-Creator in the Center for Rural Enterprise Engagement. She holds a Bachelor of Landscape Architecture and M.S. in horticulture from Oklahoma State University. Her doctoral degree in horticulture was earned from Auburn University in 2008. Cheryl's research has focused on alternative potting materials for nursery crop production and more recently on social-media marketing for retail garden centers.

Twitter Analysis
Growth | Impressions | Engagement

The TREE Fund Twitter page experienced a 3.74% increase in followers in the first quarter of 2018, including the months of January, February, and March, adding 84 followers. At the end of the first quarter, the account had a total of 2,331 followers. Account growth indicates that Twitter users are interested in the @TREE_Fund page and the TREE Fund organization.

A total of 23 tweets were sent out in the first quarter: 12 in January, five in February, and nine in March. The 26 tweets in the first quarter resulted in 12,430 impressions[a] and 225 total engagements[b].

Engagement rates varied from month-to-month at 1.78% in January, 1.53% in February, and 2.17% in March. Overall, the engagement rate[c] for the account was 1.82%.

Observations
Page growth for @TREE_Fund is strong for the first quarter of 2018 at 3.74%. While page growth is strong, the engagement rate of 1.82% suggests that post content and posting strategy may not resonate with current account followers.
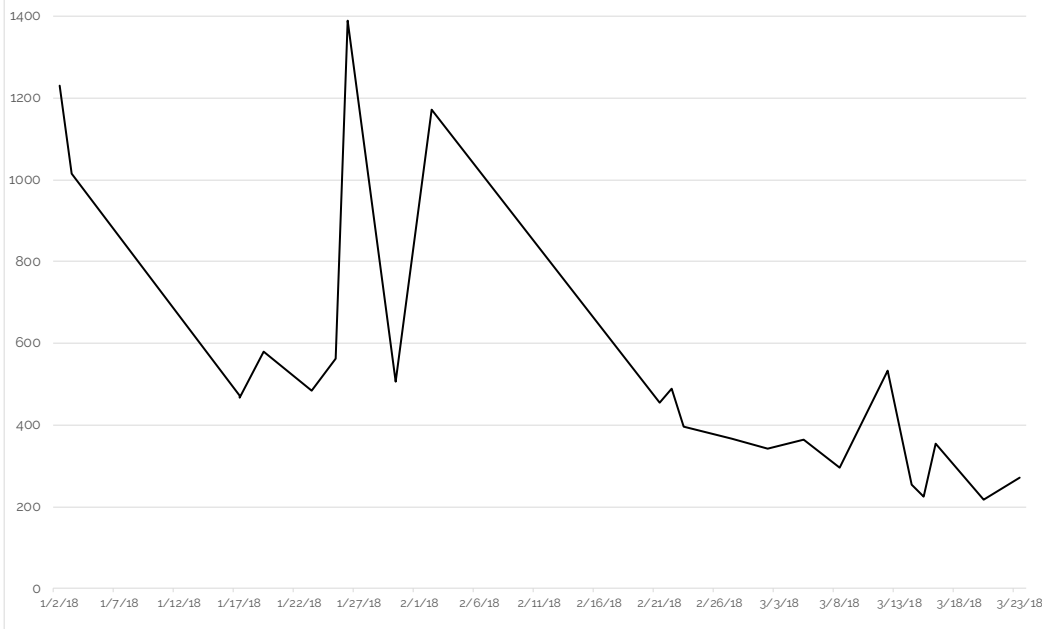
12,430 impressions

3.74% follower growth

225 tweet engagements

1.82% engagement rate

Terminology Defined:

a. Impressions - the number of times the user saw the tweet on Twitter.

b. Engagements - the total number of times a user has interacted with a tweet. This includes all interactions with a tweet (including hashtags, links, avatar, user name, and tweet expansion), retweets, replies, follows, and likes.

c. Engagement Rate - the number of engagements (clicks, retweets, replies, follows, and likes) divided by the number of impressions.

Impressions in the First Quarter

Engagement in the First Quarter
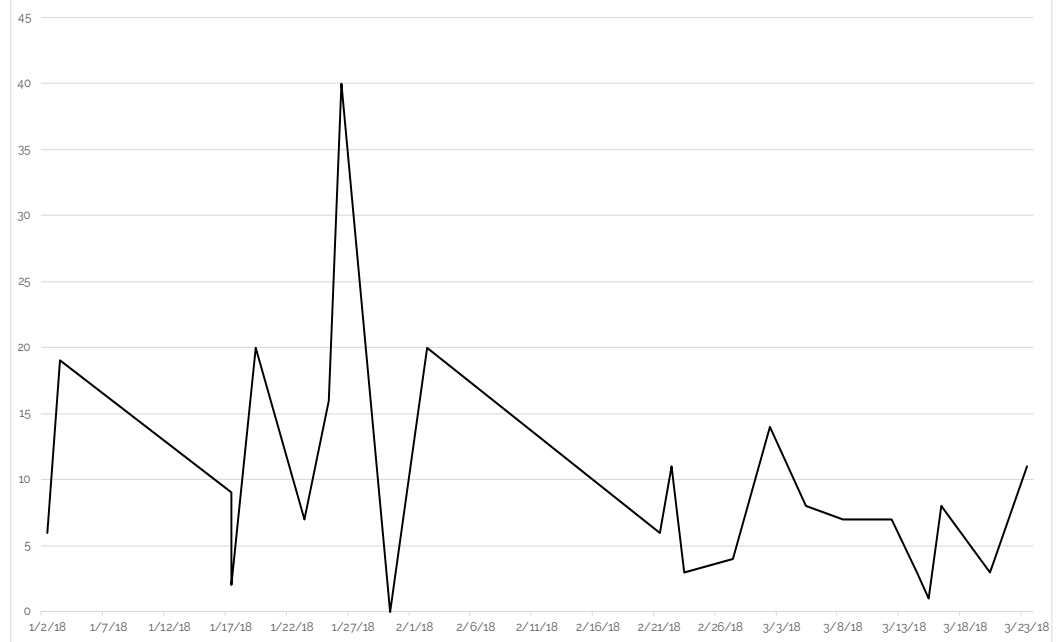
Key Recommendations:

Content - disconnect Facebook and Twitter auto-post feature. Create unique posts that optimize the functionality of each platform.

Measure - continue to measure impressions, follower growth, engagement, and engagement rate on a quarterly or monthly basis to examine performance over time.

Schedule - use a scheduling platform, like Tweet Deck or Hootsuite, to schedule content and monitor accounts. Learn more at tweetdeck.com or hootsuite.com.

Twitter Analysis
Content & Engagement

In the first quarter of 2018, 23 tweets were shared to the @TREE_Fund account. The 23 tweets were classified into six content classifications[a]. Tweets that contained third party information that was educational or informational were shared most often, comprising 65.2% (15) of the total tweets. Three (13.0%) tweets were classified as brand, image, or culture.

Third party information that was educational or informational was the most engaging with an average engagement rate[b] of 2.14%. Partner or organizational promotions were the least engaging at .49% average engagement rate.

Post Content Classification[a]

3rd party information: Educational & informational	15
Brand, image, or culture	3
Event post or reminder	2
Partner or organizational promotion	1
Lifestyle posts	1
Grant impacts or efforts	1

Engagement Rate by Content Classification[c]

3rd party information: Educational & informational	2.14%
Event post or reminder	1.61%
Lifestyle posts	1.38%
Grant impacts or efforts	1.19%
Brand, image, or culture	1.12%
Partner or organizational promotion	0.49%

Observations

While third party content was the most engaging, these posts were also posted most often, which may have skewed the comparison of the content due to the low number of tweets.

Continue to increase tweets from TREE Fund content including events and organizational activities. Increasing content from partner organizations or grant and scholarship winners can increase engagement rate[c] and page reach. We recommend posting at least once a day and increasing frequency as scheduling content becomes more natural. We recognize this may not be feasible to jump from 23 tweets to 90 tweets per quarter. A good goal would be to increase the number of tweets by 25% in the next quarter.

Terminology Defined:

a. Content classification - grouping of individual tweets based on the prominent topic of the content and/or where users are funneled to.

b. Engagement rate - the number of engagements (clicks, retweets, replies, follows, and likes) divided by the number of impressions.

c. Call-to-action (CTA) - an instruction to the audience or followers to perform an immediate action such as "share this post" or "register for now!".

Tweet Timing

The time a tweet is posted can impact engagement. Tweets posted in the morning received an engagement rate[b] of 2.76%, while tweets in the afternoon received an engagement rate of 1.67%.

Observations
Tweets posted in the morning appear to be more effective in generating engagement. Focus on scheduling tweets in the morning.

As tweet activity increases over time, continue to measure the effectiveness of morning versus afternoon or evening tweets. The limited number of tweets made hour-by-hour comparisons difficult to calculate and compare.

Engagement Rate by Call-to-Action[c]

Share information or post	1.51%
Register for an event	1.32%
View partner info	1.19%

Call-to-Action

Four (17.4%) of the 23 tweets in the first quarter contained a call-to-action[c] (CTA), asking followers to perform a specific task. Sharing an informational post received the highest level of engagement at 1.51%. When comparing tweets with a CTA to those without, tweets without the CTA received more engagement with an average rate of 1.91% compared to 1.38%.

While posts with a CTA received lower average engagement rates, we recommend refining the directives and continuing to use these. The auto-post feature often shortened the tweet text, cutting off the call to action present on the full Facebook post. Considering the group size of four versus 19 tweets is a limitation in effectively comparing the effectiveness of a CTA. This metric should be examined in the future when additional data is available.

Observations
Cross posting content from Facebook to Twitter affects the intended message and displayed content.

Key Recommendations:

Content - post third party informational and educational tweets. Use the "@" function to tag the individual or organization where the information originated from. Increase posts that focus on TREE Fund events, grants, and branding.

Call-to-action - continue to incorporate a CTA in tweets. Reading TREE Fund content, watching a webinar, or registering for an event tweets should included a direct CTA or direction for followers to engage with the content.

Twitter Analysis
Content Review

Most Engaging Tweet
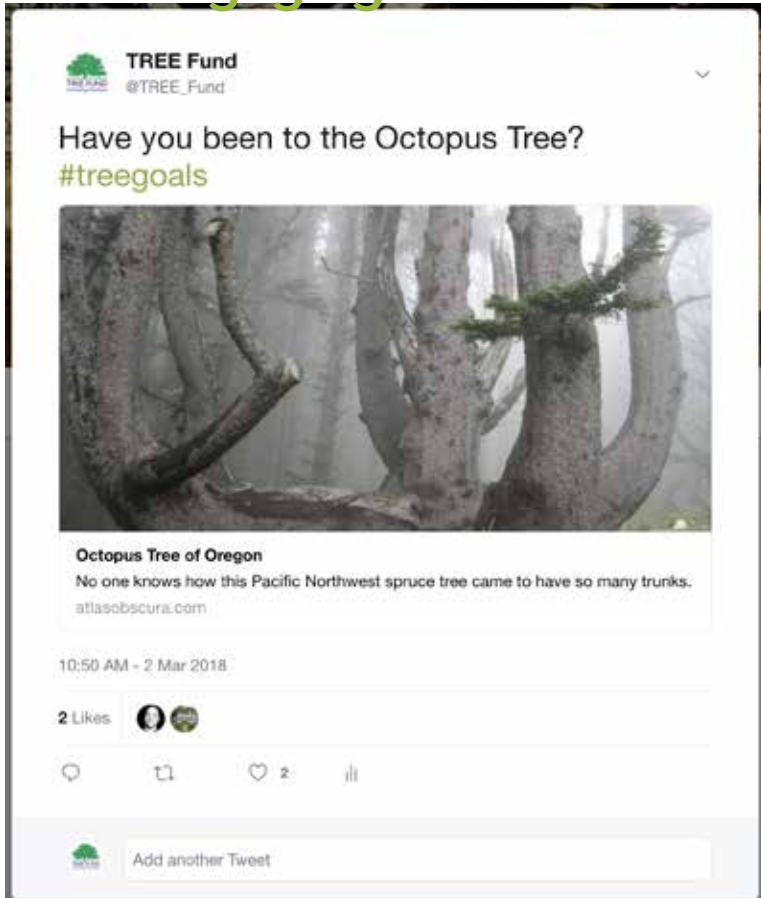
In the first quarter of 2018, this tweet had the highest engagement rate at 4.11% with 341 impressions and 14 engagements.

The link led to an article on the website Atlas Obscura which describes the "Octopus Tree" located in Oregon.

10 link clicks

341 impressions

14 tweet engagements

4.11% engagement rate

Least Engaging Tweet

This was the least engaging tweet in the first quarter of 2018. It received zero engagement. However, it had 506 impressions. While tweets like this one may not engage the audience, they can still be useful in keeping the audience up-to-date on any technical difficulties.

These posts represent the top engaging tweets from the first quarter of 2018. Each is a tweet was classified as containing third-party content, with no call-to-action.

Link clicks: total number of click on a URL or card in a tweet.

Impressions: total number of times users saw a tweet on Twitter.

Engagements: total number of times users interacted with the tweet.

Engagement rate: the number of engagements (clicks, retweets, replies, follows, and likes) divided by the number of impressions.
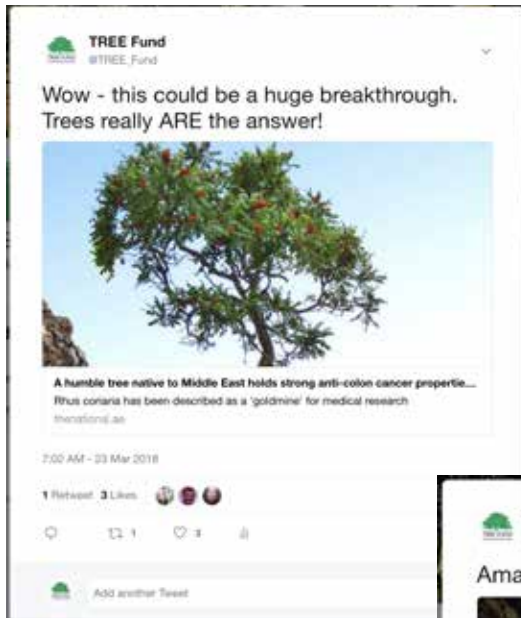
5 link clicks

351 impressions
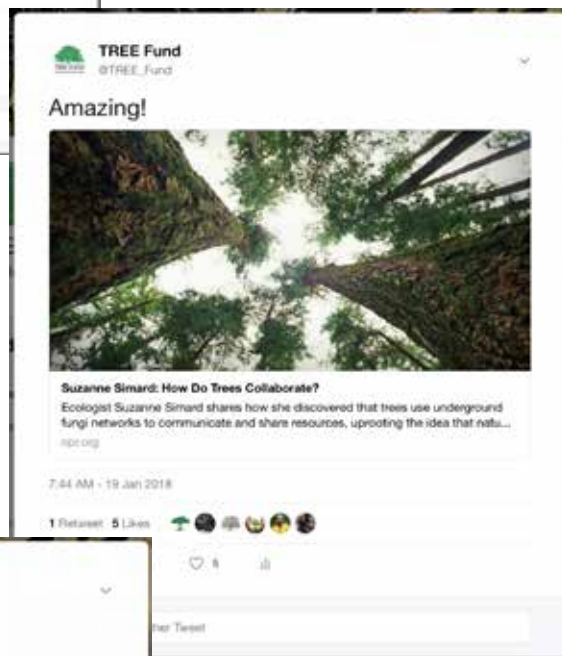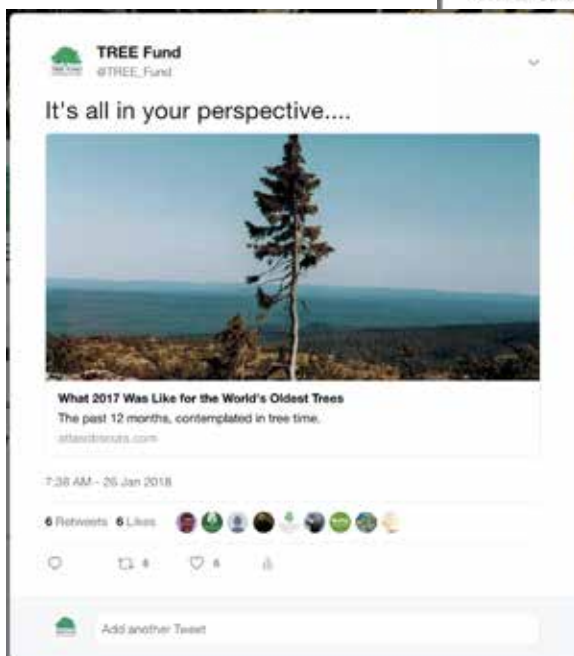
11 tweet engagements

3.1% engagement rate

8 link clicks

586 impressions

20 tweet engagements

3.4% engagement rate

23 link clicks

1,396 impressions

40 tweet engagements

2.9% engagement rate

Twitter Analysis
Audience Demographics & Interests

Twitter followers are fairly evenly split between men and women. Over half (58%) of @TREE_Fund followers completed college with an additional 31% completing graduate school. A majority (96%) speak English. Household income for the audience is largely (41%) over $75,000 annually. Interestingly, 13% of the audience is located in England followed by 8% in California.

Observations

When comparing the @TREE_Fund followers and organic audience, there are very few differences in gender, education, and household income with less than 3% variance on any measured variable. The most notable difference is that more followers are reached from the United States instead of England, even though more followers are located in England. Demographics of the followers suggest Twitter content should be focused towards academics and researchers.

Education level

Gender

Men - 53%
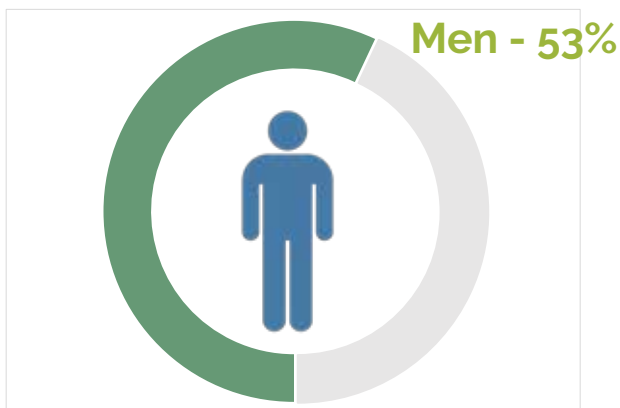
Women - 47%
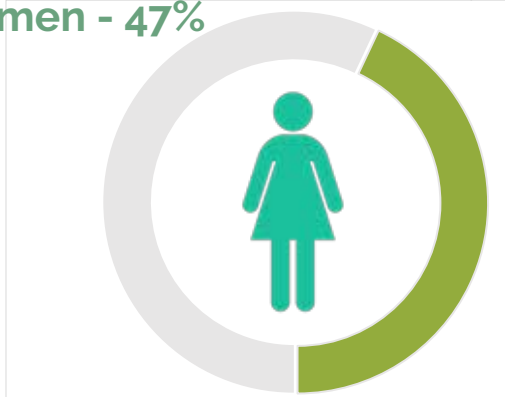
Top Regional Followers

England - 13%   Illinois - 4%

California - 8%   Texas - 4%

Ontario, Canada - 4%

Interests

Twitter provides audience interests for account followers and the organic audience. Within all the followers of @TREE_Fund, 70% are interested in "green solutions". However, within the organic audience (followers that are reached by the account) only 44% indicated an interest in green solutions.
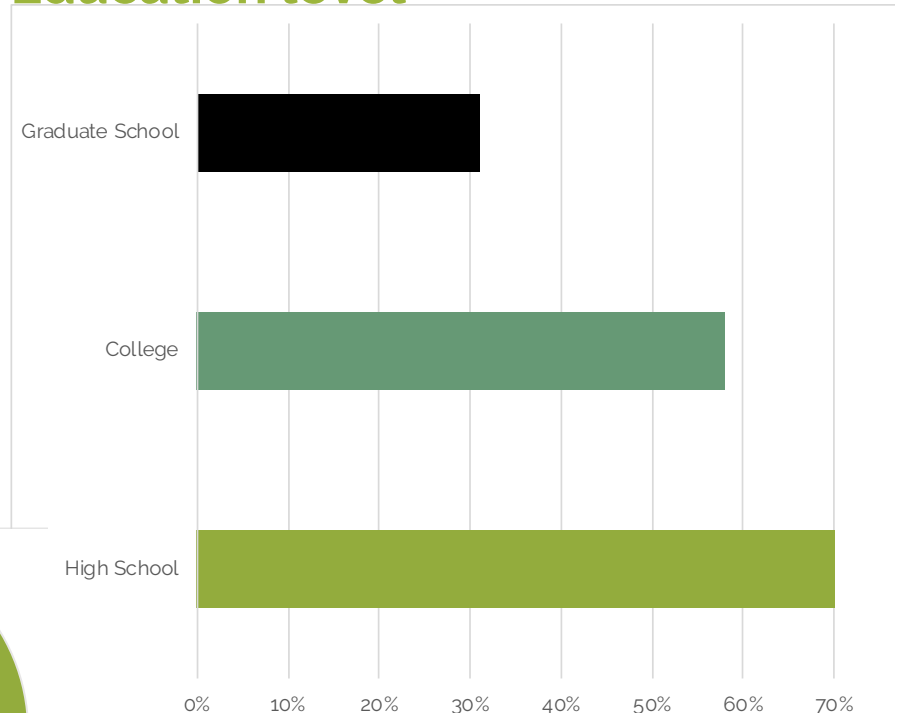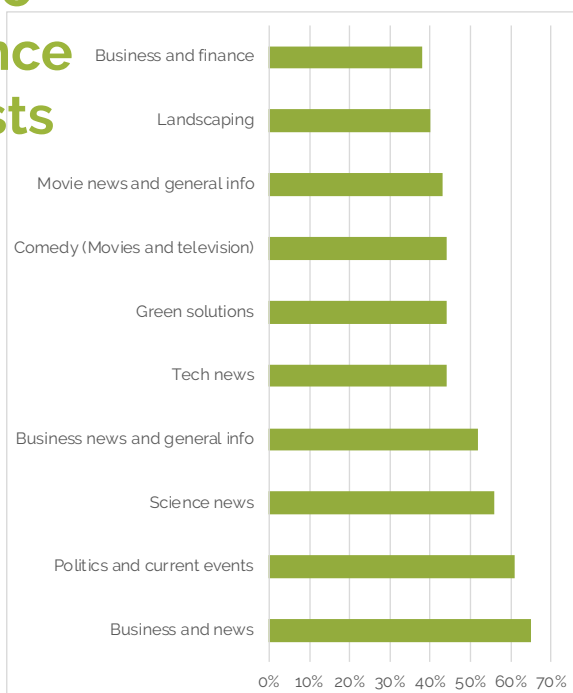
Similarly, 68% of the follower audience were interested in science news and 56% in the reached audience indicated an interest in science news. Top interests indicated by the organic audience are business and news (65%), followed by politics and current events (61%,) and science news (56%).
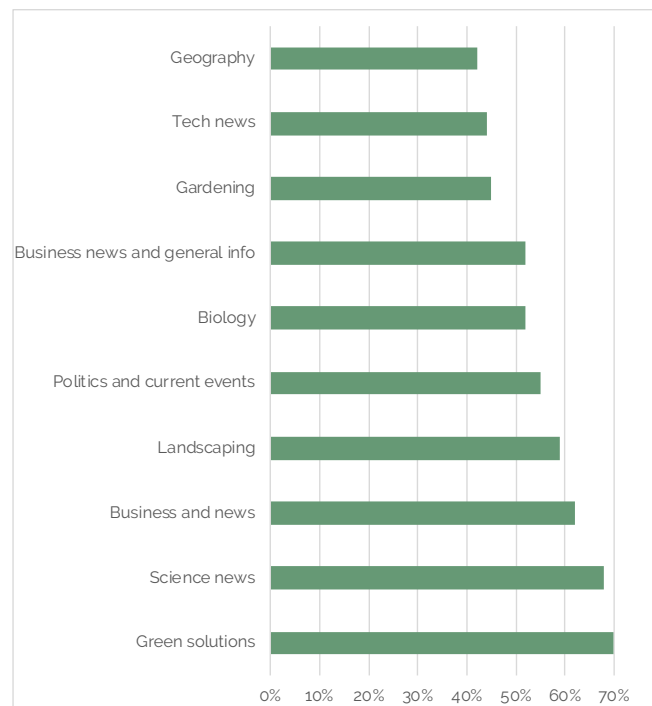
Observations

@TREE_Fund account followers are interested in the topic areas the organization focuses on, but there is a disconnect in engaging the target audience with their preferred content.

Follower Interests

Chart categories (top to bottom): Geography, Tech news, Gardening, Business news and general info, Biology, Politics and current events, Landscaping, Business and news, Science news, Green solutions. Axis: 0% 10% 20% 30% 40% 50% 60% 70%

Organic Audience Interests

Chart categories (top to bottom): Business and finance, Landscaping, Movie news and general info, Comedy (Movies and television), Green solutions, Tech news, Business news and general info, Science news, Politics and current events, Business and news. Axis: 0% 10% 20% 30% 40% 50% 60% 70%

Buying Styles

Twitter provides audience interests for TREE Fund followers and organic audience on their consumer behavior. Followers of @TREE_Fund fit into the consumer lifestyle of being "online buyers", or followers that regularly make purchases online. Audience insights are based on the Twitter analysis of the audience through Datalogix, a Twitter partner, and are available in the analytics tab of Twitter.

Observations

Knowing that followers are typically purchasing online, directing them to an online donation option or purchasing platform could be a sustainable way to generate funds or spark interests in giving.

Key Recommendations:

Content - design content topic themes around the desired target audience. Consider using targeted ads or tagging influencers in topic areas to increase impressions and engagement. Use the @handle to tag influencers. You can learn more about advertising on Twitter here: https://business.twitter.com/en/solutions/twitter-ads.html

Audience - create campaigns focused on engaging followers that indicated interests in green solutions, science news, and business and news.

Twitter Analysis
Top Followers & Influencers

Terminology Defined:

Top follower - account with the highest follower count that followed @TREE_Fund in any given month.

Top mention - Tweet that mentioned the account @handle and received the highest number of impressions; this can include other people's Tweets.

Social-media influencer - A social-media influencer is a user on social media who has established credibility in a specific industry. A social-media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach.

Targeted advertising - Twitter Ads' objective based campaigns are designed to help businesses and organizations achieve results that drive action and add value to the business. Create campaigns tailored for a variety of business goals, from driving website traffic to increasing brand awareness.

Key Recommendations:

Reply & engage - social media is designed to be social. Engage with individuals and organizations that mention @TREE_Fund by thanking them for their tag or tweeting back to them and continuing the conversation.

Target influential followers - use the @handle to target influential followers. Thank them for following the @TREE_Fund account and tweet at them as pertinent information, events, or photos of them are posted on the account.

Measure - use the analytics home page to identify monthly top followers and top mentions. Track each month which individuals or accounts engage with @TREE_Fund content most often and continue to target them in the content strategy.

January

Top Follower

Jad Daley
@Daley3J FOLLOWS YOU

Work @americanforests to restore trees and forests, from cities to wilderness. Climate advocate. Admitted run/bike & mandolin addict. Opinions here are my own.

View profile   View followers dashboard

3,104 tweets

1,972 following

1,257 followers

2,202 likes

Top Mention

Top mention earned 30 engagements

Ann-marie Conlon
@annmarieconlon · Jan 24

vimeo.com/252526002
#MeersbrookParkRoad @treesgroup
@thefunbranch @TREE_Fund
@TreeHugger @Treehug @andyksheffield
@alisongardner @danllywelynhall
@ewandpage @heather_c_c @helenpidd
@simon_crump @PoliticsinSheff
@NEShrrwGreens @MarkCedarwood
@LAGUSCELLO @KeaneMJ
@StagNews2017

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2,473 tweets

4,570 following

1,165 followers

7,858 likes

30 engagements

February

Top Follower

Top Follower followed by 3,464 people

ALC Not My President
@Arthur59611540 FOLLOWS YOU

Consulting (environment, entomology) B.S. Biology M.S. Aquatic biology - Ret. Ohio EPA, Jazz, comedy, no business/ads, Follow = Follow & tweet = tweet

View profile   View followers dashboard

168K tweets
5,001 following
3,464 followers
4,775 likes

Top Mention

The Treebies
@TheTreebies · Feb 12

We want to share our passion about #nature our #childrensbook encourages children to explore the outdoors & love our trees. We'd love your support to publish it crowdfunder.co.uk/the-treebies @TREE_Fund @welovethisbook @Book_Treasures @CU_Trust pic.twitter.com/oAeXYvJidj

382 tweets
244 following
74 followers
299 likes
2 engagements

Twitter Analysis
Top Followers & Influencer

March
Top Follower

Top Follower followed by 49.1K people

TSSS
@TSSStweets FOLLOWS YOU

Sharing #Sustainability & #CSR leadership stories since 2008. "You created the story - now let us share it." HUGE audience of 300k+. Founded by @BradZarnett

View profile   View followers dashboard

6,682 tweets
427K following
49.1K followers
470 likes

Top Mention

Top mention earned 5 engagements

David White, CAE
@TCIA_Pres · Apr 23

Donate $50 this week and be entered to win an Amazon gift card. Help me support @TREE_Fund and reach my goal! 2018-tour-des-trees.everydayhero.com/us/new-tcia-ceo

↻ 1

2,473 tweets
4,570 following
1,165 followers
7,858 likes
5 engagements

Twitter Analysis
Estimated Earned Media Value (EMV)

Many people struggle to adequately determine the return on investment of social media since it is a medium with multiple components that are not directly measurable. However, many online marketers will evaluate the earned media value (EMV) of their social-media marketing. EMV uses averages across online platforms to put a relative cost to the organic marketing that happens on socail-media accounts.

EMV for Twitter is based on the research done by AdStage, a software and research company focused on optimizing paid marketing across social-media channels.

The values estimated here are a reflection of the current efforts on Twitter as a way to show the value of the content, not a suggestion to use promoted Tweets.

Terminology Defined:

Cost per thousand impressions (CPM) - average cost across Twitter for a promoted advertisement focused on increasing impressions. Currently, CPM is estimated at $6.72 across the platform.

Cost per click (CPC) - the average cost across Twitter for a click on promoted tweet. Currently estimated at $.80 per click on a link.

Cost per follow (CPF) - the average cost across Twitter for a new account follower. Currently estimated at $2.50 per follower on a sponsored account.

EMV for @TREE_Fund

Organic Impressions
$83.53
12,430 impressions
$.00672 CPM

Link Clicks
$84.00
105 link clicks
$.80 CPC

Account Followers
$210.00
84 new followers
$2.50 CPF

Terminology Defined:

Cost per engagement (CPE) - the average cost across Twitter for an engagement on a promoted tweet. Currently estimated at $1.35 per click on a link.

Cost per retweet (CPR) - the average cost across Twitter for a click on promoted tweet. Currently estimated at $1.35 per retweet on a link.

Earned media value (EMV) - an estimate of the media value of the page content based on averages for paid advertisements on the platform.

Observations

The @TREE_Fund page and content seems to be performing well when examining the estimated earned media value.

Consider using advertising on the platform when promoting grant or scholarship applications. The cost per link click at $.80 may be an effective cost point to reach the target audience, especially when seeking to reach a new audience who may not currently follow @TREE_Fund.

EMV for @TREE_Fund

Engagements
$303.75
225 engagements
$1.35 CPC

Retweets
$35.10
26 retweets
$1.35 CPR

Total EMV
$716.38
First Quarter 2018

Twitter Analysis
Summary of Findings & Recommendations

Account Growth & Engagement

Twitter account growth is promising in the first quarter of 2018 at a 3.74% increase to 2,331 total followers.

Twenty three tweets were sent out in the first quarter resulting in 12,430 impressions and 225 total engagements. The engagement rate was 1.82%.

Observations
While page growth is strong, the engagement rate is relatively low when compared to industry and platform standards for similarly sized accounts.

Recommendations
Disconnect the auto-posting feature to share content from the TREE Fund Facebook page and Twitter account. Create unique posts that are optimized for the Twitter platform through a scheduling platform like Tweet Deck or Hootsuite.

Work to keep page growth steady and strive for an engagement rate between 6% - 10%.

KPI's to Track
- Follower growth
- Engagement rate

Key performance indicator (KPI) - a measurable value that demonstrates how effectively a company is achieving key business objectives. KPI's can be used to track the performance and growth of TREE Fund social-media platforms.

Content Type & Engagement

Third party information that was informational or educational was shared most often on Twitter, comprising 15 of the 23 tweets. It was also the most engaging with an engagement rate of 2.14%.

Other content areas included brand, image, or culture posts (3), event post or reminder (2), and one tweet each of partner/organizational promotions, lifestyle posts, or grant impacts or efforts.

Observations
Although third party information was the most engaging, this is likely because this type of tweet was shared much more often than any other content area. Twenty three tweets is a relatively low number for reverse-chronological feed on Twitter. The use of a call-to-action may increase tweet engagement or follower conversions.

Recommendations
Increase the number of tweets sent out by transitioning long-form content to multiple tweets highlighting various aspects of the content. Tag businesses and individuals in tweets by using the @handle feature and target top followers and mentions. Additionally, tweets sent in the morning generated more engagement, but continue to evaluate with increased numbers.

KPI's to Track
- Post content types & engagement
- Post timing and engagement
- CTA and engagement

Audience Demographics & Interests

Followers of the @TREE_Fund account are evenly split between men and women that are English speaking. The @TREE_Fund audience is largely college educated with income over $75,000 annually. The account has a strong international following with audience members residing in England and Canada. Followers have the consumer buying style of preferring to purchase online.

Account followers indicated interests in green solutions, science news, business and news, and landscaping. However, the organic audience reached by the tweets indicated lower interest in these areas and may not be the true target audience.

Observations
Based on audience interests, the account is attracting followers that fit within the target audiences.

Recommendations
Create tweets that focus on content areas of interest indicated by account followers. Also, since followers indicated they prefer to make online purchases, promote online donation options to them and ensure grant and scholarship application information is made available to them.

KPI's to Track
- Organic audience interests
- Regional followers
- Education level
- Monthly followers and influencers

Resources & Next Steps

The Twitter Business pages and blog are the best place to find up-to-date information on platform changes, best practices, and how-to guides.

Twitter Business
https://business.twitter.com/en.html

Twitter Blog
https://business.twitter.com/en/blog.html

Twitter Marketing Calendar
https://business.twitter.com/en/a/2018-twitter-lineup-calendar.html

Tracking Twitter conversions to the TREE Fund website will be incredibly helpful in assessing the effectiveness of content, calls-to-action, audience behavior, events, and charitable giving. Conversion tracking shows the action a follower takes after interacting with account content. In this case, Twitter will track when followers visit the TREE Fund website through the Twitter platform.

Conversion Tracking
https://analytics.twitter.com/accounts/6qhoiq/conversion_tracking

Facebook Analysis
Growth | Impressions | Engagement

The TREE Fund Facebook page experienced a 1.63% increase in page likes in the first quarter of 2018, adding 32 page likes. At the end of the first quarter, the account had a total of 1,991 likes. While account growth is slow in comparison to the @TREE_Fund Twitter account, steady growth over time is an indicator of overall page health.

A total of 48 posts were sent out in the first quarter: 17 in January, 14 in February, and 17 in March. The 48 posts resulted in 19,979 lifetime impressions[a] and 782 unique engaged users[b]. Facebook users reached[c] were 13,042.

Engagement rates[d] varied from month-to-month at 5.54% in January, 4.03% in February, and 4.88% in March. Overall, the engagement rate for the account was 4.88%, indicating the page content is performing well.

Observations
Page growth for TREE Fund Facebook is somewhat slow for the first quarter of 2018 at 1.63%. While page growth is slow, the engagement rate of 4.88% suggests that post content and strategy is on track with account followers. Continue to improve engagement and set a goal of a 7-10% engagement for optimum page health.

13,042 users reached

1.63% page like growth

782 engaged users

4.88% engagement rate

**19,979** post impressions

Terminology Defined:

a. Lifetime impressions - the total number of times the page's post entered a person's screen. Posts include statuses, photos, links, videos, and more.

b. Engaged users - the number of unique people who engaged in certain ways with the page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post.

c. Reach - the unique number of people who had the page's post enter their screen. Posts include statuses, photos, links, videos and more.

d. Engagement rate - the number of engaged users divided by the number of people who had the page's post enter their screen.

Post Impressions in the First Quarter

Engaged Users in the First Quarter
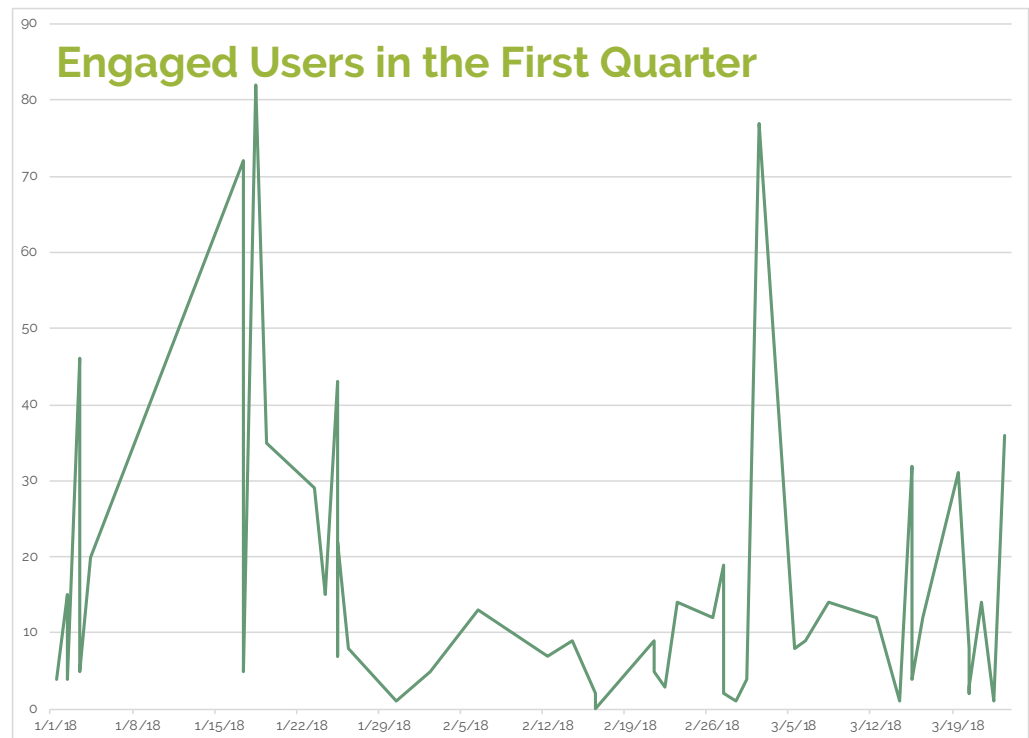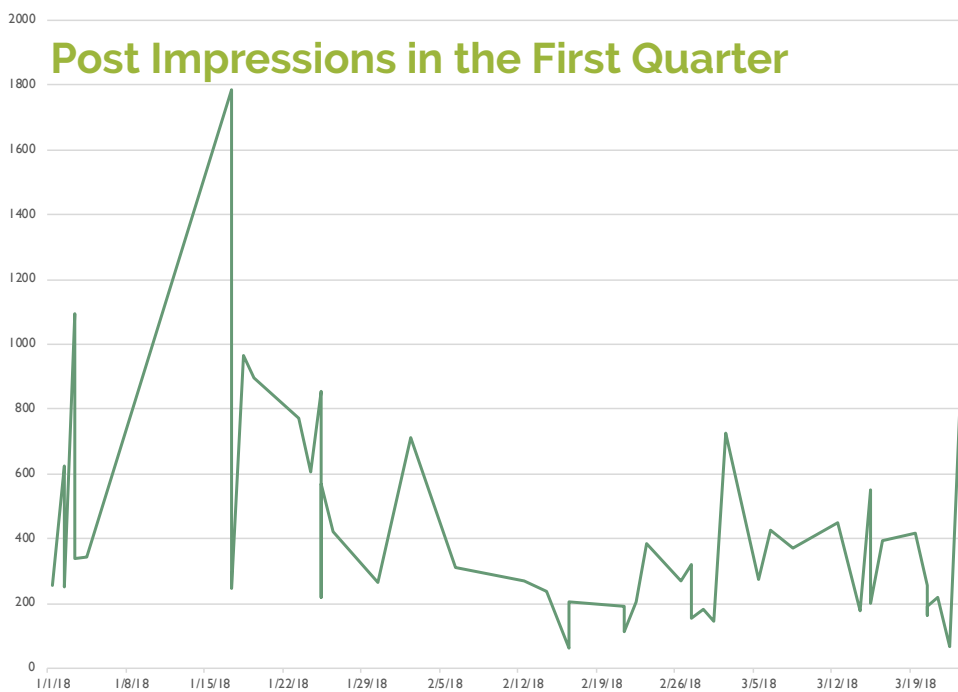
Key Recommendations:

Content - continue to post regularly and focus on building the engagement rate. Engaging users organically will be a challenge as the Facebook platform reduces organic reach of business pages. Consider using paid advertising to reach a wider audience. The Facebook Ads Manager platform should be used to customize campaigns to the desired target audience. Learn more about Ads Manager here: https://www.facebook.com/business/learn/facebook-ads-reporting-ads-manager

Measure - continue to measure reach, impressions, page growth, and engagement through engaged users and engagement rate. Track these on a monthly or quarterly basis to examine account performance.

Facebook Analysis
Content & Engagement

When examining page content, just over half (25 - 52.1%) of the 48 posts were photos. The other types of posts included links (19 - 39.6%), status updates (3 - 6.3%), and one video (2.1%).

Facebook posts containing third party content that was educational or informational were posted 33.3% (16) of the time. Posts focused on the TREE Fund brand, image, or culture were posted seven times (14.6%).
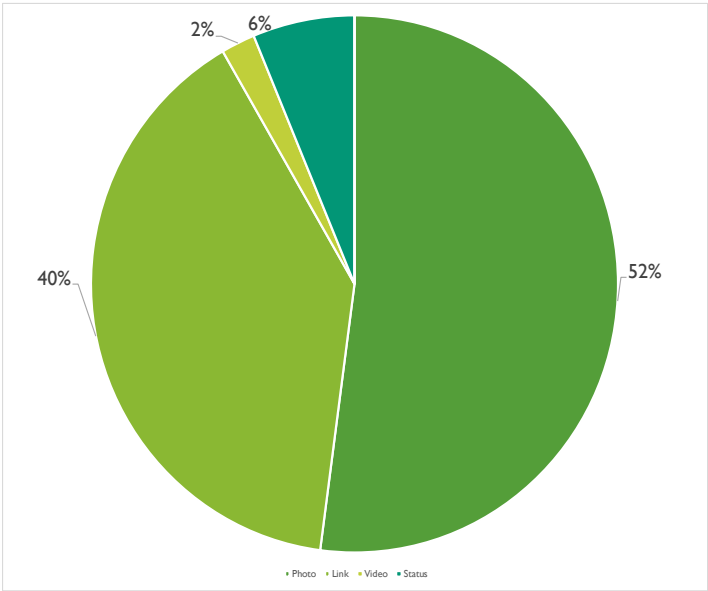
Observations
While it may be easiest to post or share content from a third party, focus on increasing the number of posts that highlight TREE Fund work and website to drive traffic to the TREE Fund website. Post third party content to strategically target partners and desired audiences.

Post Type Classification

3rd Party: Educational & Informational	16	33.3%
Brand, Image, or Culture	7	14.6%
Partner or Organizational Promotion	4	8.3%
Event Post or Reminder	4	8.3%
Auto-Generated Post	3	6.3%
Seasonal or Holiday Post	2	4.2%
TREE Fund Bulletin	2	4.2%
Facebook Event	2	4.2%
Sale or Product Promotion	2	4.2%
Grant Impacts or Efforts	2	4.2%
Giveaway or Page Promotion	1	2.1%
Lifestyle Posts	1	2.1%
Webinar Available or Promotion	1	2.1%
TREEFund.org Article	1	2.1%

Post Content Classification

Negative Feedback

Eight instances of negative feedback occurred over seven posts. Some of the highest engaging posts received negative feedback which only included hiding the post. There were no instances of hiding all posts, reporting the post as spam, or unliking the page on a page post.

Negative feedback was minimal during the first quarter and is not a concern for the page. However, continue to monitor negative feedback for any trends that may indicate issues with page content.

Call-to-Action

Fourteen of 48 posts (29.2%) in the first quarter contained a call-to-action[a] (CTA). Registering for an event was the most used CTA (6, 12.5%), followed by sharing information or the post (3, 6.3%) and reading a TREE Fund post or newsletter (3, 6.3%).

The CTA for watching a webinar, was the most engaged with at the rate of 5.77%. Reading a TREE Fund post or newsletter was the second most engaged with a 5.11% engage rate.

Overall, posts with a CTA had an engagement rate[b] of 3.92% and posts without had an engagement rate of 5.72%.

Observations
CTA use may be most effective when promoting events or webinars. Continue to use the Facebook event feature when promoting these.

Call-to-Action

No CTA	34	70.8%
Register for an Event	6	12.5%
Share Information or Post	3	6.3%
Read a TREE Fund Post or Newsletter	3	6.3%
Shop Online Store	1	2.1%
Watch a Webinar	1	2.1%

CTA & Engagement Rate

Watch a Webinar	5.77%
Read a TREE Fund Post or Newsletter	5.11%
Register for an Event	3.85%
Share Information or Post	2.99%
Shop Online Store	1.75%

Terminology Defined:

a. Call-to-action (CTA) - an instruction to the audience or followers to perform an immediate action such as "share this post" or "register for now!".

b. Engagement Rate - the number of engagements (clicks, retweets, replies, follows, and likes) divided by the number of impressions.

Facebook Analysis
Content & Engagement

Two posts related to Facebook events received an engagement rate of 9.00%, the highest rate of all the content categories. The two posts included the 2018 Tour des Trees event page and the TREE Fund Webinar from a February 22nd event featuring Dr. Michael Arnold.

Partner or organization promotions received a 6.17% engagement rate, followed by seasonal or holiday posts with an engagement rate of 5.99%.
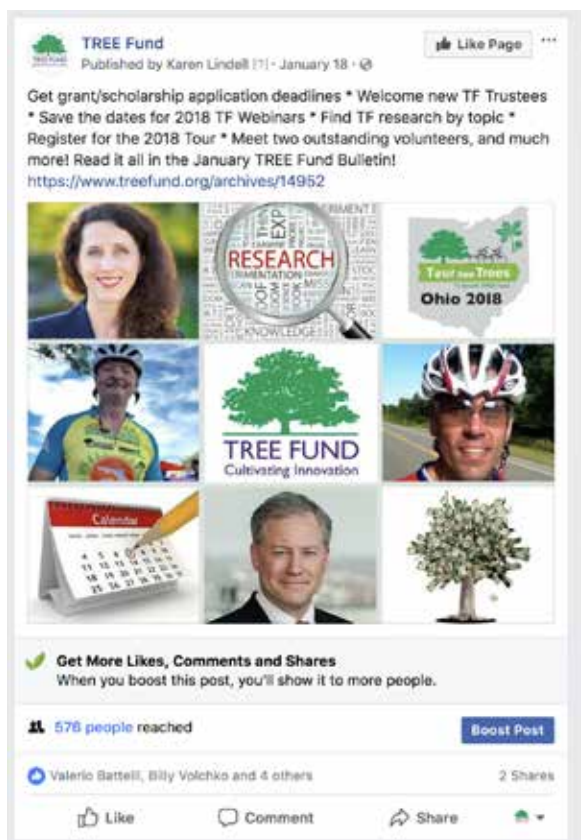
Observations
Fourteen different content areas were identified in the social-media audit, with many content types having no more than three posts. The low number of posts in each content area make comparing the categories difficult. Continue to track these content categories over time to more effectively compare content.

While content from other organizations has been effective in creating engagement, it likely doesn't make progress on TREE Fund's major organizational objectives. Promoting TREE Fund events through the Facebook event feature and continuing to share information from TREEFund. org can be valuable sources of content that drive organizational goals.

Post Content & Engagement Rate

Facebook Event	9.00%
Partner or Organization Promotion	6.17%
Seasonal or Holiday Post	5.99%
3rd Party: Educational & Informational	5.63%
TREE Fund Bulletin	5.01%
Grant Impacts or Efforts	4.19%
Brand, Image, or Culture	3.89%
Event Post or Reminder	3.08%
Webinar Available or Promotion	2.75%
Lifestyle Posts	2.51%
Auto-Generated Post	2.48%
Giveaway or Page Promotion	2.27%
Sale or Product Promotion	0.99%
TREEFund.org Article	0.76%

Top Engaging Post from First Quarter

TREE Fund Bulletin post classification with no CTA.

Shared by:
- Chippers Inc.
- Private FB user

Post Shared by Chippers. Inc

Observations

Organizations that share page posts will greatly increase engagement and reach of the content.

Tag partner organizations and individuals in the posts so they can easily share the content to their pages.

Additionally, create multiple posts to highlight long-form content on the TREE Fund website or newsletter.
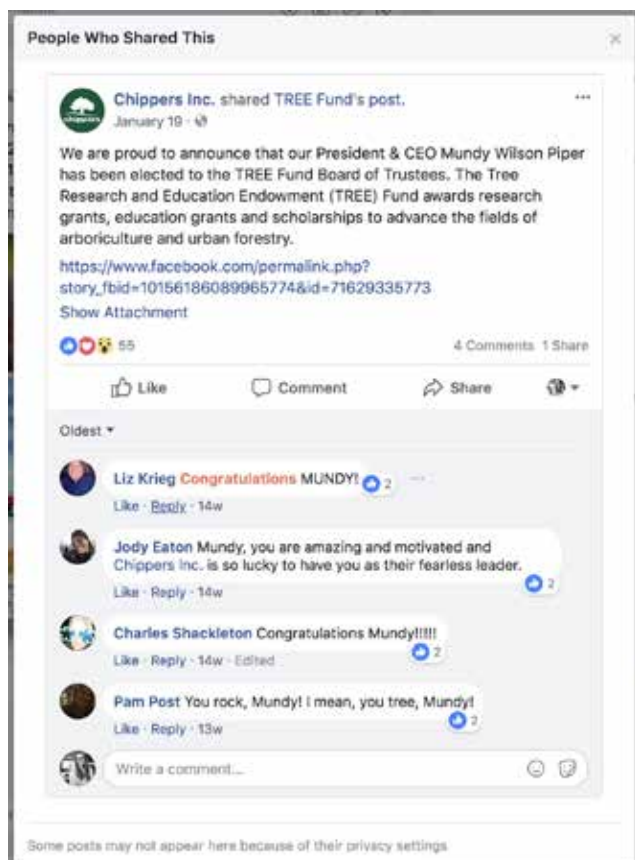
Facebook Analysis
Audience Demographics

The majority of the TREE Fund Facebook page followers are men (63%, 1,254) with the largest segment (39%, 776) between the ages of 25-44. Women between the ages of 25-44 make up 18% of followers. English-speaking men between 25-44 are the main audience for the TREE Fund page.

A majority of followers reside in the United States, followed by Italy, India, and Canada.

In the first quarter of 2018, the most page likes came from users that reported living in Chicago, Illinois (18, 56.3%).
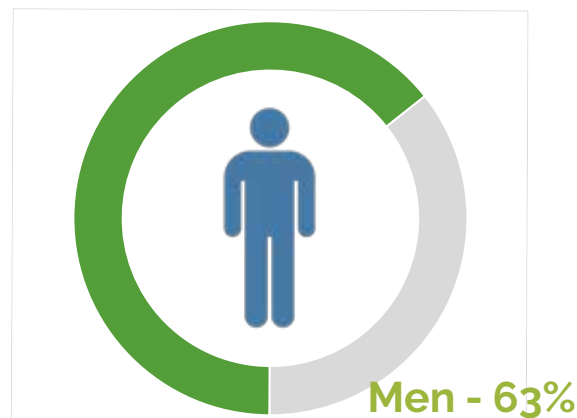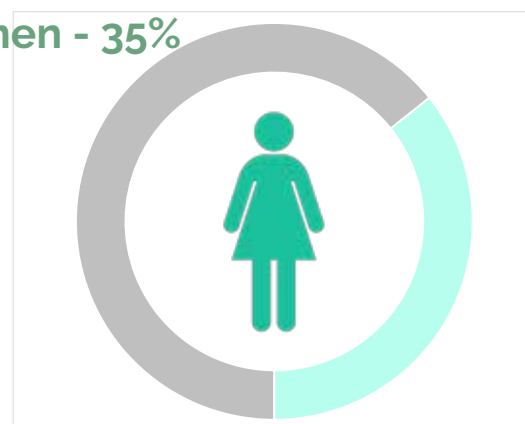
Observations
Page likes come from a variety of user-reported cities and countries suggesting international reach and interest in TREE Fund content and efforts.

Keep international followers in mind as when curating and creating page content.

Facebook provides few audience insights compared to Twitter and is likely to decrease in the future due to current challenges with privacy issues and data sharing.

Gender

Men - 63%

Women - 35%

Page Likes by Location

Location	Likes
Chicago, IL	18
Los Angeles, CA	15
Toronto, ON, Canada	15
New York, NY	13
Karachi, Sindh, Pakistan	12
Dallas, TX	11
Milan, Lombardia, Italy	11
Rome, Lazio, Italy	11
London, England, United Kingdom	10
Hong Kong, Hong Kong	9
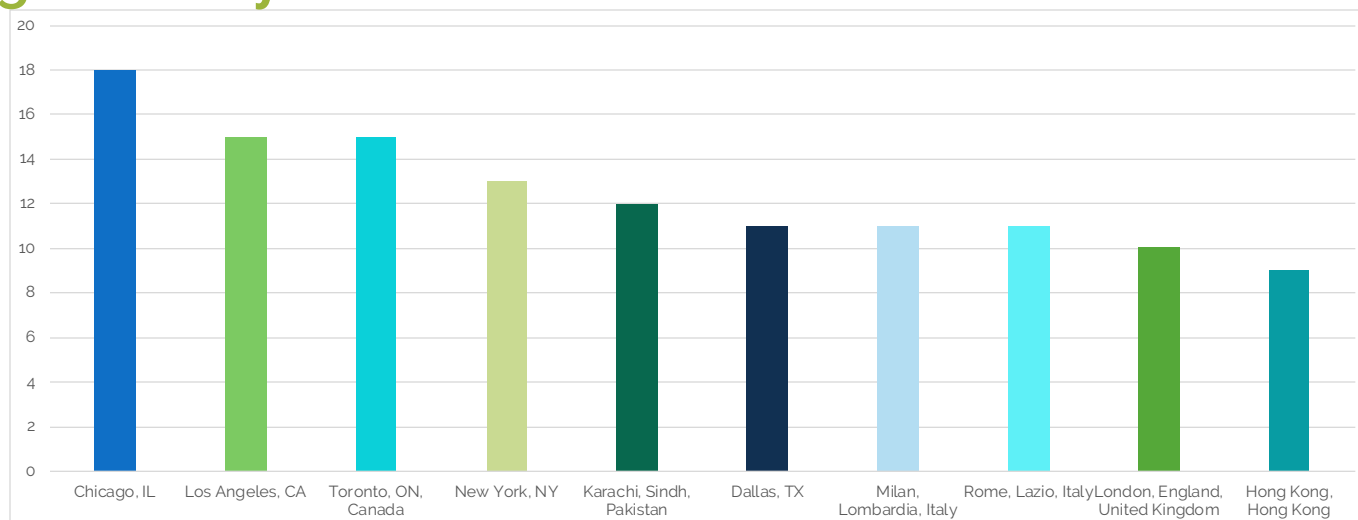
When Fans are Online

Post time is always more complicated than it seems. One cannot completely rely on the Facebook Insights that show when fans are online the most. In doing so, the TREE Fund page runs the risk of posting when everyone is online and thereby competing against everyone else's content.

Furthermore, using this metric means fans are online, but not necessarily looking to interact or engage. Facebook reports that the majority of TREE Fund fans are online from 8:00 – 11:00 a.m. Given the small number of posts, there is not enough data to identify which posting times result in the most reach or engagement. There is not a correlation between post time and engagement rate.

The ever-changing Facebook Newsfeed algorithm, that determines the order of posts in a user's newsfeed, adds another layer of complexity to post timing. Ultimately, engaging content outweighs the importance of post timing.

When TREE Fund Fans are Online

Facebook Analysis
Estimated Earned Media Value (EMV)

Many people struggle to adequately determine the return on investment of social media since it is a medium with multiple components that are not directly measurable. However, many online marketers will evaluate the earned media value (EMV) of their social-meida marketing. EMV uses averages across online platforms to put a relative cost to the organic marketing that happens on socail-media accounts.

EMV for Facebook is based on the research done by AdStage, a software and research company focused on optimizing paid marketing across social-media channels.

The values estimated here are a reflection of the current efforts on Facebook as a way to show the value of the content, not a suggestion to use paid advertising on Faceook.

Terminology Defined:

Cost per impressions (CPM) - average cost across Facebook for a promoted advertisement focused on increasing impressions. Currently, CPM is estimated at $.66 across the platform.

Cost per click (CPC) - the average cost across Facebook for a click on a promoted post. Currently estimated at $1.35 per click on a link.

Cost per follow (CPF) - the average cost across Facebook for a new account follower. Currently estimated at $.64 per follower on a sponsored account.

EMV for @TREE_Fund

Organic Reach	Total Impressions	Account Followers
$8,607	**$13,186**	**$20.48**
13,042 users reached	19,978 impressions	32 new followers
$.66 CPM	$.66 CPM	$.64 CPF

EMV Continued

Terminology Defined:

Cost per engagement (CPE) - the average cost across Facebook for an engagement on a promoted post. Currently estimated at $1.35 per engagement.

Cost per retweet (CPR) - the average cost across Facebook for a click on promoted post. Currently estimated at $1.50 per click on a link.

Earned media value (EMV) - an estimate of the media value of the page content based on averages for paid advertisements on the platform.
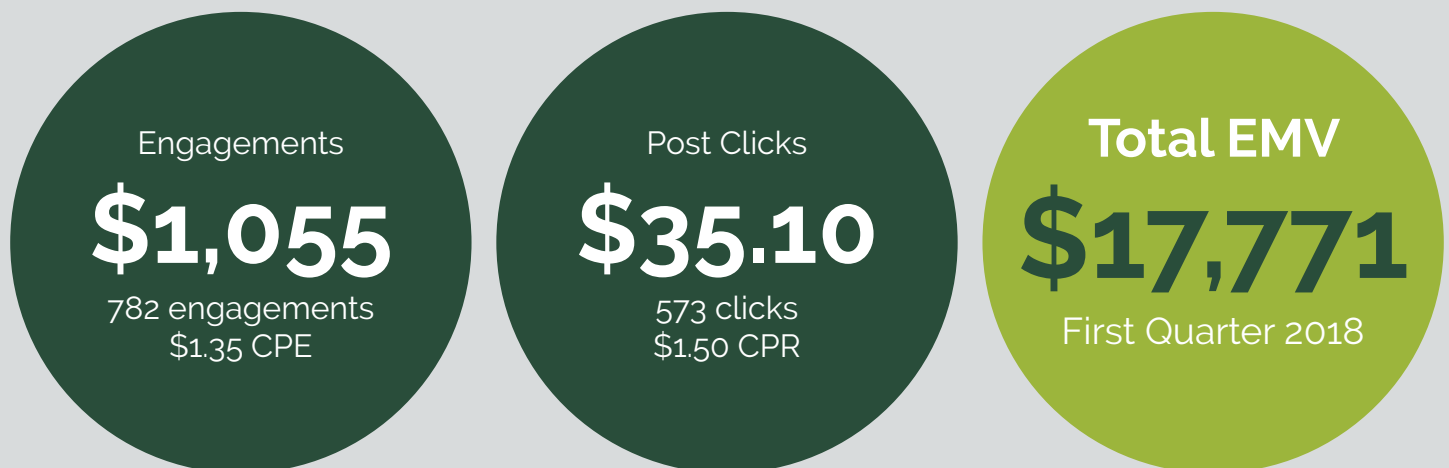
Observations

The TREE Fund page and content is performing well when examining the estimated earned media value.

Consider using advertising on the platform when promoting grant or scholarship applications or when pushing registration for an event. Facebook offers sophisticated advertising tools through the Ads Manager platform. Design each of the campaigns with specific conversion goals in mind.

Conversions are the specific actions the target audience should take. Conversions could include clicking through to a link, registering for an event, liking the TREE Fund page, or sharing a post.

EMV for @TREE_Fund

Engagements
$1,055
782 engagements
$1.35 CPE

Post Clicks
$35.10
573 clicks
$1.50 CPR

Total EMV
$17,771
First Quarter 2018

Facebook Analysis
Industry Comparison

When compared to other pages in similar industries or mentioned in TREE Fund posts, the TREE Fund page showed less weekly engagement than other larger pages. In terms of page engagements, TREE Fund was most closely related to the National Association of State Foresters.

Look to pages with larger fan bases and high engagement for content inspiration and opportunities to target content towards these pages, tag these in posts, or sharing content from these pages to the TREE Fund page.

Comparison of TREE Fund's Page to Similar Pages

Page			Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1		TreeHugger	611.9K	▼0.1%	78	23.3K
2		Arbor Day Foundation	226.2K	▲3.5%	22	3.8K
3		International Society of ...	20.6K	0%	11	177
4		Tree Care Industry Asso...	17K	▲0.7%	22	1.7K
5		National Association of ...	7.1K	0%	9	74
YOU 6		TREE Fund	2K	▲0.3%	8	68

Facebook Analysis
Summary of Findings & Recommendations

Account Growth & Engagement

Facebook like growth was slow in the first quarter of 2018 adding 32 page likes for a 1.63% growth totaling 1,991 likes. Forty eight posts were sent out over the first quarter with an engagement rate of 4.88%.

Observations
Page growth is slow, when compared to the TREE Fund Twitter account, but steady page growth is an indicator of page health.

Recommendations
Cross-promote the TREE Fund Facebook page when hosting webinars, in e-newsletters, and at in-person events to continue to grow the page. Consider running a Facebook advertising campaign to promote the page, a specific event, or post, as a way to increase engagement and page likes. Remember to target specific audiences that fit the TREE Fund mission.

Work to keep page growth steady and strive for an engagement rate between 7% - 10%.

KPI's to Track
- Page likes
- Engagement rate
- Engaged users
- Users reached

Key performance indicator (KPI) - a measurable value that demonstrates how effectively a company is achieving key business objectives. KPI's can be used to track the performance and growth of TREE Fund social-media platforms.

Content Type & Engagement

Third party information that was informational or educational was shared most often on Facebook, comprising 16 (33.3%) of the 48 posts. The majority of posts types were photos, followed by links, status updates, and videos. Facebook event posts were the most engaging, followed by partner or organizational promotions, and seasonal or holiday posts.

Eight instances of negative feedback through hiding a post were used, but no other negative feedback types occurred.

Observations
Comparing engagement across content areas was difficult given the wide breadth of topics covered. Most of the content is focused on the efforts of other organizations or information from external research and websites. Event marketing through Facebook is successful for the TREE Fund.

Recommendations
Focus content areas on the topics highlighted in the organizational strategic plan. Be strategic when featuring content from other organizations and individuals. Optimize other's content in ways to promote partnership. Increase use of photos and videos, as these are favored by the Facebook algorithm.

KPI's to Track
- Post content types & engagement
- CTA and engagement
- Negative feedback

Facebook Analysis
Summary of Findings & Recommendations

Key performance indicator (KPI) - a measurable value that demonstrates how effectively a company is achieving key business objectives. KPI's can be used to track the performance and growth of TREE Fund social-media platforms.

Audience Demographics & Interests

Facebook provides limited insights about audience members and is providing less information as the company faces continued issues with data and privacy.

A majority of followers on TREE Fund Facebook page are male (63%) and reside in the United States. Most are between the ages of 25-44 (38%).

Observations
Page likes come from a variety of cities in the United States and beyond suggesting an international following.

Recommendations
While men between the ages of 25-44 are TREE Fund's largest group of followers, optimize on the opportunity to market to women and build them as a key part of the TREE Fund audience.

KPI's to Track
- Regional followers
- Gender
- Age

Resources & Next Steps

The Facebook Business pages and blog are the best place to find up-to-date information on platform changes, best practices, and how-to guides.

Facebook Business
https://www.facebook.com/business

Facebook News
https://www.facebook.com/business/news?ref=fbb_v3_footer

Facebook Algorithm Changes
https://media.fb.com/2018/01/11/news-feed-fyi-bringing-people-closer-together/#more-6991

Facebook Media Resources
https://www.facebook.com/facebookmedia/

Tracking Facebook conversions to TREE Fund's website will be incredibly helpful in assessing the effectiveness of content, calls-to-action, audience behavior, events, and charitable giving.

Facebook Pixel
https://www.facebook.com/business/learn/facebook-ads-pixel

Facebook Ads Manager
https://www.facebook.com/business/learn/facebook-ads-reporting-ads-manager

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