

# DPOE-N

Digital Preservation Outreach  
& Education Network

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## Digital Analytics Report

Prachi Chhajed, Jessika Davis,  
Cameron Dudzisz, Olivia Turpin

Pratt Institute - Digital Analytics 21/SU-INFO-685-01

# Executive Summary

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The Digital Preservation Outreach & Education Network (DPOE-N) partnered with Pratt Institute to perform a digital analysis on the DPOE-N website and their social media accounts. Graduate students in Pratt's School of Information worked with representatives of the DPOE-N to perform this analysis. For the scope of this project, 5 platforms were analyzed: DPOE-N's website, and their social media accounts for Twitter, Facebook, Instagram and LinkedIn. This analysis helped in determining website audience and visitor behavior, successful social media platforms and high performing social media content. Our findings from the analysis fall into two broad categories: Website Findings and Social Media Findings. More granular findings related to these categories are outlined below:

## **Website Findings**

- 1.1 - Measuring page activity towards funding and education objectives
- 1.2 - Website traffic insights

## **Social Media Findings**

- 2.1 - Who wins? Social media comparisons
- 2.2 - A deeper dive into Twitter content performance

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# Introduction

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The Digital Preservation Outreach and Education Network (DPOE-N) is a non-profit created by the Library of Congress and is currently run by the Pratt Institute School of Information and New York University's Moving Image Archiving and Preservation. DPOE-N offers professional development and emergency hardware support and funding to cultural heritage professionals to aid them with digital preservation.

As the mission of DPOE-N is **providing funding and support** to cultural heritage professionals in the community, it is imperative that they have a wide and effective presence in the digital spaces these cultural heritage professionals occupy and utilize. Social media is used by DPOE-N to **reach these professionals and to invite them** to apply for funding and aid from the DPOE-N, and run workshops and training opportunities through the website.

Currently, DPOE-N would like to **increase its connections** to its target audience, **grow** their current audience, connect with more diverse institutions, and accelerate getting their aid into the hands of cultural heritage professionals in need of this funding and equipment.

This report is designed to provide DPOE-N with an **analysis of website and social media audience** and traffic to determine how to increase the organization's reach to professionals in need. In this report, the authors will examine DPOE-N's website and its presence on 4 social media platforms- Twitter, FaceBook, Instagram, and LinkedIn-- using various metrics to determine effective approaches to increasing reach and strategies to maximize engagement while taking into consideration the different uses of these platforms. This report will outline the methodologies used to analyze the various data sets, as well as discuss the findings and recommendations that were reached from the analysis.

# Methodology

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An initial interview was conducted with the organization to capture their current state analytic processes, identify targeted audiences, and understand their main objectives with the website usage as it aligns with their own mission to “support digital preservation education and outreach in the nation’s libraries, archives and museums.”

The organization provided various levels of access (read-only to admin) for the web analytic tools they use. This included **Google Analytics (GA)** and the social media platforms they are active in: **Twitter, Facebook, Instagram, and LinkedIn**. Our methodology for each analytic platform is outlined on the next page.

Further data analysis of these 5 platforms was conducted through Google Data Studio. **Google Data Studio** was also used to create a comprehensive visual dashboard of the key performance indicators (KPIs) of each platform, as well as a deeper analysis of user behavior on the website and the leading social media platform, Twitter. Tableau was also utilized for further analysis and visualization of the data.

- **Website**

With the Google Analytics access provided by the organization to their website data, we first looked at the time period since estimated time of website launch October 7, 2020 - June 19, 2021 to understand the website's reach: the type of users accessing the website, by which device, their geo-location, and most importantly, which sites/platforms referred their visit. Additionally we also looked at metrics that measure those user's engagement: pageviews, session, time on page, and bounce rate. Monthly trends were also assessed to understand if there were any patterns of traffic to the website that correlated with key events in the organization's calendar.

- **Facebook & Instagram**

Data for Facebook and Instagram was collected using Facebook Business Suite's insights platform. The period of analysis was February 1, 2021 - June 16, 2021. Metrics analyzed for Facebook included engagements, impressions, and engagement rate. We were unable to see impression metrics for Instagram through the Facebook Business Suite, therefore only engagements and engagement rate metrics were analyzed. Engagements for Facebook include likes/reactions, comments, shares, and clicks on posts. Engagements for Instagram include likes, comments and link clicks.

- **Twitter**

The data for Twitter was collected using Twitter Analytics. We examined the data both by date and by tweet for the DPOE-N Twitter activity from February 1, 2021 - June 16, 2021. The metrics analyzed included impressions, engagements and engagement rates. Engagements for Twitter comprise of likes, retweets, replies, URL clicks, user profile views, hashtag clicks, detail expands and media engagements.

- **LinkedIn**

The data for LinkedIn was collected using LinkedIn Analytics. The period of analysis was from February 1, 2021 - June 16, 2021. We evaluated the data for the DPOE-N LinkedIn activity by date, updates, and followers. Impressions, engagements, and engagement rates were among the metrics examined. Engagements for LinkedIn included clicks, reactions, comments, and shares.

## Limitations

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Given the limited time frame DPOE-N has been on certain social media platforms, the data is consequently also limited. Some insights can be gleaned, but more robust trend insights would require additional data points that only time can provide.

It was also identified while reviewing the website's data in Google Analytics that there is a lack of current utilization of Event Tracking and Goal set-up for the professional development funding application. Tracking these application submissions would provide the organization with a tangible confirmation that a site visitor has performed an organizational goal, which would yield additional conversions/conversion rate metrics. Without this Event Tracking and Goal set-up, our ability to analyze the behavior of users submitting professional development funding applications was limited. By configuring this tracking in the future, there is great potential to further understand visitor behavior, capitalize on new strategies, and subsequently measure their success. Further detail follows in Finding 1.1. It should also be noted that the date of initial set up for this goal is when the data will start, which limits historical data collection from the time prior to goal set up.

# Findings of the Study

## Website Findings

The website for Digital Preservation Outreach & Education Network first started to yield session traffic starting October 7, 2020 (this was the estimated time of website launch). We used this as a major milestone and reference point to start our observations, which included understanding the overall website traffic volume and the audience/user profiles that were visiting the website during this timeframe. Figure 1 outlines the website sessions by month.



Figure 1. Sessions by Month

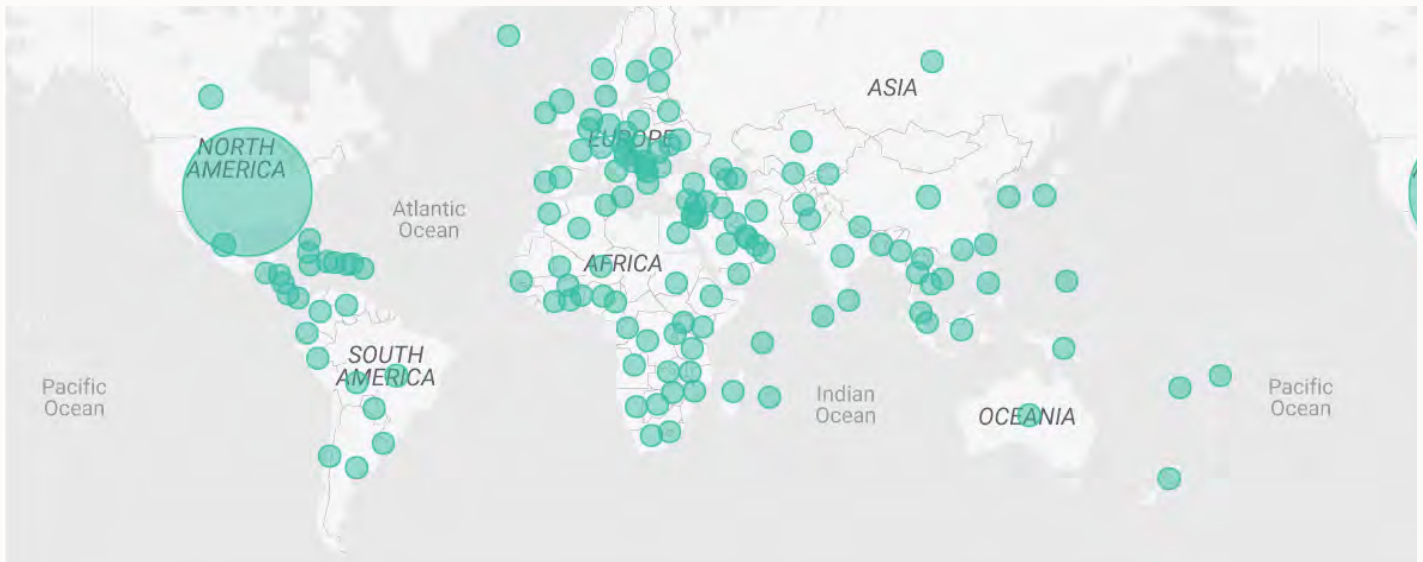


Figure 2.1 Geo-map of User location

In looking at the data from October 7, 2020 - June 19, 2021, ~76% of the users came from locations in the U.S. The other top countries included Canada, U.K., China and Mexico (Figure 2.1 & 2.2).



## Website Findings

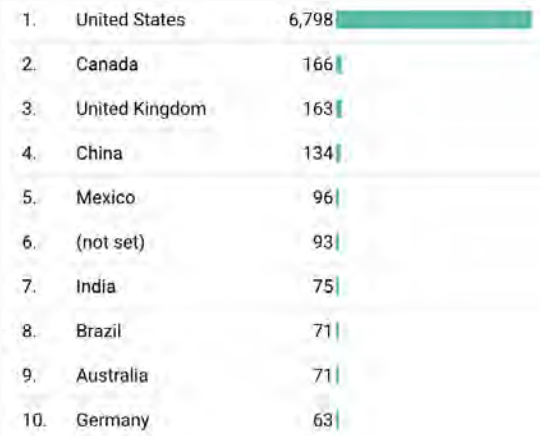


Figure 2.2 Breakdown of Users by Country

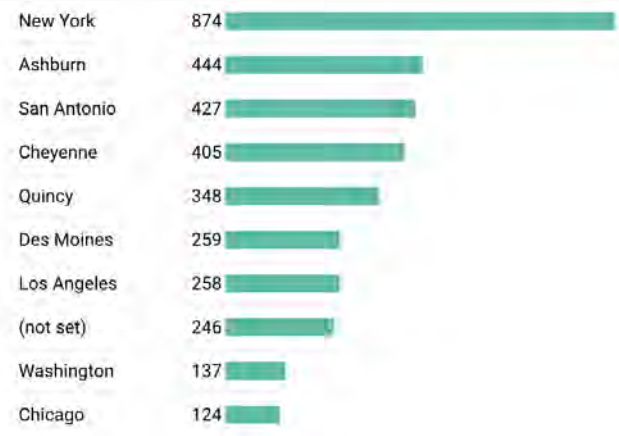


Figure 3. Breakdown of Users by U.S. Cities

We took a more granular analysis within the United States by examining the top cities in the U.S. where visitors are coming from to better understand the website audience geographics (Figure 3).

Other insights gleaned from the users are the devices utilized to access the website and the percentage of new vs returning visitors (see Figure 4). Desktop proves to be the preference for 77.5% of the users. Additionally, many of the visitors accessing the DPOE-N website are new visitors (85.8%).

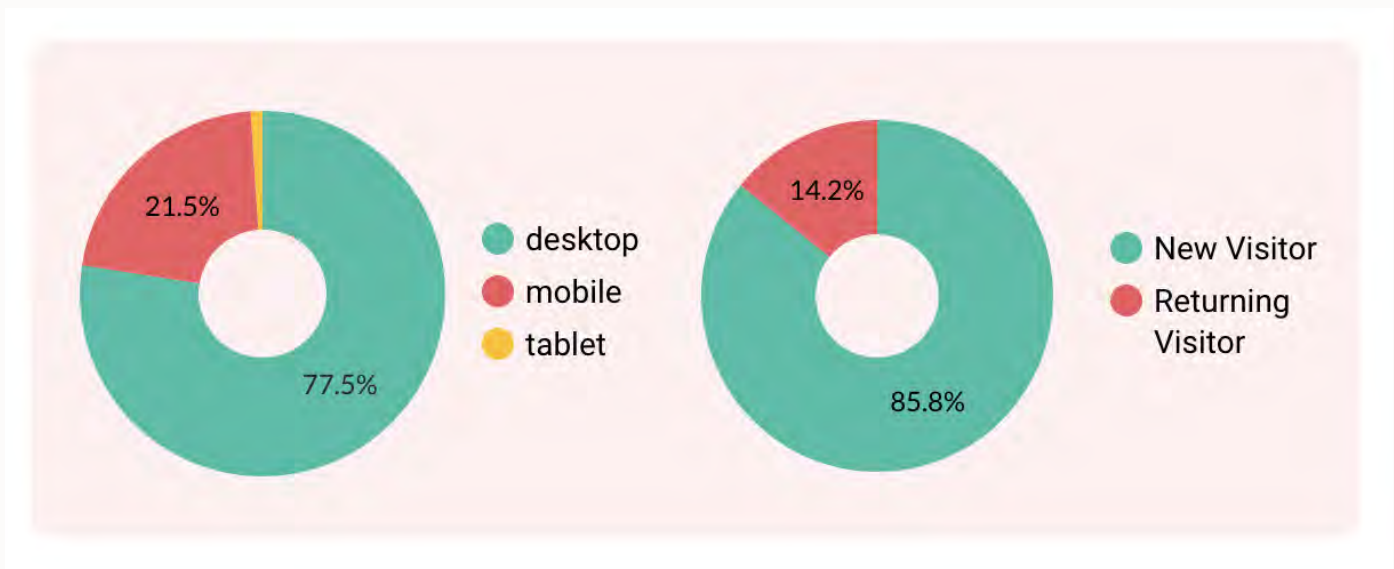


Figure 4. Breakdown of Users by Device and Type

● Finding 1.1 – Measuring Page Activity for Funding and Education Objectives

Highly Trafficked Pages

As mentioned previously in the limitations section, DPOE-N does not currently have Event Tracking and Goal set up within Google Analytics to track and identify the sessions of users that submit a funding application by clicking on the ‘Apply’ button (see Figure 5) and to get further information about workshops. Ultimately it is difficult to understand who those users are, from where they are being referred, and what their page activity yields.



Figure 5. Professional Development Funding Application Button

Since the website launch Oct 7, 2020 to date, we observed the following top 3\* pages:

- Digital Preservation Outreach & Education Network (Home page)
- Professional Development Support - Digital Preservation Outreach & Education Network. In February 2021, it appears the name of the page title changed to: Professional Development Funding- Digital Preservation Outreach & Education.
- Workshops - Digital Preservation Outreach & Education Network

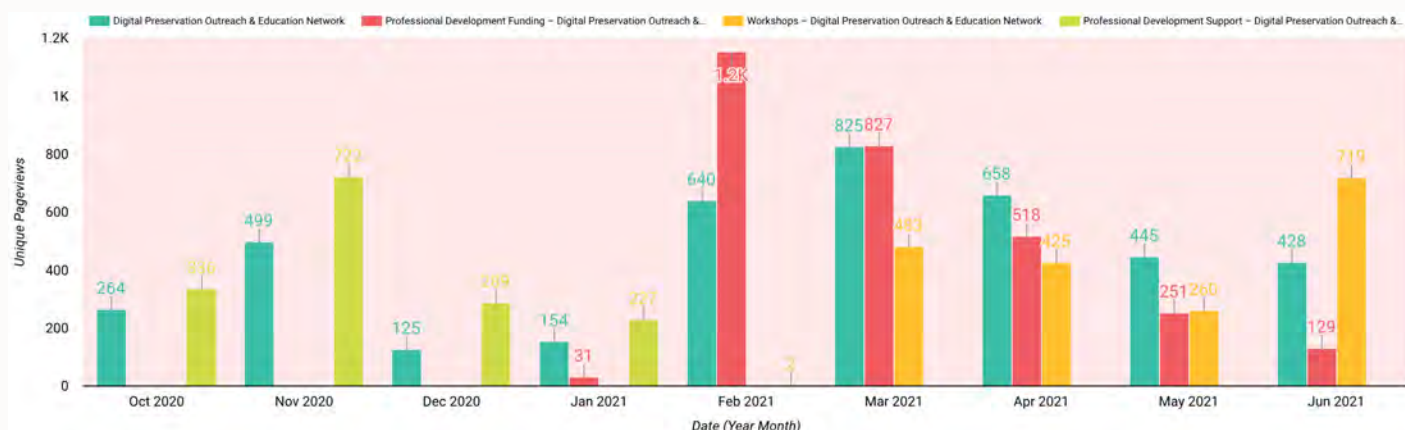


Figure 6. Unique Pageviews for the Top 3 Pages

They have all jockeyed for the highest unique page views since the site has launched (see Figure 6). This could be attributed to the various promotional attention on DPOE-N’s social media platforms, where specific pages are linked to posts or ads.

- Finding 1.1 – Measuring Page Activity for Funding and Education Objectives

### Unique Pageviews and Time on Page and Bounce Rates, Oh my!

In looking at the data from a more current perspective, we can see that for the most recent month’s time frame (May 21 - June 19, 2021), the page that currently houses the ‘Apply’ button, *Professional Development Funding*, which is key to realizing the organization’s objectives, has the third highest unique pageviews at 197, which is 9.9% of the total website pageviews (Figure 7). It is also noted that the top 2 highest viewed pages, *Workshops* and the *Home* page, have a significantly higher number of pageviews compared to the *Professional Development Funding* page, comprising 38.9% and 27.3% of the total respectively.

	Page Title	Unique Pageviews ▼	Avg. Time on Page	Bounce Rate
1.	Workshops – Digital Preservation Outreach & Education Network	777	03:43	85.67%
2.	Digital Preservation Outreach & Education Network	546	01:04	50.42%
3.	Professional Development Funding – Digital Preservation Outreach & Education Network	197	01:21	60.75%
4.	Training Opportunities – Digital Preservation Outreach & Education Network	144	03:08	97.67%
5.	Emergency Hardware Support – Digital Preservation Outreach & Education Network	98	03:32	75%
6.	Past Workshops – Digital Preservation Outreach & Education Network	97	02:46	58.93%
7.	People – Digital Preservation Outreach & Education Network	58	01:19	66.67%
8.	FAQ – Digital Preservation Outreach & Education Network	33	50	44.44%
9.	News – Digital Preservation Outreach & Education Network	27	01:09	75%
10.	Code of Conduct – Digital Preservation Outreach & Education Network	12	32	62.5%
Grand total		1,999	02:07	70.62%

Figure 7. Unique Pageviews, Avg. Time on Page & Bounce Rate by Page Title

Another dimension to examine is the average time the visitor spends on each page. In the case of the *Professional Development Funding* page, the time is shorter than expected considering the dense copy to read through until arriving at the ‘Apply’ button located on the bottom of the page. The bounce rate (60.8%) is not as high as other pages, but it is still important to ensure the visitor gets what they need out the experience. Additionally, the target to increasing the traffic to this page can only help the chances of higher application rates.

The higher percentage of pageviews for the *Workshop* page is encouraging as it reflects positively on the organization’s mission to help support the development of cultural heritage professionals via their educational offerings. It can also reflect the success of social media promotion of upcoming workshop related events (as the findings in 2.2 further detail). Although, It is a bit concerning to see a higher bounce rate for the *Workshop* page (85.7%) which might be explained by the lack of clickable links to the schedule of workshops (the header with “apply now!” is a JPEG) (see Figure 8). It could be hypothesized that users are spending a longer time on the page trying to read through the copy in search for a way to apply (like a form etc.)

- Finding 1.1 – Measuring Page Activity for Funding and Education Objectives



Figure 8. Unclickable JPEG Image

Another page to note a higher bounce rate at 97.7% and longer time on page: *Training Opportunities*. DPOE-N uses Airtable to show the calendar of events for opportunities provided by other organizations. Perhaps there is a level of frustration with the Airtable format and they do not wish to view other aspects of the site or conversely, perhaps they came to that page to look at the calendar of events and got the information needed. It is Important to note these are both hypothetical reasons for this resulting data, as our analysis doesn't provide qualitative context. Further UX evaluation could be performed to determine additional findings.

### Traffic by Landing Page

We were curious to understand where the volume of unique pageviews were distributed across the landing page (the page visitors first hit on the website). The *Home* page, unsurprisingly, results as one of the top landing pages for the traffic (see Figure 9) Workshops and Professional Development Funding (URL is not updated to reflect title of webpage, still listed as:

<https://www.dpoe.network/professional-development-support/>) are the next highest pages that users are landing on. This could be the result of targeted marketing (social media or email) about applications for funding or upcoming workshop events.

Page Activity			
Landing Page		Unique Pageviews	Bounce Rate
/		799	50.75%
/workshops/		750	85.84%
/professional-development-support/		161	60.75%
/workshops/past-workshops/		97	58.93%
/emergency-hardware-support/		63	75.00%
/professional-development-support/digital-preservation-training-opportunities/		44	97.67%
/faq/		14	44.44%
/workshops/code-of-conduct/		13	62.50%
/team/		9	66.67%
/news/		8	75.00%

Figure 9. Unique Pageviews and Bounce Rate by Landing Page

## ● Recommendation 1.1 - Optimize Education and Funding Pages

### UX Considerations

Additional suggestions to help the visitor get to the 'Apply' button easier would be to break up the text-heavy content on the Professional Development Funding page and locate the button higher on the page. Adding the funding application button to higher trafficked pages, like the *Home* page and *Workshop* page would also warrant more exposure and easier access to an important feature of the website.

### Optimizing Additional Google Analytics Features

A key recommendation would be to set up Event Tracking for when a site visitor clicks on the 'Apply Here for Professional Development Support' button. This will allow Google Analytics to track user interactions with the application form. Additionally, a Goal can be set up to track the conversions and conversion rate of visitors clicking the 'Apply' button. The benefits of using the Goal functionality in Google Analytics allows for tangible results with a confirmation that a visit yielded an application for funding. Future benefits can also be realized with this feature as the organization can create segments to dive deeper into those types of visits compared to ones that do not include application for funding. The benefits also extend to understanding targeted campaign results, identifying opportunities, and measurement of impact.

Further reading on how to set-up Event Tracking and Goals in Google Analytics can be found on [Event Tracking](#) and [Goals](#)

## ● Finding 1.2 - Website Traffic Insights

When looking at data from October 7, 2020 - June 19, 2021, the sessions over time indicate increased visits when looked at monthly (Figure 10.1), but when looking at the session volume day to day (Figure 10.2), the sharp peaks and valleys are more apparent, yet both views demonstrate incremental growth in sessions to the website.

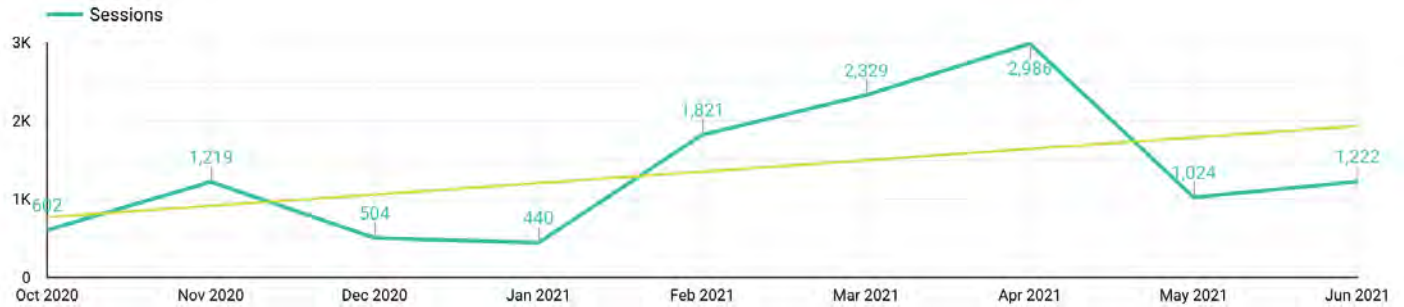


Figure 10.1. Sessions over Month

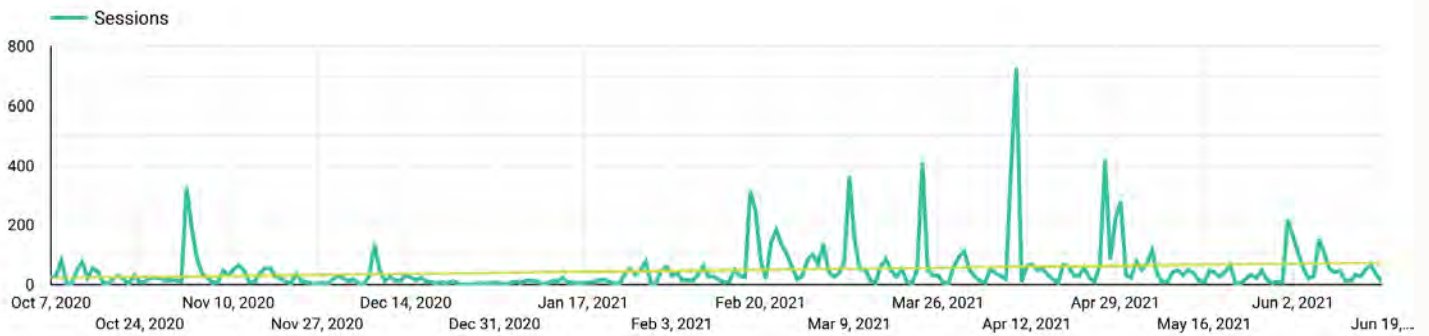


Figure 10.2. Sessions over Day

### Where is the Traffic Coming From?

Figure 11 indicates 94% of the sessions are generated from sources other than social media platforms. While this could infer that social media doesn't contribute a large percentage to the site traffic, we wanted to explore this further to understand all the contributions to the traffic channels.

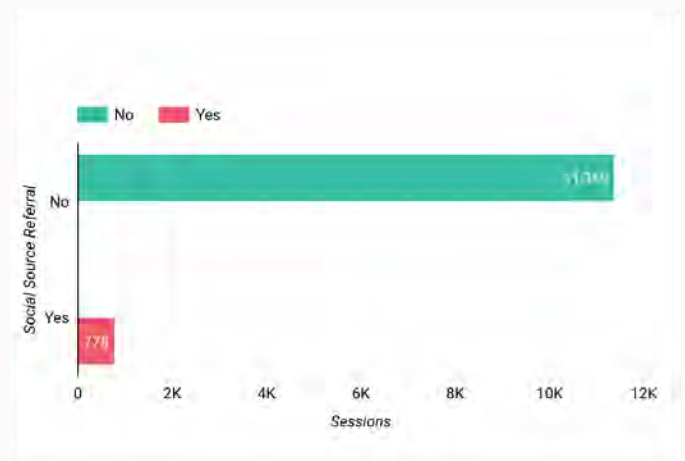


Figure 11. Referrals from Social Sources

## ● Finding 1.2 - Website Traffic Insights

In order to accomplish this, we looked at the other website sources that were generating traffic to DPOE-N's site (Figure 12).

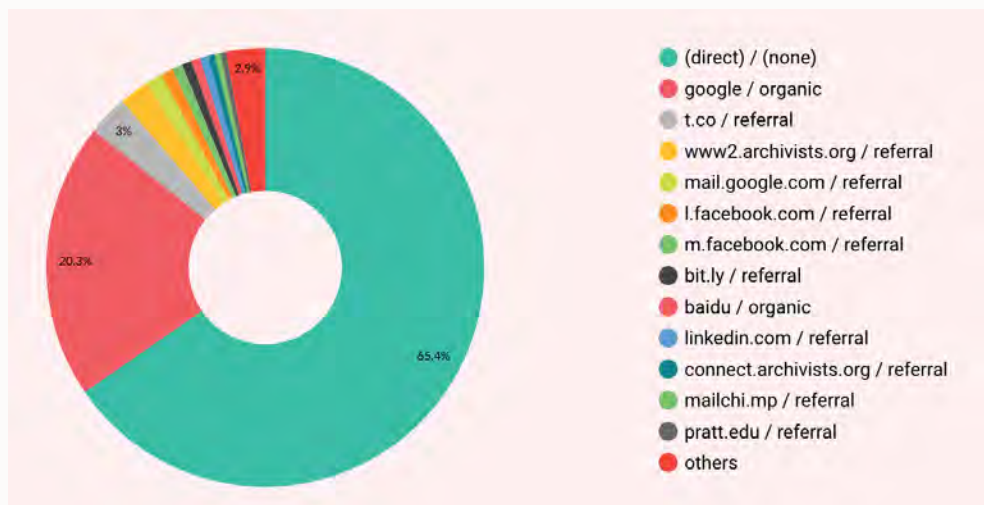


Figure 12. Traffic by Source/Medium

The highest traffic source is “direct”. This can have multiple causes: the site visit generates from a bookmarked link, the site has been visited before, the site is being visited through email blasts (the link is being shared without campaign tracking), and/or the site’s web address is being typed directly into the browser (strong indication of self-generated traffic).

The second highest ‘Google/organic’ and also ‘Baidu/organic’ both refer to visitors coming directly from these respective search engines.

At 3%, Twitter comes in third as one of the key website referrals. Additional findings on Twitter as a source can be found in Findings 2.2.

DPOE-N also shared that they had an ad run on the website for Society of American Archivists (website= [www2.archivist.org](http://www2.archivist.org) and [connect.archivist.org](http://connect.archivist.org)) for the past 6 months. When looking at the data prior to this 6 months ad campaign (Nov 19- dec 19 2020) compared to the end of the ad campaign (May 21, 2021- June 19, 202), the higher volume of sessions generated from the addresses [Www2.archivist.org](http://Www2.archivist.org) and [connect.archivists.org](http://connect.archivists.org) is very apparent (Figure 13). This demonstrates that targeted marketing and leveraging in-industry organizations does in-fact yield results as it relates to generating website traffic.

## ● Finding 1.2 – Website Traffic Insights

May 21, 2020 - June 19, 2020

Nov 19, 2020 - Dec 19, 2020

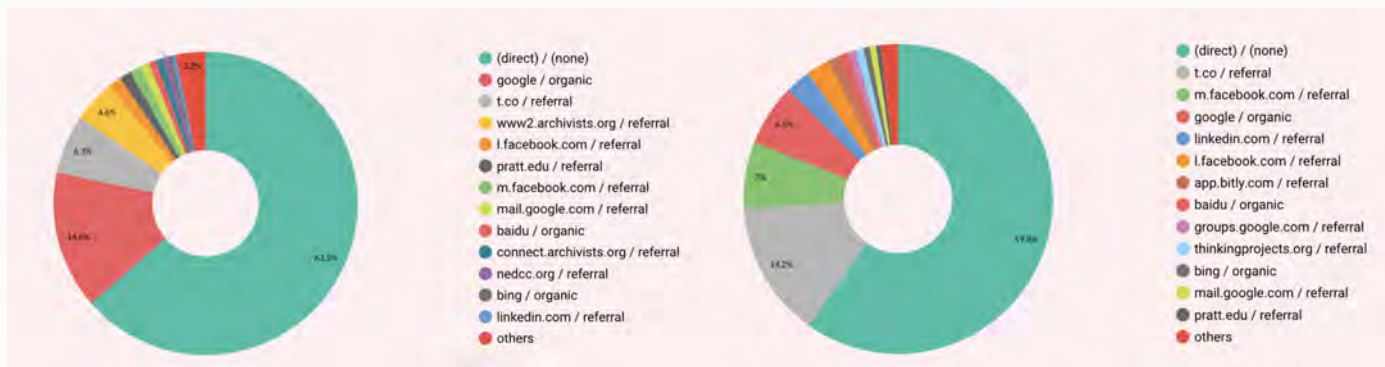


Figure 13. Traffic by Source/Medium (6 month ad campaign comparison)

When excluding direct and organic (i.e. search engine) sources from the source/medium data, our hypothesis was corroborated (see Figure 14). The Society of American Archivists’ site generated the highest number of referrals (with the exception of social media platforms, i.e. t.co = Twitter).

DPOE-N also indicated efforts to target specific cultural institutions across the US via email blasts. The data reflects some traction with these efforts with “mail.google.com” and “mailchi.mp” accounting for 9.9% and 3.3% of the referral volume. It is also worth mentioning that these scenarios are prime opportunities for campaign/event/goal tracking within Google Analytics.

Source	Sessions	Sessions
1. t.co	359	23.28%
2. www2.archivists.org	265	17.19%
3. mail.google.com	152	9.86%
4. l.facebook.com	110	7.13%
5. m.facebook.com	94	6.1%
6. bit.ly	88	5.71%
7. linkedin.com	73	4.73%
8. connect.archivists.org	62	4.02%
9. mailchi.mp	52	3.37%
10. pratt.edu	50	3.24%
11. thinkingprojects.org	27	1.75%
12. l.instagram.com	23	1.49%
13. tisch.nyu.edu	21	1.36%
14. app.bitly.com	20	1.3%
15. nedcc.org	16	1.04%
Total:	1,542	

Figure 14. Traffic by Source/Medium (referrals only)



## ● Recommendation 1.2 – Leverage Your Website Traffic Sources

### Social Platforms

In an effort to drive more traffic to the website from non-direct sources, one approach would be to enhance the organization's reach and engagement through their various social media platforms. Findings 2.1 & 2.2 discuss these suggestions in greater detail.

### Referring Organizations

To drive more traffic to the website from non-direct sources, one approach would be to enhance the reach and engagement through their various social media platforms. Findings 2.1 & 2.2 discuss these suggestions in greater detail. Looking at the breakdown of sessions per website traffic source in Figure 14, a further review of this list could generate ideas for future collaborations, promotions, and advertising that could drive further traffic to the website. Attention should be given to sources like the Society of American Archivists ([www2.archivists.org](http://www2.archivists.org) & [connect.archivists.org](http://connect.archivists.org)), NEDCC ([neddcc.org](http://neddcc.org)) and Unrestricted Funds ([unrestrictedfunds.com](http://unrestrictedfunds.com)), which are similarly aligned with the organization's mission/target audience.

### Search Engine Optimization

While a full-scale SEO audit was not the primary scope of this project, we discovered some areas for improvement to better optimize the site for search engines, like Google which currently makes up 15% of the site's total sources. One recommendation is to remove images as headings (see Figure 15). While these images provide more visual appeal to the page, they are not optimized for search engines because website crawlers can't read the text on these images. Textual headings (tagged as headings in HTML) provide crucial information to website crawlers regarding what the page is about and using images in their place limits the ability of crawlers to determine page content.



Free Virtual Workshop

**Moving Image and Sound  
Digital Preservation Tools  
& Intro to Python for AV**

Thursday, June 24: 12-6pm EST  
& Friday, June 25: 12-5pm EST

**Apply now!**

#### Description:

Much of the day-to-day work in digital preservation is in the technical realm: moving files, checking for file integrity, understanding and implementing processes for ingest and so on. While some archivists can closely collaborate with computer programmers and IT departments, many institutions do not have the resources and will need to build technical skills on their own. Even when an IT department exists, not all needs of digital-based archival work can be fulfilled in a timely manner, thus having an archivist or digital archivist who can empower themselves with handy scripts and practical experience in the command line becomes essential.

#### Details:

This workshop is being hosted by the Digital Preservation Outreach & Education Network (DPOE-N) in partnership with New York University Moving Image Archiving & Preservation (MIAP) program. It is being offered **tuition-free**, thanks to generous support from the Andrew W. Mellon Foundation.

Figure 15. JPEG Images as Headers

- **Recommendation 1.2 – Leverage Your Website Traffic Sources**

### **Campaign Tracking in Google Analytics**

Due to the large percentage of traffic being direct (65%), there are a number of ways in which the organization can take control of this metric to better delineate what is truly direct traffic to their site. One such way is through the use of Campaign Tracking in Google Analytics to monitor marketing campaigns and other distributed material that might lead someone to the website (i.e. PowerPoint presentations that include links to the website) (Bennet, 2017). Campaign Tracking URLs can help the organization track each marketing effort separately in order to measure the individual success of each effort.

We would also recommend checking that the organization's internal traffic (i.e. employees) is not being represented in the Google Analytics audience data and skewing the number of direct traffic results. Google Analytics has filters to ensure that is not the case.

For more information on how to set that up read, [Exclude Internal Traffic](#).

## ● Social Media Findings

We wanted to analyze which social media platform was the most successful in an effort to inform social media strategy as well as where paid campaigns might be best utilized in the future.

### ● Finding 2.1 – Who Wins? Social Media Comparisons

Our analysis discovered that Twitter was the most successful social media platform by a number of metrics (see Figure 16). Twitter was the leader in the number of followers (258), compared to LinkedIn (214), Facebook (209) and Instagram (95). Looking at our analysis period of February 1, 2021 - June 16, 2021, Twitter was also the most utilized social media platform having 35 posts during this time period, in comparison to Facebook (18), Instagram (16) and LinkedIn (3). In terms of impressions, Twitter had on average 1,243 impressions per post, while Facebook had 209 impressions/post followed by LinkedIn at 166 (the analytics through Facebook Business Suite did not provide data on Instagram impressions). Twitter was also leading in engagements per post, with an average of 42 engagements per post in contrast to Facebook (14), Instagram (7) and LinkedIn (>1). Interestingly to note, LinkedIn had a notably higher engagement rate out of the group (19%), but there is not enough evidence within the LinkedIn data set to arrive at a definitive conclusion as to why this engagement rate is so high.

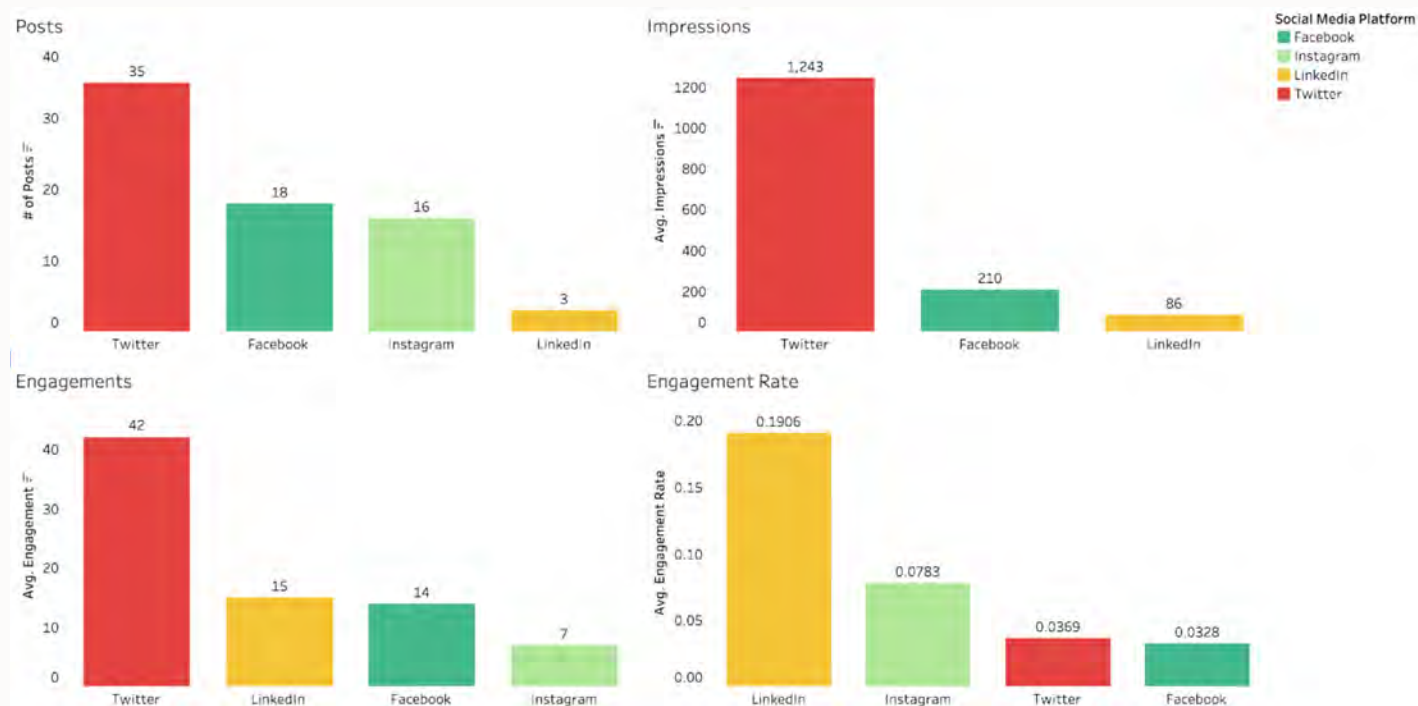


Figure 16. Social Media KPIs by Platform

## ● Recommendation 2.1 – Twitter For the Win

Twitter is the most successful social media platform and should be given greater priority, while non-Twitter social media should be used as support platforms to Twitter. Although they do not receive as much traffic as Twitter, the other social media platforms have unique features that should be utilized. Facebook's Groups feature is well-suited for maintaining long-term relationships and semi-private but informal discussion groups for DPOE-N stakeholders. Instagram can be used for sharing visual content, and its integration with Facebook streamlines maintaining these accounts. For Instagram, as with Twitter, we recommend more consistent use of hashtags, and more per post in plain, easily-understandable language. For example, any acronyms in hashtags should be spelled out in a separate tag (see Recommendation 2.2 for more detail). Instagram posts, as it is an image-focused site, should limit text to the bare minimum in the image needed for coherency, with most details in the post description, for maximum scannability. LinkedIn, as a platform, is primarily used by job seekers and thus can be safely limited to posts seeking people to recruit for positions.

## ● Finding 2.2 – A Deeper Dive into Twitter Content Performance

Due to the success of Twitter compared to the other social media platforms that DPOE-N utilizes, we decided to do a deeper level analysis of Twitter to further define which content is the most successful, as well as identify any areas for improvement.

### Media Engagements are the Leading Form of Engagement

Media engagements take the lead in the different ways, users engage with content on Twitter (Figure 16). Twitter measures media engagements as the number of clicks on media, including videos, gifs, and images. From our analysis period of February 1, 2021 - June 16, 2021, we found that on average each tweet was garnering approximately 12 media engagements, far above the average likes (6) and retweets (2). Not every tweet by DPOE-N includes media content, and when removing those non-media tweets from the dataset, the average media engagement per tweet increases to approximately 18 engagements. In contrast, hashtag clicks comprise the lowest form of engagement. Twitter measures hashtag clicks as the number of clicks on hashtag(s) within a tweet. From our analysis period, we found that 57% of tweets included at least one hashtag, yet there was no engagement with any of the hashtags used.

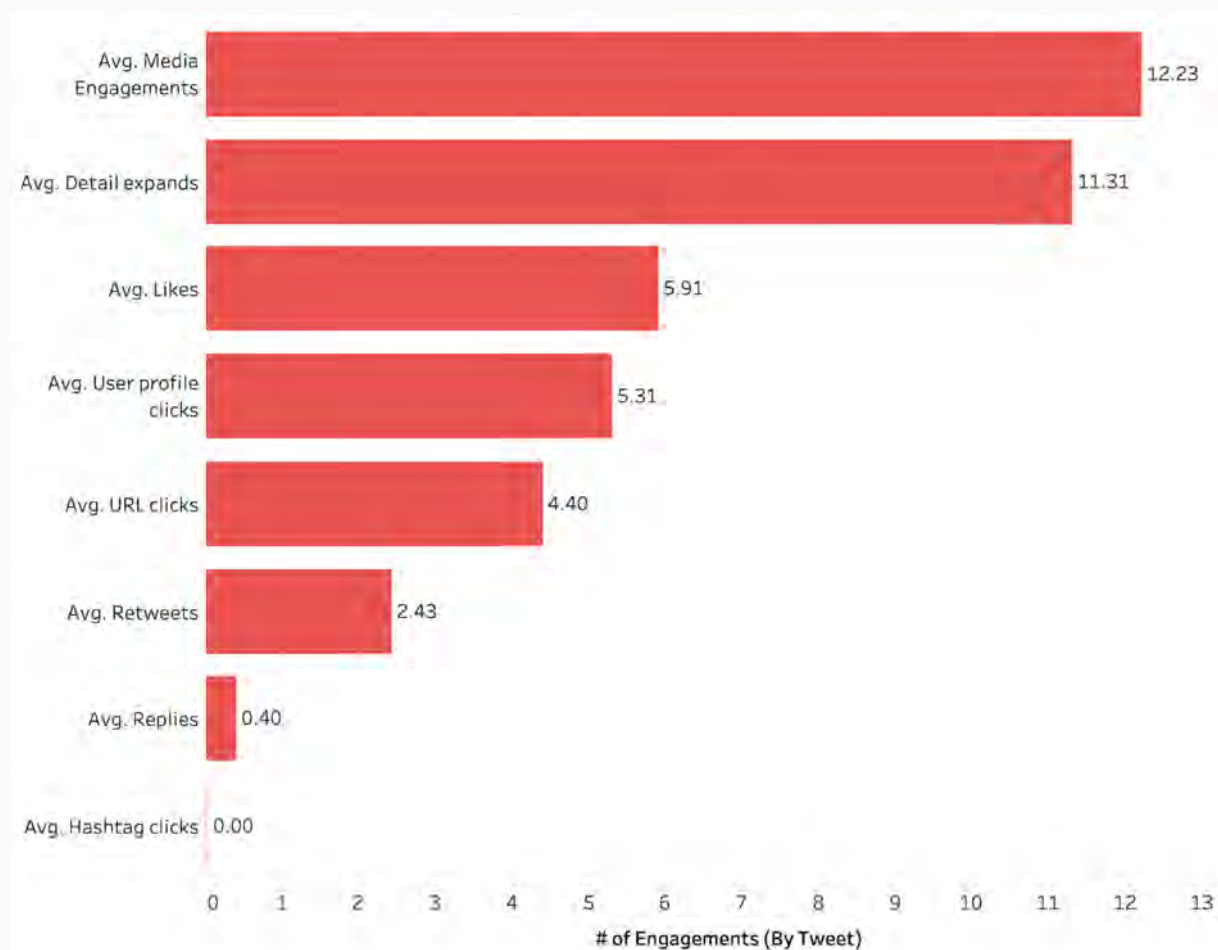


Figure 16. Engagement Type by Tweet

## ● Finding 2.2 - A Deeper Dive into Twitter Content Performance

### Workshop Announcements Comprise the Most Popular Topics

In looking at the timeline of engagements and tweets (see Figure 17), it's clear that not all tweets perform the same. We analyzed the 5 highest performing tweets based on engagement and discovered that the top 3 tweets included announcements of upcoming workshops. The top 3 tweets also had the highest media engagement of all the tweets (an average of 96 media engagements per post), signaling successful use of graphic images within the tweet. When looking at the 5 lowest engaged tweets, we found that 2 of those tweets included DPOE-N funding recipient stories. These bottom 2 tweets also included graphic images, however the media engagement of these images was much lower (an average of 2.5 media engagements per post).

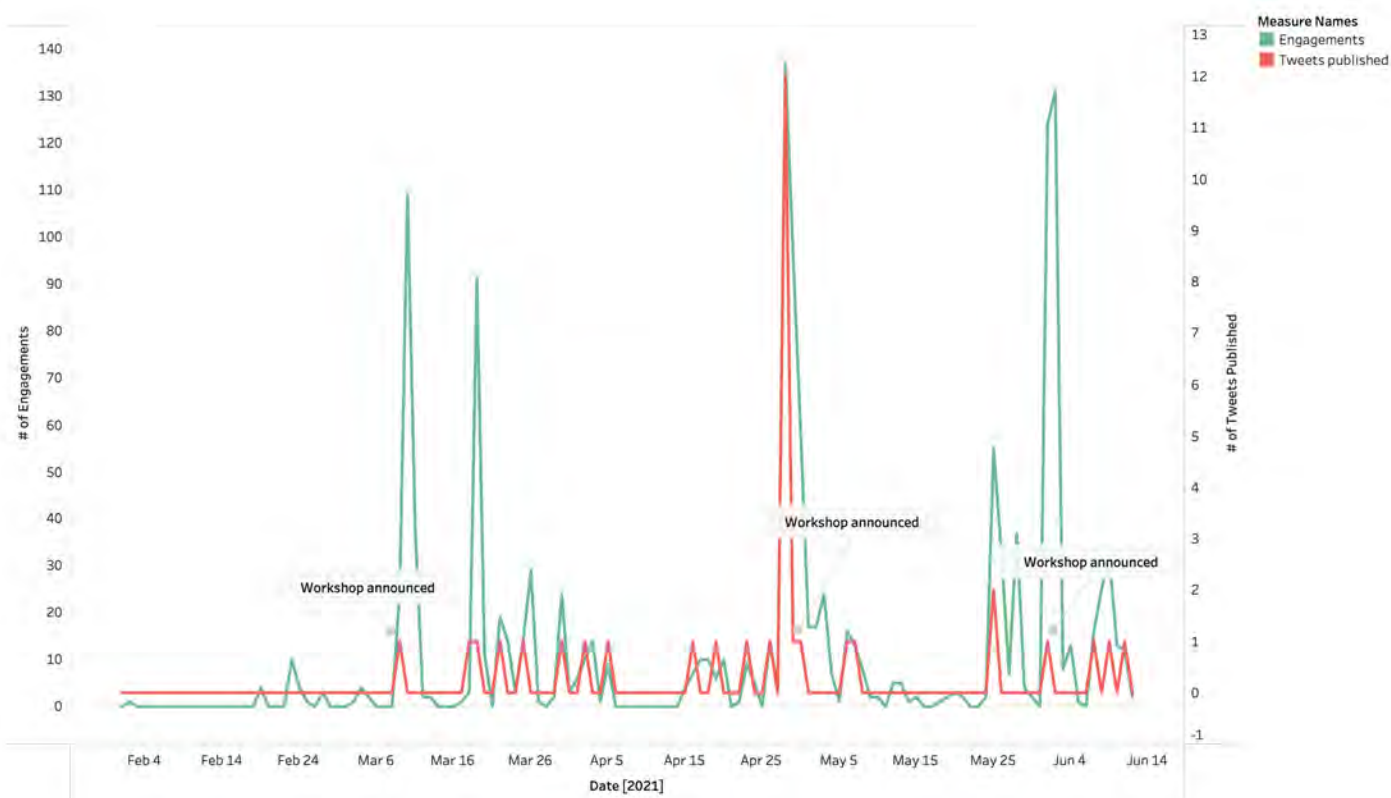


Figure 17. Engagements & Number of Tweets over Time

- Recommendation 2.2 – Engage Through Images and Broaden Hashtag

### Use Impactful Images by Limiting Text-heavy Graphics

Workshops serve a key mission of DPOE-N in providing learning opportunities to the digital preservation community, and having these tweets elicit high engagement on Twitter signals an alignment towards the organization's goals. Yet, another key mission of the organization, providing professional development funding, is lacking this same level of engagement.

The organization's Twitter strategy should remain focused on producing high quality graphical images to accompany tweets, as it's clear that media elicits more engagement. When comparing the images of those tweets that perform the highest to those that perform the lowest, we can see those performing low include text heavy graphics with minimal visual design elements (Figure 18.1 & 18.2, most engaged images are on top and least engaged are on bottom).



Figure 18.1. Most Engaged Media on Twitter



Figure 18.2. Least Engaged Media on Twitter

## ● Recommendation 2.2 – Engage Through Images And Broaden Hashtag

Text in images should be reduced to a minimum few key points, with clearer visual design elements to break up the text (varying fonts, colors, weight, etc.). When lengthier narration is needed, such as the case with the DPOE-N Funding Recipient stories, using Twitter threads could help tell a longer story in more tweets without overwhelming users with one text-heavy graphic. For these longer stories, several graphics could also be made to highlight key quotes of the recipient's story.

### Considerations For Expanding Hashtag Opportunities

The current hashtag strategy should be reexamined. From our analysis, #dpoen and #digpres were found to be the most commonly used hashtags by DPOE-N. When looking at other accounts associated with the hashtag #digpres, we found that accounts commonly supplemented this hashtag with other more direct words like #archives or #digitalpreservation, and that #digipres was more commonly used than #digpres. We would also recommend using a variety of hashtags for things that could be tangentially related to the organization's mission and could reach a broader audience. To be mindful of Twitter's character limit, creative use of hashtags can be integrated within the body of the tweet, rather than added to the end of the tweet (Figure 19).



Figure 19. Example of Integrated Hashtags



# Conclusion

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## Tracking is Everything

Enable Event Tracking and Goals in Google Analytics to track the conversions/conversion rate for when visitors apply for funding. The benefits of using the Goal functionality in Google Analytics allows for tangible results with a confirmation that a visit resulted with an application for funding. Future benefits can also be realized with this feature as the organization can create segments to dive deeper into those types of visits compared to ones that do not include application for funding. The benefits of tracking also extend to Campaign Tracking by understanding targeted campaign results, identifying opportunities, and measurement of impact.

## Target Marketing Works

The efforts demonstrated by DPOE-N to connect with their target audiences through running a six month ad on the SAA's site and researching specific institutions/collection managers across the country that could potentially benefit from the offered grant funding has demonstrated to be successful marketing tactics. We encourage DPOE-N to continue to leverage this method, and to review the list of organizations that are referring web traffic to the site (Figure 14) for future opportunities for collaborations.

## Optimize Website Pages

Leveraging highly visited pages, like the *Workshop* or *Home* page, by including the funding application button in these targeted locations will ensure more visibility and accessibility to the professional development support offered by DPOE-N. Button location on the *Professional Development Funding* page can also be a factor as a shorter amount of time on a page could yield a missed opportunity to discover the application button if located on the bottom of the page below dense text. Reducing the use of images as headers throughout the website will also improve SEO to better generate search engine traffic.

## Maximize Twitter's Potential

Twitter is the most successful social media platform in comparison to Facebook, Instagram and LinkedIn. Greater significance should be given to Twitter as a communication tool for the organization, while applying some best practice techniques to maximize its potential. Media elicits more engagement and clear, concise and visually minimalist graphics fare better than overly dense graphics

## Conclusion

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While hashtag engagement is currently low, there is potential for higher engagement through the expansion of hashtag vocabulary and usage.

1. Method 1: be direct (i.e. #archive, #grant, #digitalpreservation, etc.)
2. Method 2: select an assortment of tags that are tangentially relevant to your mission/target audience
3. Method 3: integrate hashtags within the body of tweets to get the most out of the limited character limit

## References

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Bennet, T. (2017). The Complete Guide to Direct Traffic in Google Analytics. Moz. Retrieved from <https://moz.com/blog/guide-to-direct-traffic-google-analytics>

Google Analytics Help. (n.d.). Events Tracking. Retrieved from <https://support.google.com/analytics/answer/1033068?hl=en#zippy=%2Cin-this-article>

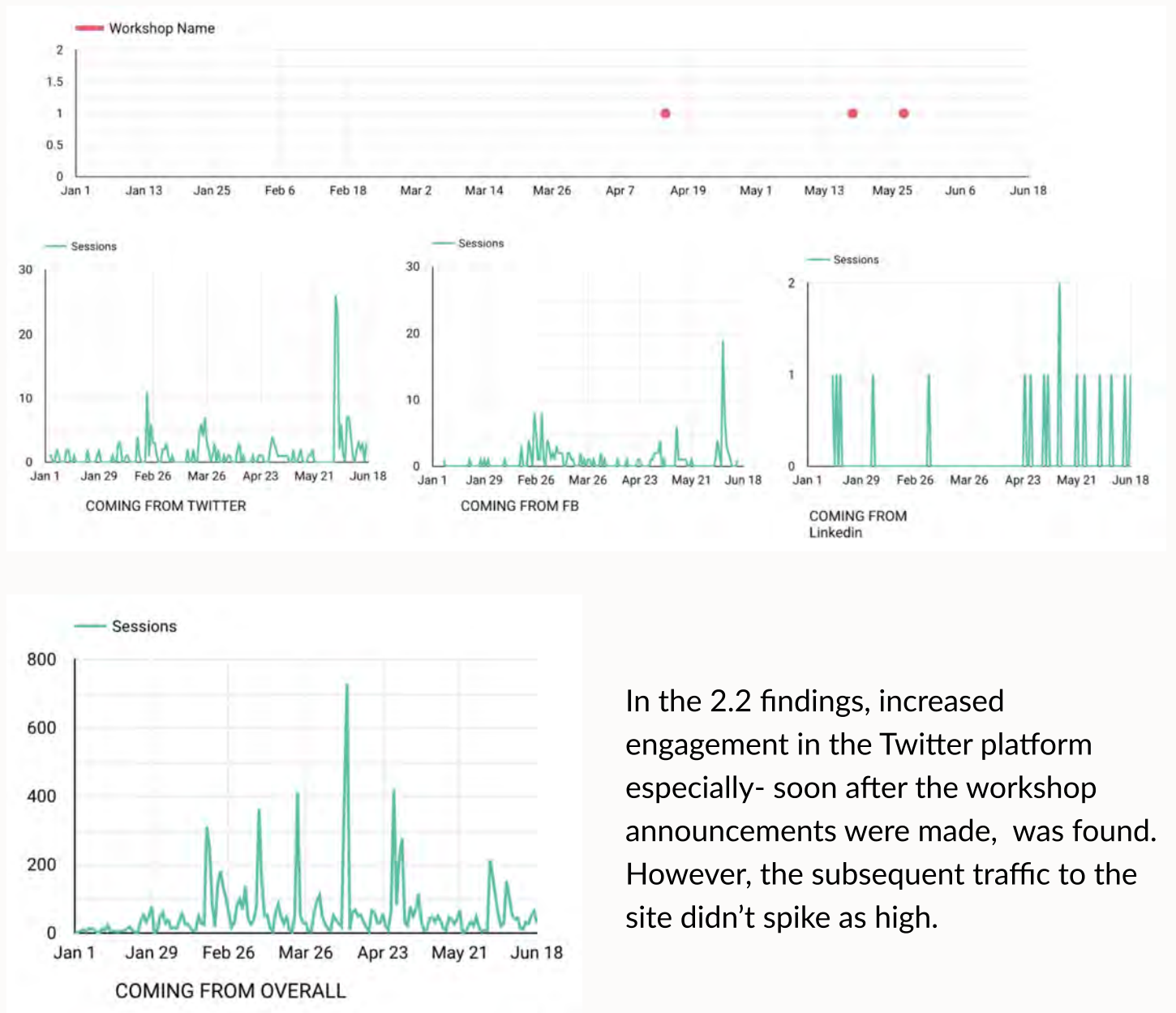
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# Appendix A

## Additional Website Data

We were curious to see any patterns with session volume over time as it related to the DPOE-N produced workshops. We noted the past workshop schedule (January 1, 2021 - June 18, 2021), plotted them on a timeline and looked at the session traffic for the same time period. We considered each Social Network referral traffic (Twitter, Facebook, and LinkedIn) and all-in sessions for that time period.



In the 2.2 findings, increased engagement in the Twitter platform especially- soon after the workshop announcements were made, was found. However, the subsequent traffic to the site didn't spike as high.

## Appendix B

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- **Instruction for access: Google Data Studio Dashboard**

Here is the folder within shared drive that contains raw data pulls/ reports used by the project team to create the multi-data dashboard.

Instructions: For the above link, open within the respective platforms. In order to ensure access after the research team has been removed from the admin/view permissions, please make a copy of each of the dashboards(duplicate if able) and save it as a new dashboard within your account.



# DPOE-N

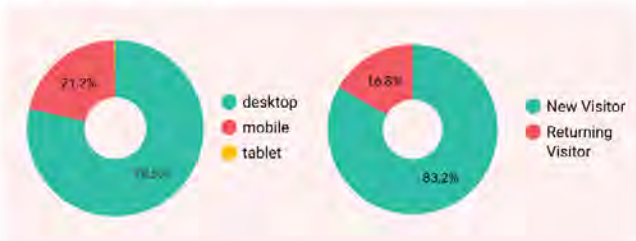
Digital Preservation Outreach & Education Network

May 24, 2021 - Jun 22, 2021

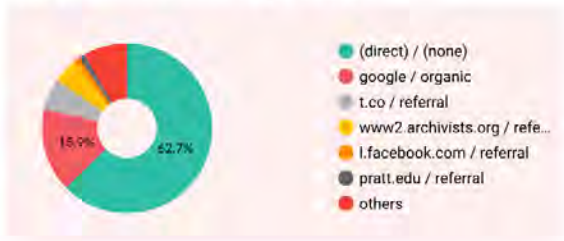
### Website KPIs

Users	Pages / Session	Sessions	Bounce Rate
1,170	1.56	1,533	70.91%
↓ -24.8%	↓ -0.9%	↓ -22.1%	↑ 14.9%

### Website Reach



### Website Sessions by Source



### Website Engagement

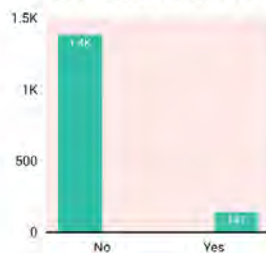
Page Title	Unique Pageviews	Avg. Time on Page	Bounce Rate
1. Workshops - Digital Preservation Outreach & Education Network	39.17%	04:06	85.2%
2. Digital Preservation Outreach & Education Network	27.03%	01:28	49.6%
3. Professional Development Funding - Digital Preservation Outreach & Education Network	9.09%	01:20	65.63%
4. Training Opportunities - Digital Preservation Outreach & Education Network	7%	03:03	100%
5. Past Workshops - Digital Preservation Outreach & Education Network	6.33%	02:38	68.67%
6. Emergency Hardware Support - Digital Preservation Outreach & Education Network	3.81%	04:17	78.72%
7. People - Digital Preservation Outreach & Education Network	3.09%	01:06	66.67%
8. FAQ - Digital Preservation Outreach & Education Network	1.76%	01:10	44.44%
9. News - Digital Preservation Outreach & Education Network	1.48%	01:03	75%
10. Code of Conduct - Digital Preservation Outreach & Education Network	0.76%	31	58.33%
<b>Grand total</b>	<b>100%</b>	<b>02:21</b>	<b>70.91%</b>

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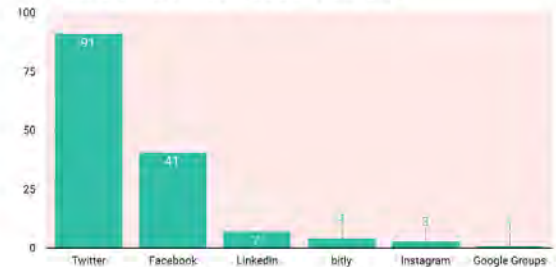
### Sessions by Month



### Social Source Referral



### Sessions referred by Social Networks



### Social Media Scorecards - Top KPIs

**Facebook**

Posts	Impressions	Engagements	Engagement rate
18	209.89	13.76	3.28%

**LinkedIn**

Posts	Impressions	Engagements	Engagement rate
2	85.67	15.5	19.06%

**Instagram**

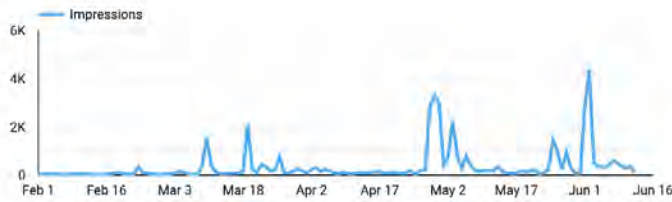
Posts	Engagements	Engagement rate
3	11.33	11.93%

**Twitter**

Posts	Impressions	Engagements	Engagement rate
7	1,895.86	75.71	4.57%

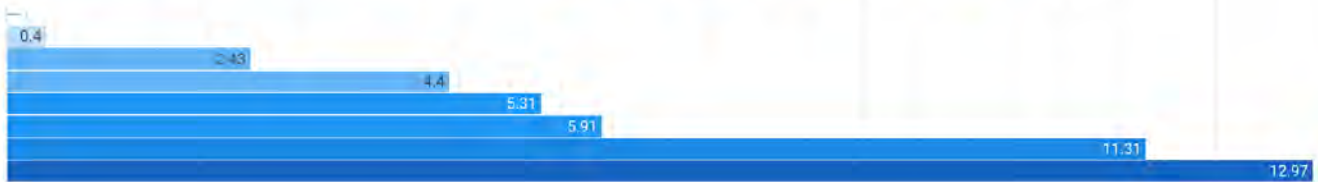


When are people being reached and engaged?



How are people engaging?

Hashtag clicks   Replies   Retweets   URL clicks   Profile Clicks   Likes   Detail expands   Media engagements



Which tweets are the most engaging?

	Tweet text	Time	Tweet permalink	Engagements	Engagement rate
1.	Happy June! We're thrilled to announce 2 more FREE WORKS...	Jun 1, 2021, 3:21:00 PM	<a href="https://twitter.com/dpo...">https://twitter.com/dpo...</a>	363	4.10%
2.	Announcing the next DPOE-N free virtual workshop! "Introduc...	Apr 29, 2021, 3:34:00 PM	<a href="https://twitter.com/dpo...">https://twitter.com/dpo...</a>	235	2.08%
3.	"Sustainable Web Archiving at Scale: An Introduction" is an u...	Mar 9, 2021, 10:29:00 P...	<a href="https://twitter.com/dpo...">https://twitter.com/dpo...</a>	194	5.04%
4.	Passionate about digital preservation? We are hiring for a FT ...	May 25, 2021, 5:02:00 P...	<a href="https://twitter.com/dpo...">https://twitter.com/dpo...</a>	123	3.72%
5.	#PresTC21 Hello! I'm William Plotnick, Graduate Assistant wit...	Apr 28, 2021, 5:00:00 PM	<a href="https://twitter.com/dpo...">https://twitter.com/dpo...</a>	95	4.68%

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