

Alice Springs 2014

**GET THE MESSAGE!
TRACKING ONLINE
COMMUNICATIONS
DATA**

Contact Details

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What is online communication?

- Your website www.rlc.org.au
- Facebook
www.facebook.com/redfernlegal
- Twitter RLC_CEO
- Campaign Monitor
- Youtube
www.youtube.com/user/RedfernLegalCentre

Why Communicate Online?

- Self-publishing
- User engagement
- Accessibility
- It's cheap
- Engaging with journalists
- Drive traffic back to your website
- Measurable outcomes – it doesn't end at send!

Google Analytics

- Get a developer to attach it to your site
- Free!
- Online tutorials
- Opens on audience overview
- Changing the time period of analysis
- Sessions
- Users
- Pageviews

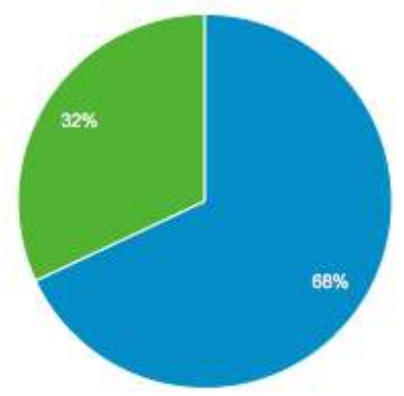
Google Analytics Cont.

- Pages per session
- Average session duration
- Bounce Rate
- New Sessions
- Site content
- Landing pages
- Exit pages

Sessions



New Visitor Returning Visitor



Site Content

Page

Page Title

Site Search

Search Term

Events

Event Category

Page	Pageviews	% Pageviews
1. / 	1,847	13.90%
2. /jobs-volunteers 	880	6.62%
3. /publications 	797	6.00%
4. /community-workers/legal-training-resources 	703	5.29%
5. /our-services 	521	3.92%
6. /about-us 	358	2.69%
7. /jobs-volunteers/volunteer-legal-assistant-position-description 	344	2.59%
8. /about-us/contact-us 	291	2.19%
9. /how-apply-volunteer-legal-assistants 	252	1.90%
10. /article/exciting-new-opportunity-for-solicitor-fixed-term-international-students-service-and-nbn 	248	1.87%

view full n

Facebook Insights

- Also free!
- Becomes available once you have over 100 likes
- Posts - when your fans are online
- Posts and engagement
- Individual post analysis
- Paid facebook ads and posts



































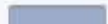
DAYS



TIMES



■ Reach: Organic/Paid ▼
■ Post Clicks ■ Likes, Comments & Shares ▼

Published ▼	Post	Type	Targeting	Reach	Engagement	Promote
06/08/2014 17:30	 New changes to bail law "...mean the onus falls on those accused of serious crimes to 'show cause'"			771 	60 11 	Boost Post
06/08/2014 15:23	 RLC commends the Federal Government's decision to abandon changes to race hate laws. We see many			253 	16 5 	Boost Post
06/08/2014 11:28	 We have a fixed term position vacant for a solicitor working with our National Broadband Network			201 	28 0 	Boost Post
06/08/2014 10:18	 Have a read of RLC's submission to the Australian Human Rights Commission earlier this year on			264 	1 6 	Boost Post
05/08/2014 10:35	 The tele wants to know what you think.			171 	12 2 	Boost Post
04/08/2014 15:40	 Tribunal to determine if Newtown squatter eviction lawful			534 	44 12 	Boost Post
04/08/2014	 *Over the past year residents had been door			440 	50 	Boost Post

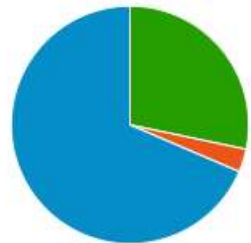
Campaign Monitor

- Ebulletin
- Media Releases
- Financial Rights Updates
- Community Worker Alerts
- House the content on your website
- Unique opens
- Percentage that clicked a link
- Bounces
- Unsubscribes

June 2014 eBulletin

Sent on 27 Jun 2014 to 1,845 unique subscribers in eBulletin

[View](#) [Share Campaign](#) [Export Report](#)



- 522 Unique opens**
1,561 total opens to date
- 58 Bounced**
3.14% couldn't be delivered
- 1,265 Not Opened**
Open rates are only estimates

- 29.21%** of all recipients opened so far
- 34.87%** clicked a link (182 people)
- 0.17%** unsubscribed (3 people)
- 0** people marked it as spam (0%)
- 0** shares across Facebook, Twitter & email

Most popular links (full report)	CLICKS
rlc.org.au/article/millers-point-properties-be-sold	101
rlc.org.au/article/rlc-media-if-i-could-say-one-thing	54

Top countries (full report)	OPENS
Australia	1,379
Sweden	10

Campaign Reports

- Snapshot**
Summary of campaign results to date.
- Recipient Activity**
Who opened and clicked, etc.
- Link Activity & Overlay**
Which links were popular, who clicked.
- Social Sharing & Forwards**
Who shared with friends.
- Worldview**
Real-time map of campaign activity.
- Opens & Clicks Over Time**
When did subscribers open and click.
- Email Client Usage**
Which email clients are being used.
- Bounce Summary**
Who didn't receive this and why.

Campaign Monitor Cont.

- ◉ Shares
- ◉ Most popular links – motivate your staff!
- ◉ Compare performance
- ◉ AB Testing

	● OPENS	● CLICKS	● BOUNCES	● UNSUBSCRIBES	● COMPLAINTS
1 February eBulletin 2014 Sent on Fri, 28 Feb at 10:44 am to 1,796 recipients Full results View campaign	37.47% 613	30.18% 185	8.91% 160	0.37% 6	0.06% 1
2 April eBulletin 2014 Sent on Tue, 29 Apr at 10:48 am to 1,878 recipients Full results View campaign	35.24% 610	28.52% 174	7.83% 147	0.35% 6	0% 0
3 June 2014 eBulletin Sent on Fri, 27 Jun at 4:03 pm to 1,845 recipients Full results View campaign	29.21% 522	34.87% 182	3.14% 58	0.17% 3	0% 0
Averages across all 3 campaigns	33.97%	31.19%	6.63%	0.29%	0.02%

Twitonomy

- ⦿ At the moment no free analytics through twitter
- ⦿ A few free tools out there
- ⦿ Overview most retweeted tweets
- ⦿ Mentions and retweets analysis
- ⦿ Most influential followers you are not following

Tweets Analytics

Download & Print



Last updated less than a minute ago

Update now

2,074

tweets from August 11, 2011 to August 12, 2014¹

Modify range



1.89

tweets per day



1,131

retweets 55%



447

user mentions 0.22



115

replies 6%



597

links 0.29



260

hashtags 0.13



531

tweets retweeted 25.60% a total of **1,445** times 2.72



159

tweets favorited 7.67% a total of **224** times 1.41



Tweet history

Download:

Chart

Tweets



@RLC CEO

twitonomy

🔄 Tweets most retweeted



Redfern Legal Centre @RLC_CEO January 16, 2013, 11:37 am via Twitter Web Client 🔄 52 ★

6

@GetUp Religious bodies shouldn't be exempt from discrimination laws, esp when funded by the public purse. No one should be above the law.



Redfern Legal Centre @RLC_CEO January 14, 2013, 12:12 pm via TweetDeck 🔄 43 ★ 7

When funded by the public purse, religious bodies shouldn't be exempt from discrimination laws #actforequality : bit.ly/10stBoQ



Redfern Legal Centre @RLC_CEO July 26, 2013, 2:17 pm via Twitter for Android 🔄 12 ★ 1

Very cute way to illustrate a complex court system in CLE by @WomensLegalVic #nalc13 <http://t.co/59ZEICXQul>



Redfern Legal Centre @RLC_CEO February 26, 2014, 5:58 pm via Twitter Web Client 🔄 12 ★

2

Proposed mandatory sentencing laws watered down after being criticised as too broad & for minor assault charges smh.com.au/nsw/nsw-assaul...



Redfern Legal Centre @RLC_CEO March 12, 2013, 10:28 am via Twitter for iPad 🔄 11 ★ 1

The wonderful 'Clean Slate' program in Redfern is at risk due to lack of funds abc.net.au/am/content/201...

[+ More on @RLC_CEO's retweeted tweets](#)

★ Tweets most favorited



Redfern Legal Centre @RLC_CEO January 14, 2013, 12:12 pm via TweetDeck 🔄 43 ★ 7

When funded by the public purse, religious bodies shouldn't be exempt from discrimination laws #actforequality : bit.ly/10stBoQ

Joined Tweets Following Followers Listed Last tweet


@CalvinHelin Calvin Helin [Profile](#) [Open in Twitter](#) [+ Follow](#) April 2010 **3,116** **128,034** **1,868,717** **609**

Bestselling author, public speaker, attorney, entrepreneur. Advocate for empowerment, responsibility, and self-reliance. Son of Tsimshian Nation Chief.
<http://www.calvinhelin.com/>  Vancouver, Canada


@actngcarer Brandon Scott Miller [+ Follow](#) February 2012 **965** **105,417** **1,376,021** **89** **Last hour**

Disney actor & son of Cartoon Network Senior Vice Pres & 7 award/20 nom exec Brian Alan Miller. CNS has 27 million FB fans! Brandon has 388k VERIFIED FBF love!!
<http://www.youtube.com/MrBrandonScottMiller>  Burbank, California


@NelsonMandela NelsonMandela [+ Follow](#) August 2008 **4,220** **16,730** **957,566** **4,087** **Last 24 ho**

The Nelson Mandela Foundation contributes to a just society by promoting the values, vision and work of our Founder #LivingTheLegacy RTs? Endorsements
<http://www.nelsonmandela.org/>  Houghton, South Africa

Youtube Analytics




- Top 10 videos
- Minutes watched
- Discovery
- Devices
- Audience retention rate

Top 10 Videos

[Browse all content](#)

Video	Views [?] ▾	Estimated minutes watched [?]	Likes [?]
Terence's Story: Housing NSW tenants forced...	61 (23%)	61 (9.8%)	0
Domestic Violence Help for Women: "A time t...	48 (18%)	92 (15%)	0
Volunteering at Redfern Legal Centre	44 (17%)	83 (14%)	0
Redfern Legal Centre International Student G...	32 (12%)	34 (5.5%)	0
Zheng's Story: International students can be v...	28 (11%)	69 (11%)	0
Redfern Yarn 2013 DoCs and Children	15 (5.7%)	162 (26%)	0
Friends and Alumni speak about Redfern Leg...	15 (5.7%)	61 (9.9%)	0
Redfern Legal Centre - LeAP with Armidale la...	7 (2.7%)	12 (1.9%)	0
Domestic Violence Help for Women: Sydney ...	5 (1.9%)	35 (5.6%)	0
Redfern Legal Centre - LeAP with Armidale Pi...	3 (1.1%)	1 (0.2%)	0

<input type="checkbox"/> Device type ?	Views ? ▾	Estimated minutes watched ?	Average view duration ?
<input type="checkbox"/> Computer ?	214 (82%)	533 (87%)	2:29
<input type="checkbox"/> Mobile phone ?	37 (14%)	59 (9.7%)	1:36
<input type="checkbox"/> Tablet	8 (3.1%)	18 (2.9%)	2:12
<input type="checkbox"/> Game console ?	1 (0.4%)	0 (0.0%)	0:08
<input type="checkbox"/> Unknown	1 (0.4%)	0 (0.0%)	0:00

Video	Estimated minutes watched  ▾	Average view duration 	Average percentage viewed 
Redfern Yarn 2013 DoCs and Children	162	10:47	30%
Domestic Violence Help for Women: "A time t...	92	1:54	30%
Volunteering at Redfern Legal Centre	83	1:52	35%
Zheng's Story: International students can be v...	69	2:28	51%
Friends and Alumni speak about Redfern Leg...	61	4:02	42%
Terence's Story: Housing NSW tenants forced...	61	0:59	65%
Domestic Violence Help for Women: Sydney ...	35	6:55	57%
Redfern Legal Centre International Student G...	34	1:03	55%
Redfern Legal Centre - LeAP with Armidale la...	12	1:40	35%
Why should you donate to Redfern Legal Cen...	5	1:39	109%
Redfern Legal Centre - LeAP with Armidale Pi...	1	0:26	8.4%

Questions?

- Feel free to give me a ring or flick me an email.
- sophie@rlc.org.au
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