

2024



TERRAGRAPHICS
INTERNATIONAL
FOUNDATION

END-OF-YEAR DIGITAL
MEDIA REPORT





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EXECUTIVE SUMMARY

In 2024, TIFO focused on expanding its digital presence, increasing engagement, and strengthening donor outreach by better leveraging a multi-channel marketing approach. This report evaluates the success of these efforts against key performance indicators, including email list growth, social media engagement, website traffic, and content performance. While substantial progress was made, areas for improvement remain, particularly in conversion optimization, audience retention, and donation funnel efficiency.

Given that this is the first year with structured data collection and reporting, many of the metrics serve as an initial benchmark rather than an absolute measure of success. Future reports will benefit from more consistent data tracking, allowing for greater performance assessment accuracy and strategic goal-setting. Some reported figures lack historical data that can be compared to other data points.

Key Highlights

5.4% Email Subscriber Growth

This fell short of the 20% growth goal. Email engagement was strong, but growth strategies and more aggressive acquisition tactics are needed.

High Social Media Engagement*

Significant increases in engagement were recorded across platforms. Conversion rates from social to website traffic remain low.

103% Increase in Website Sessions

Unique visitors doubled and organic search traffic grew by 42%, highlighting SEO success. The bounce rate increased to 75 percent, indicating a need for enhanced content engagement and site usability.

Increased Paid & Referral Search Traffic

Google Ads significantly boosted paid search traffic. Referral traffic increased by 83%, reflecting stronger external partnerships.

Content Production

TIFO maintained active content production - launching a blog, posting & engaging more on social media, and maintaining a robust newsletter. More strategic & segmented content production will benefit TIFO.

Thought Leadership

Along with launching a blog, TIFO engaged more in speaking on webinars and podcasts. Engaging with industry discussions (especially on LinkedIn) and exploring additional content avenues can also improve this positioning.

*Changes to reporting on META platforms mean some historical data is lacking, potentially inflating the percentage change.

Challenges Identified

Conversion Gaps

High engagement levels did not always translate to measurable conversions. Stronger CTAs and streamlined/more robust conversion pathways are needed. To help with this, more robust pipeline tools should be considered.

Audience Growth & Retention

Overall social media engagement increased, but follower growth on TikTok and Pinterest remained low (from low use). Targeted strategies are required to convert passive viewers into active supporters.

Donation Funnel Optimization

The donation page saw a high drop-off rate, indicating that messaging and user experience improvements are needed to increase conversion rates. A more robust donor CRM pipeline will help this.

Strategic Focus for 2025

To build on 2024's successes and address key areas for improvement, TIFO will focus on:

Strengthening donor engagement through impact-driven storytelling and personalized outreach.

Optimizing conversion rates by refining CTAs, improving website UX, and enhancing email marketing strategies.

Expanding audience reach via partnerships, LinkedIn thought leadership, and social media growth initiatives.

Enhancing data tracking and analytics to refine audience segmentation and content effectiveness.



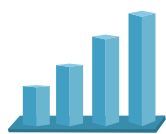
MARKETING SUMMARY

The 2024 marketing efforts for TIFO focused on increasing audience engagement, expanding brand awareness, and driving meaningful conversions across various channels. Throughout the year, we prioritized organic growth strategies while leveraging limited paid advertising to optimize outreach. Our efforts led to steady subscriber growth, significant improvements in website traffic, and increased engagement across multiple platforms. While certain areas showed notable progress, others indicated opportunities for refinement in 2025.

This report establishes a benchmark for future data collection and analysis, as previous years lacked structured reporting and data capture. Some metrics may appear skewed due to the absence of prior data for comparison, but the insights gathered this year provide a critical foundation for refining strategies moving forward. By addressing key challenges and capitalizing on our most successful initiatives, TIFO is well-positioned to enhance its digital presence, optimize audience engagement, and drive stronger conversion rates in 2025.

2024 Performance Highlights

Goal Completions



Email Subscriber Growth:
+5.4% (627 → 660)



Donation Conversions:
Pending – CRM limits clear capture



Event Participation:
Tracked for in-person & virtual events

Lead Generation

Total Leads: ~140 unique leads captured.
Difficult to track the number of new ones (vs return customers) with the lack of CRM pipeline and integration features.

- Key Sources:**
- Website Forms (donate, raffle, email)
 - Fundraising Platforms
 - Content Downloads
 - Event Sign-ups

Media Spend & Advertising Performance

Google Ads was the sole paid advertising platform utilized in 2024, with ads running May 6 through the end of the year (with only moderate adjustments early in the ad run).

\$10K per month grant budget	\$18,203.61 total yearly spend	23,292 impressions over lifetime of ad run	10.18% click-through-rate	96.3% average optimization score
Budget allocated between four search campaigns	\$8.12 average cost per conversion	2,242 conversions over lifetime of ad run	94.6% conversion rate	
Cost-per-click spending	Webpages with greatest ad traffic:	893 Duck Valley EJCPS	884 Home Page	420 Kyrgyzstan

Conversions & Engagement

Email Sign-Ups

New subscribers were gained through website visits, social media campaigns, and event registrations.

Event Registrations

Helped track attendee participation at in-person events.

Content Engagement

Downloads of gated content were minimal, providing limited insights.

Aquisitions Overview

Direct Traffic

Increased by 48%

Organic Traffic

Increased by 42%

Paid Search

No data due to lack of previous ad runs.

Referral Traffic

Increased by 83%

Organic Social Traffic

Declined by 20%

Challenges Identified

Conversion Gaps

While engagement levels were high, they did not always translate into measurable conversions. Stronger CTAs and streamlined conversion pathways are needed.

Audience Growth & Retention

Overall, social media engagement increased, but follower growth on TikTok and Pinterest remained low

Donation Funnel Optimization

The donation page saw a high drop-off rate, indicating improvements in messaging, UX design, and checkout flow are needed

Looking Forward

The data and insights gathered in 2024 set a new standard for future reporting, providing an informed benchmark for evaluating performance in 2025. As TIFO refines its marketing strategies, the focus will be on:

- Enhancing organic reach and improving audience retention.
- Optimizing engagement across social platforms to boost conversions.
- Strengthening the donation funnel with refined messaging and an improved user experience.



Competitor Matrix





Pure Earth

Content Strategy

Community-centered, education-driven, focused on grassroots environmental justice. Amplifies local voices, showcases impact stories, and promotes capacity-building. Content is approachable, practical, and actionable.

Solution-driven, research-backed, and partnership-focused. Combines impact storytelling with technical depth, featuring blogs, projects, reports, and news updates.

Values

Scientific integrity, knowledge sharing, environmental equity.

Respect, dignity, health; collaboration and empowerment; integrity and transparency; maximum impact; technical excellence; bias for action.

Brand Image/Positioning

A grassroots, science-driven nonprofit that empowers communities to be leaders in their environmental health solutions through education and collaboration.

A global thought leader and technical authority focused on practical solutions to pollution, leveraging science, partnerships, and measurable outcomes.



Pure Earth

Content Pillars

Community stories, educational resources, project updates, calls to action.

Pollution awareness, project highlights, research reports, success stories, partnership news.

Target Audience

- Local communities in vulnerable and rural areas
 - Educators, students, and grassroots leaders
 - Community partners and small organizations
 - Volunteers and donors interested in community-driven solutions
- Individual donors and foundations aligned with environmental justice

- Policymakers and government agencies
- Large funders, development agencies, and international NGOs
- Technical experts in environmental science and public health
- Researchers and thought leaders in environmental health
- Donors focused on global-scale impact

Website



Pure Earth

Engagement

Basic layout; limited interactivity

Engaging site with maps and resources

Media Types

Static infographics, short text summaries, donation link

Interactive maps, infographics, videos, downloadable reports

Content Themes

Mission overview, basic project info, community focus

Global cleanup, data-backed impact, donation and advocacy focus

Inspiration

No blog, static content only, no email signup, non-SEO optimized, hard navigation

Blog, SEO-optimized pages, email capture, mobile-friendly, multimedia integration

Instagram



Pure Earth

Followers

404

4,068

Total Posts

451

1,559

Engagement Rate

2.66%

0.21%

Average Likes

10.56

8.06

Average Comments

0.19

0.13

Facebook



Pure Earth

Followers

205

7300

Posts Frequency

Very low; minimal activity observed

22 posts in May alone; regularly active, especially around events

Engagement

Low likes, comments, and shares

Moderate to strong engagement depending on campaign or event

Media Types

Sparse visuals, limited video or carousels

Infographics, photos from projects, some short videos

Content Themes

Occasional promotional or awareness posts; not campaign-driven

Mix of infographics, project updates, and fundraising calls

Linkedin



Pure Earth

Followers

329

3,651

Posts Frequency

Active monthly posts; moderate engagement; timely content

Regular activity; shares campaigns, project updates, and metrics

Engagement

Minimal likes or comments; limited visibility

Moderate engagement with comments and reshares from partners and orgs

Media Types

Sparse visuals, limited video or carousels

infographics, project visuals, and reposts of partner content

Content Themes

Environmental justice, student/intern features, community engagement, global fieldwork

Global pollution awareness, lead-free campaigns, donation appeals, program outcomes, partner highlights

Youtube



Pure Earth

Followers

21

2640

Posts Frequency

26 Posts

239 Posts

Engagement

Low posting; lacks
playlists or channel

Videos on global
efforts; moderate

Media Types

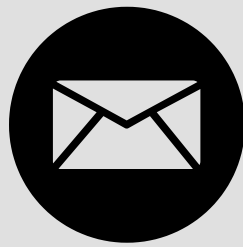
Short intro video and
limited field clips;
lacks thumbnails,
playlists, and
structured
organization.

Documentaries,
project highlights,
interviews, and
explainers; well-
organized with
playlists and
thumbnails.

Content Themes

Organizational
overview, brief
impact mention

Pollution reduction,
regional case
studies, fieldwork
updates, lead
awareness



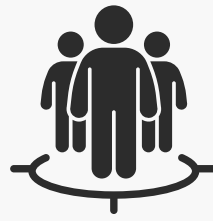
EMAIL MARKETING REPORT

In-depth analytics are unavailable for the email platform since TIFO only subscribes to the free plan. A standard plan is required to access most data and run reports.



Emails sent

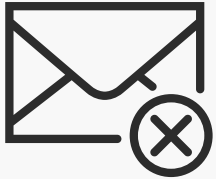
20



Total Subscribers

660

up 5.4% from 2023



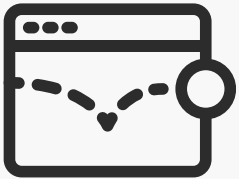
Average Unsubscribe Rate

0.18%



Click Through Rate

1.67%



Average Bounce Rate

1.7%



Top Locations

1. Moscow, ID

2. Boise, ID

3. Pullman, WA



Successful deliveries

98.33%

up 5.4% from 2023



Average Open Rate

41.3%

Email with most opens

**End of year thank
you**

Email with least opens

Earth Gives #3

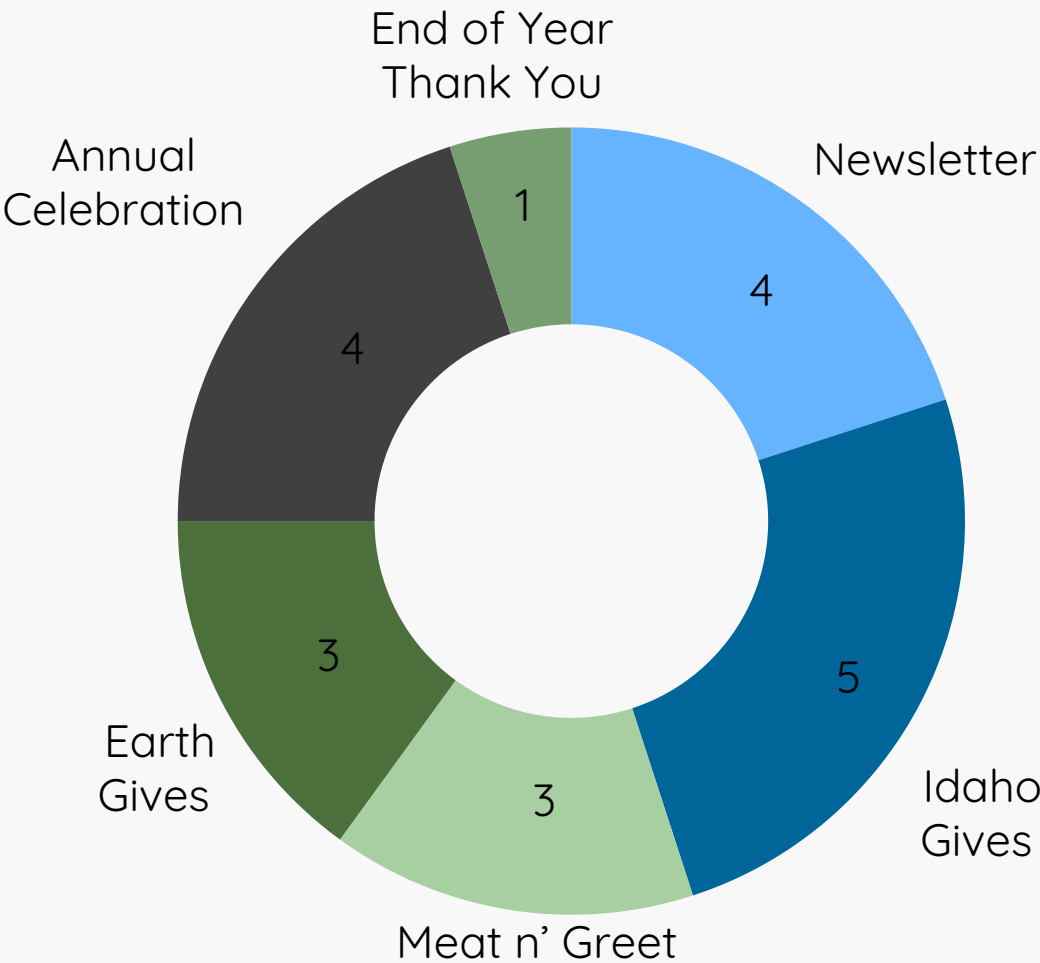
Email with lowest CTR

**Idaho Gives thank
you email**

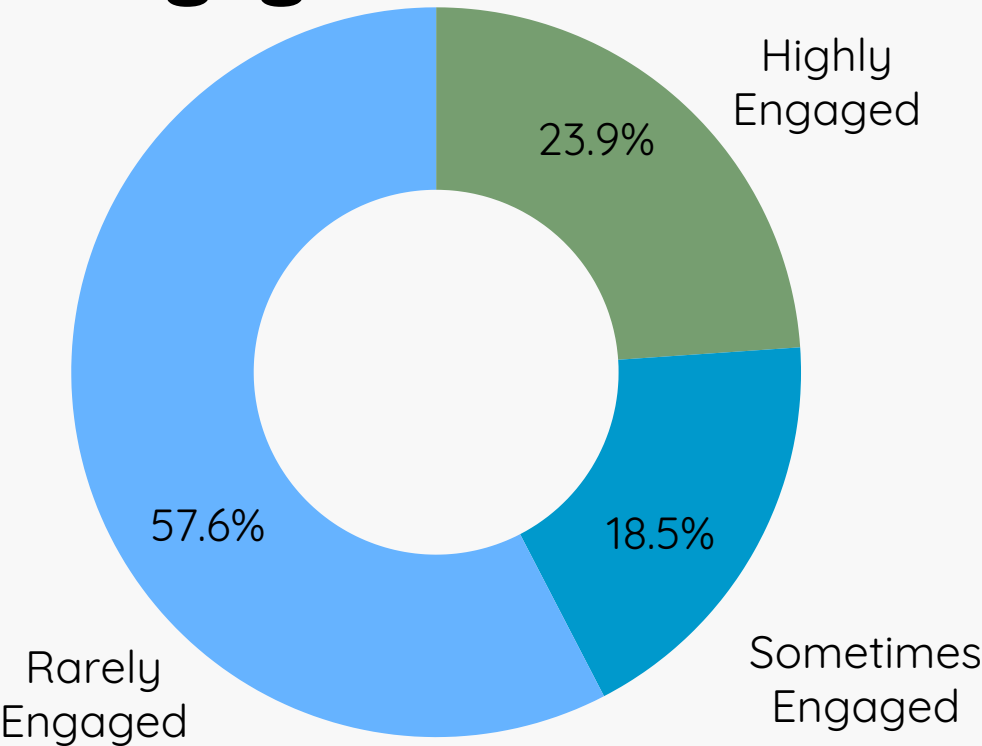
Email with the highest CTR

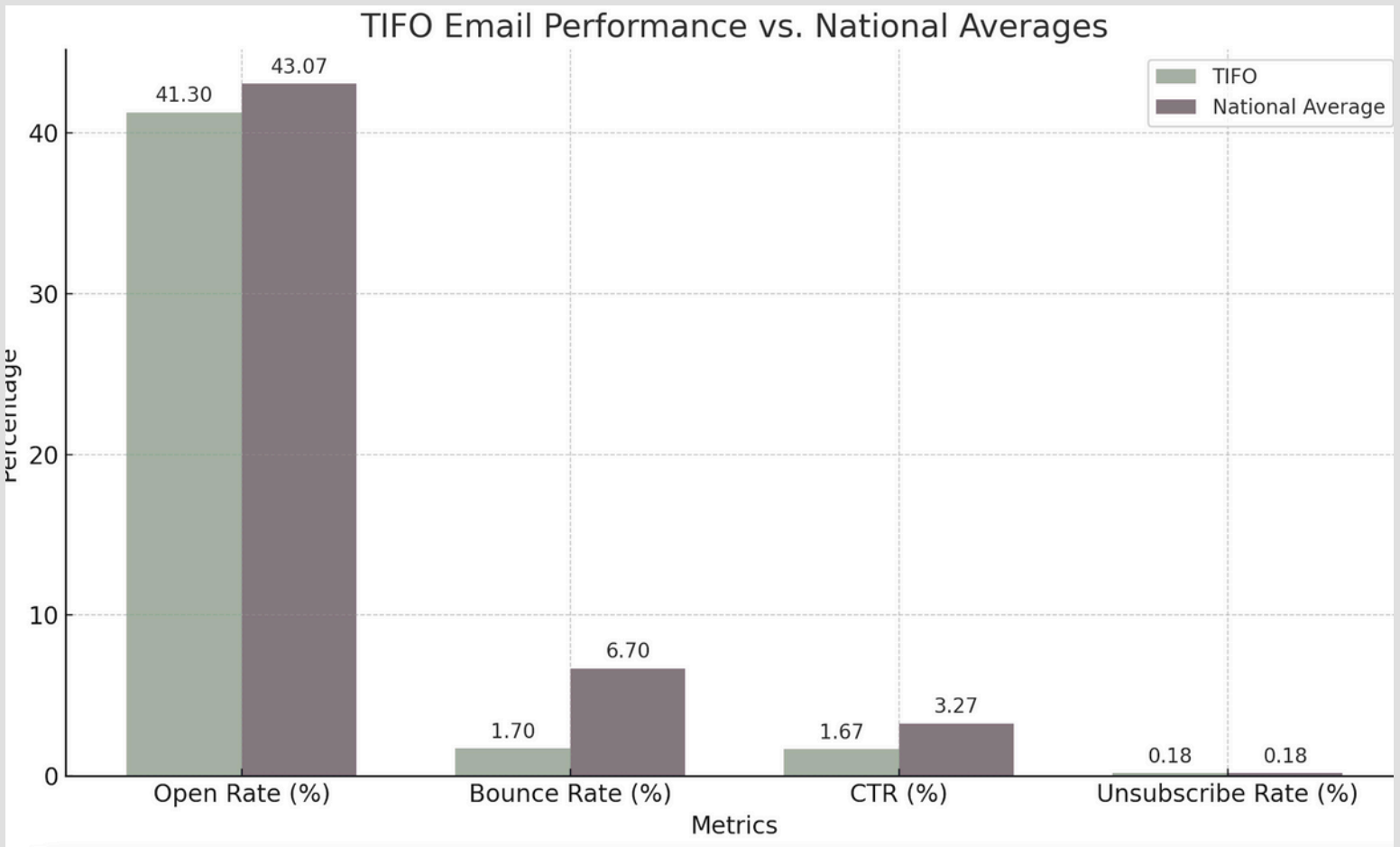
**Annual
Celebration #1**

Sent Email Breakdown



Audience Engagement Breakdown





Email performance key insights

- Strong audience engagement, with an above-average open rate (41.3%)
- Excellent delivery success (1.7% bounce rate)
- Lower-than-national benchmark click-through rate (1.67%) suggests room for improvement in driving action.

TIFO should enhance CTAs, refine email content, and optimize email frequency to boost engagement. Implementing clearer, more action-driven CTAs, personalizing content, and improving email design can increase interaction. Additionally, shifting to a structured email cadence and leveraging A/B testing can help optimize send times and frequency. Upgrading to a more advanced email platform will provide deeper analytics, and automation capabilities, allowing for better segmentation and targeted messaging. These strategies will help TIFO strengthen its email impact and achieve higher engagement in 2024.

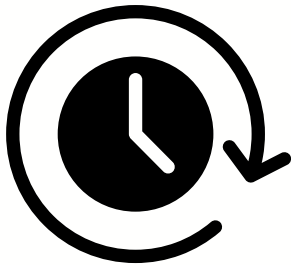


WEBSITE REPORT



Site Sessions
7,212

 **103%**
From 2023



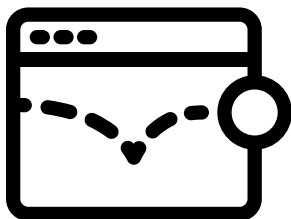
Average Session Duration
3 MINS

 **50%**
From 2023



Average Pages per Session
1.4

 **16%**
From 2023

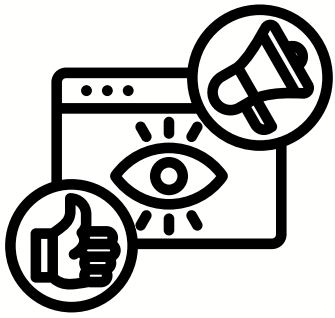


Bounce Rate
75%

 **12%**
From 2023



Peak Sessions
1. FEB. 13, 2024
2. MAY. 29, 2024
3. NOV. 15, 2024



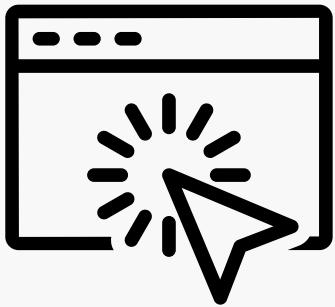
Impressions

129.2K



103,841%

From 2023



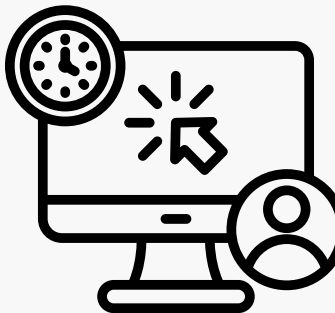
Clicks

2,625



2,103%

From 2023



Unique Visitors

5,881



100%

From 2023



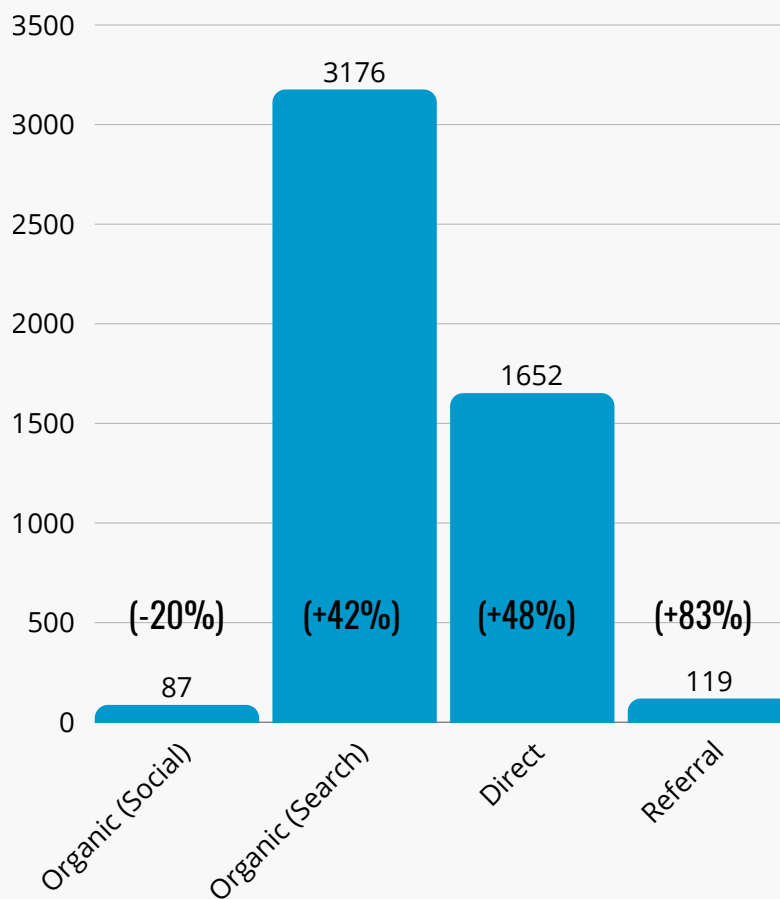
Top Organic Search Terms

1. **MARGRIT VON BRAUN**
2. **TERRAGRAPHICS INTERNATIONAL
FOUNDATION**
3. **TERRAGRAPHICS**
4. **TIFO**

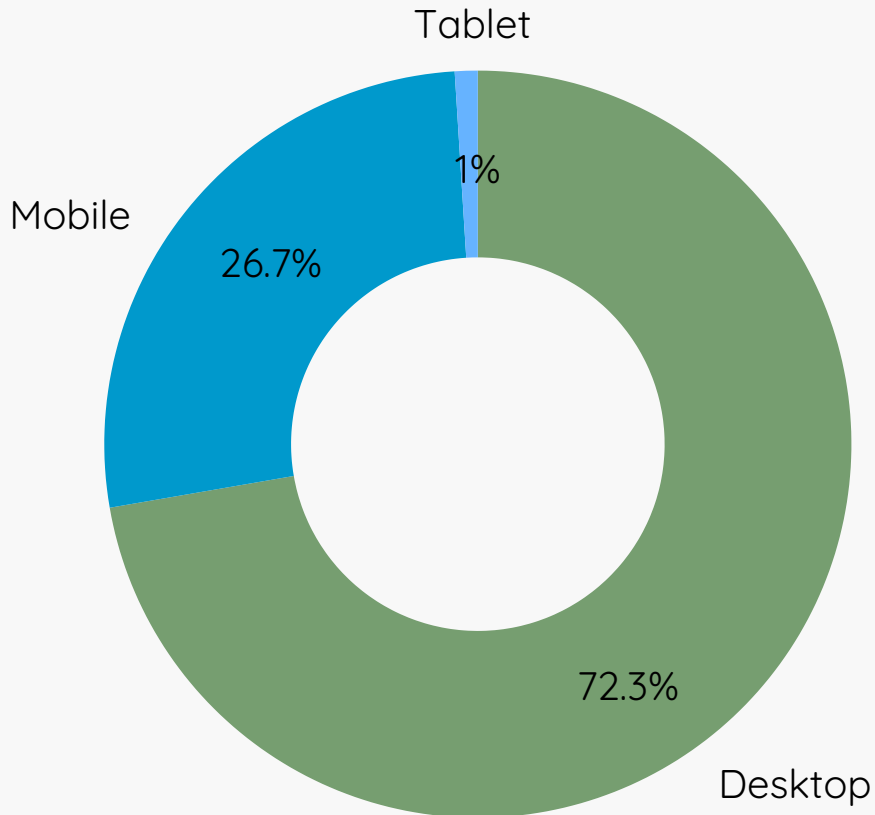
Sessions by Country - Top 10



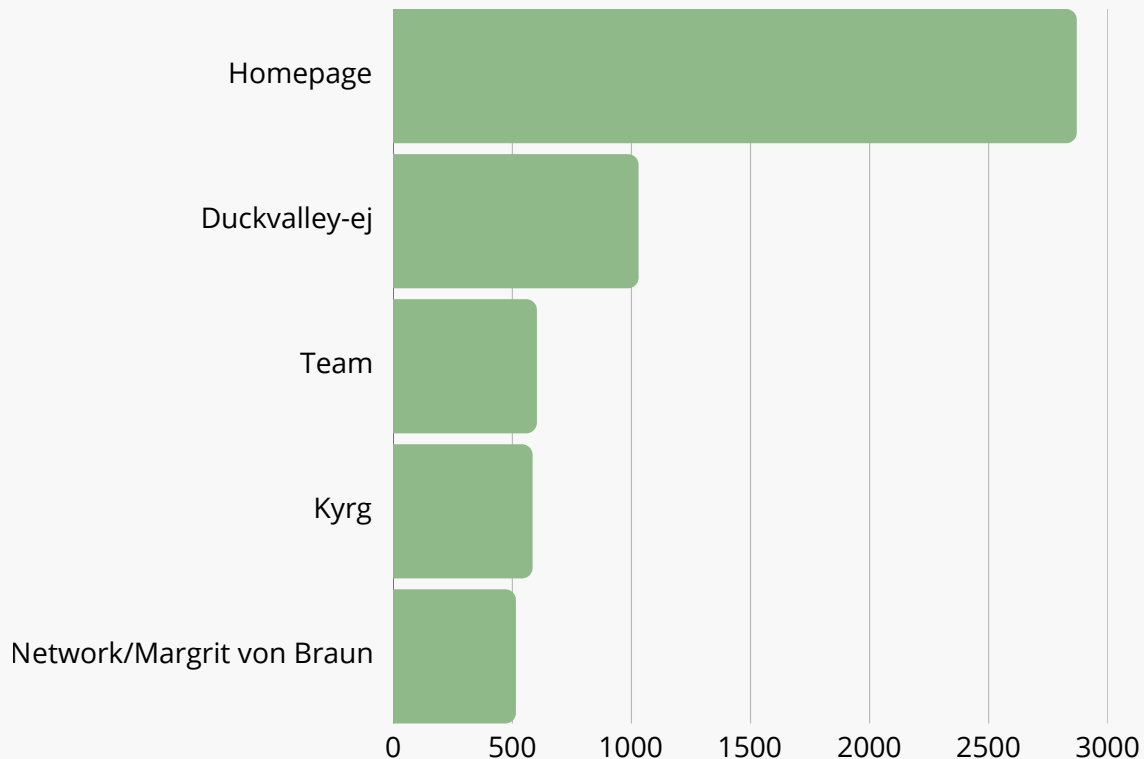
Sessions by Traffic Category



Sessions by Device



Top Pages per Visit



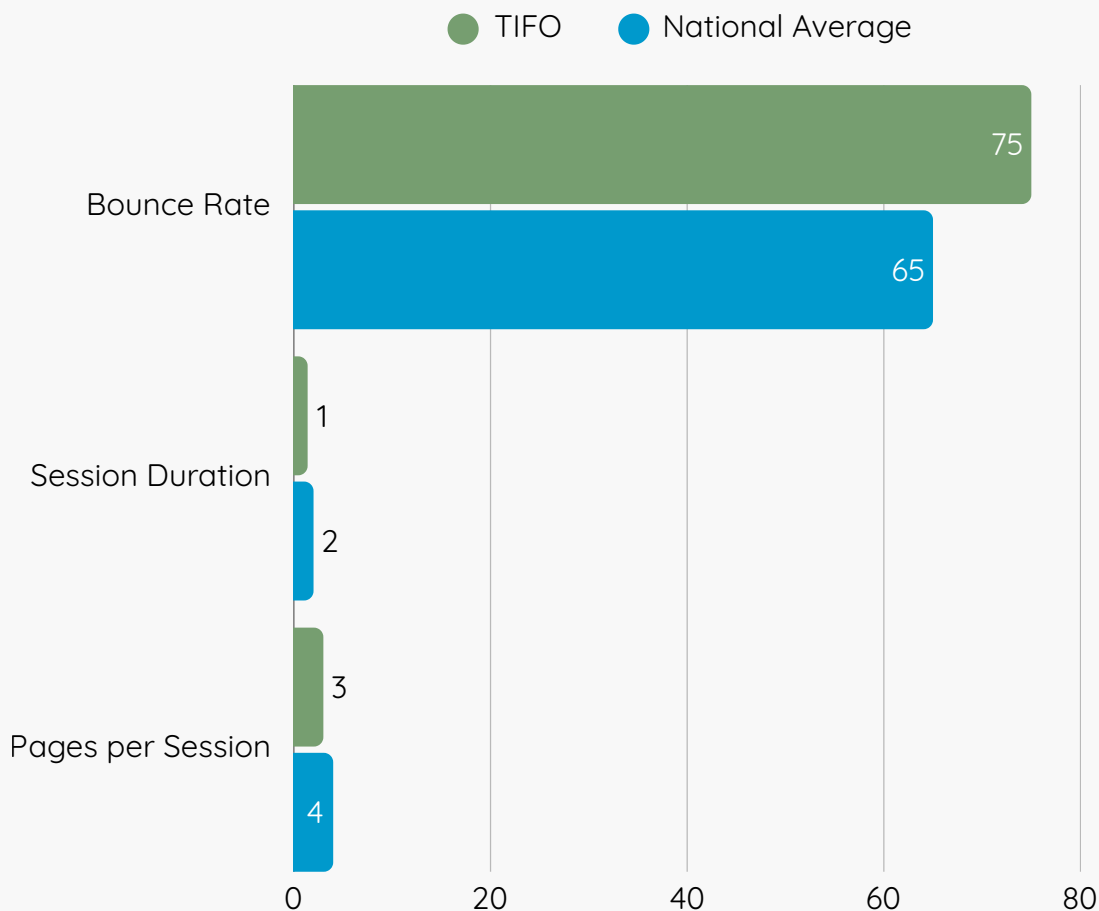
Visitors spend the most time
(Received the most time-on-page.)

/DUCKVALLEY
-EJ

Visitors spend the least time

/DONATE

TIFO vs National Benchmark



WEBSITE PERFORMANCE FINDINGS

(2024)

TIFO's website traffic saw major growth in 2024, with sessions up 103% (7,212) and unique visitors doubling to 5,881 compared to 2023. This surge, largely driven by paid and organic search, signals increasing awareness and visibility. However, engagement and conversion metrics declined—notably, the bounce rate increased and session duration dropped—indicating that while more users are finding the site, fewer are staying or taking meaningful action.

Key Insights

- **Traffic Surge:** Search-driven growth confirms strong interest in TIFO's mission and content.
- **Engagement Dip:** A higher bounce rate and shorter session times suggest users aren't finding what they need—or the site experience isn't compelling enough.
- **Top Interests:** Pages related to Duck Valley and Margrit von Braun attracted the most attention, offering a clue about what resonates.
- **Global Reach:** While U.S. traffic still leads, international interest is expanding—creating an opportunity to adapt content for a broader audience.

What This Means Moving Forward

- **Refine Landing Pages:** Improve the clarity, relevance, and structure of high-traffic entry points to reduce bounce rate and encourage deeper exploration.
- **Strengthen Calls-to-Action (CTAs):** Make it easier for users to engage—whether subscribing, donating, or exploring more content.
- **Prioritize Engaging Content:** Build on high-performing topics like Duck Valley and Margrit von Braun by creating similar, story-driven pieces.
- **Optimize for International Visitors:** Consider translating or tailoring key content to support growing global interest.
- **Align Paid Search Strategy:** Ensure ads link to the most relevant, engaging pages to improve ROI and conversion rates.
- **Monitor User Behavior Closely:** Use tools like heatmaps and session recordings to understand where users drop off and why.



SOCIAL MEDIA REPORT



12.71%
Engagement Rate



878
Post Reactions



7K
Post Reach



87
Posts



1.2K
Content Interactions



5.40%
Engagement Rate



47
Tweets



512
Impressions



9
Retweets



13
Likes



10.51%
Engagement Rate



492
Profile Visits



4,447
Reach



474
Likes



47
Posts



12.24%
Engagement Rate



73
New Followers



15,316
Impressions



1,108
Clicks



759
Reactions



HASHTAG PERFORMANCE

#THESWITCH

Posts: 1

Average Reach: 287

Average Engagement Rate: 14.08%

#INDIGENOUSPEOPLESDAY

Posts: 1

Average Reach: 111

Average Engagement Rate: 15.25%

#INDIGENOUSRIGHTS

Posts: 1

Average Reach: 111

Average Engagement Rate: 15.25%



HASHTAG PERFORMANCE

#EARTHGIVESDAY

Posts: 1

Average Impressions: 20

Average Engagement Rate: 0%

#INDIGENOUSPEOPLESDAY

Posts: 1

Average Impressions: 13

Average Engagement Rate: 15.40%

#EARTHGIVES

Posts: 4

Average Impressions: 13

Average Engagement Rate: 2.78%



HASHTAG PERFORMANCE

#WATERQUALITY

Posts: 1

Average Reach: 340

Average Engagement Rate: 5.60%

#CENTRALASIA

Posts: 1

Average Reach: 340

Average Engagement Rate: 5.60%

#GRADSCOOLLIFE

Posts: 1

Average Reach: 340

Average Engagement Rate: 5.60%



HASHTAG PERFORMANCE

#TIFO

Posts: 1

Average Impressions: 180

Average Engagement Rate: 7.22%

#TERRAFOUND

Posts: 1

Average Impressions: 180

Average Engagement Rate: 7.22%

#INDIGENOUSLAND

Posts: 1

Average Impressions: 180

Average Engagement Rate: 7.22%

Engagement & Content Effectiveness

Key Takeaways



Top Performer

LinkedIn shows high engagement and audience alignment.



Instagram

Strong engagement, but needs better profile conversion and hashtag strategy.



Facebook & Twitter

Require revitalized content, discussion, and visual strategy.



Growth Channels

TikTok and Snapchat offer untapped potential for younger audiences.

Next Steps

Create a cross-platform calendar

Track analytics monthly

Prompt responses to engagement from audience

Consistent and strategic hashtag use

Explore partnerships/collaborations

Cross Platform Hashtag Usage

Mission & Organization-Specific

These reinforce brand identity and help users discover TIFO directly.

#TIFO

#terragraphicsinternational

#nonprofit

#environmentalnonprofit

#communityled

#justice

#equity

Science & Environmental Focus

Use these for content related to research, remediation, and scientific work.

#environmentalscience

#environmentalassessment

#environmentalremediation

#contaminationcleanup

#pollutionprevention

#pollution

#climatechange

Community & Capacity Building

Great for posts about collaboration, engagement, education, and local impact.

#communityhealth

#communitybuilding

#communityengagement

#capacitybuilding

#skillbuilding

#education

#knowledgebuilding

Awareness & Advocacy

These expand discoverability in broader conversations on environmental justice and public health.

#environment

#environmentalhealth

#environmentaleducation

#environmentaljustice

#research

Platform-Specific Optimization Strategies

Instagram

- Increase usage of carousels and reels for better engagement.
- Utilize Instagram Stories strategically to highlight ongoing projects and engage users with interactive features (polls, Q&A, links).
- Optimize hashtags based on past performance (e.g., continue leveraging #communityhealth while testing new variations).
- Strengthen call-to-actions (CTAs) in captions to encourage profile visits and follows.

Facebook

- Introduce more storytelling content, such as case studies and impact stories, to foster emotional connections.
- Encourage followers to engage with discussions and participate in community-driven content.
- Use Facebook Groups to create niche communities around TIFO's work.

Twitter (X)

- Increase tweet frequency and use trending environmental and nonprofit-related hashtags.
- Incorporate more visual content (infographics, short videos) to stand out in fast-moving feeds.
- Engage in industry conversations by responding to relevant posts and retweeting key content from partners.
- Host Twitter chats or Q&A sessions to build engagement.
- There has been a reduction in TIFO's target audience on this platform, consider investing time to implement these strategies on alternatives people have moved to, such as Threads and Bluesky.

LinkedIn

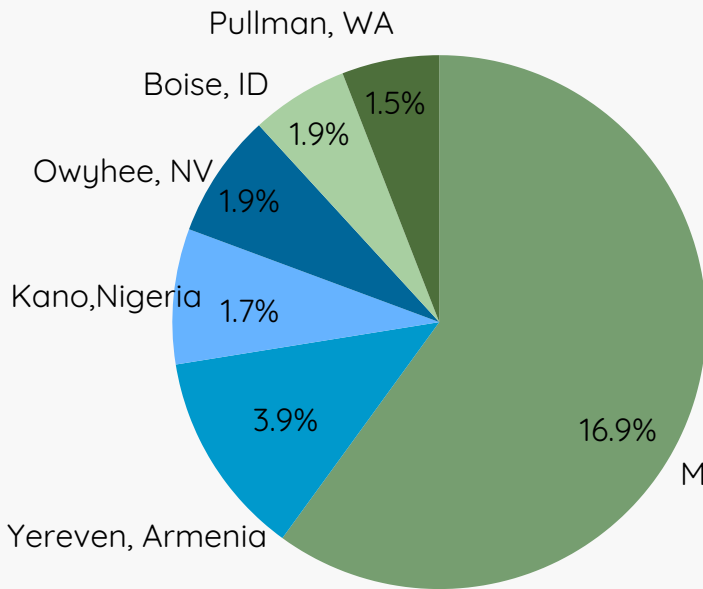
- LinkedIn holds a lot of potential for establishing TIFO as a thought leader in their field.
- Leverage LinkedIn Articles & Newsletters to share research insights, case studies, and industry trends.
- Engage with industry leaders & tag partners to boost visibility and strengthen professional connections.
- Encourage TIFO employees and stakeholders to interact with posts and share their insights.
- Continue focusing on attracting industry professionals, graduate students, and nonprofit leaders.

General Recommendations

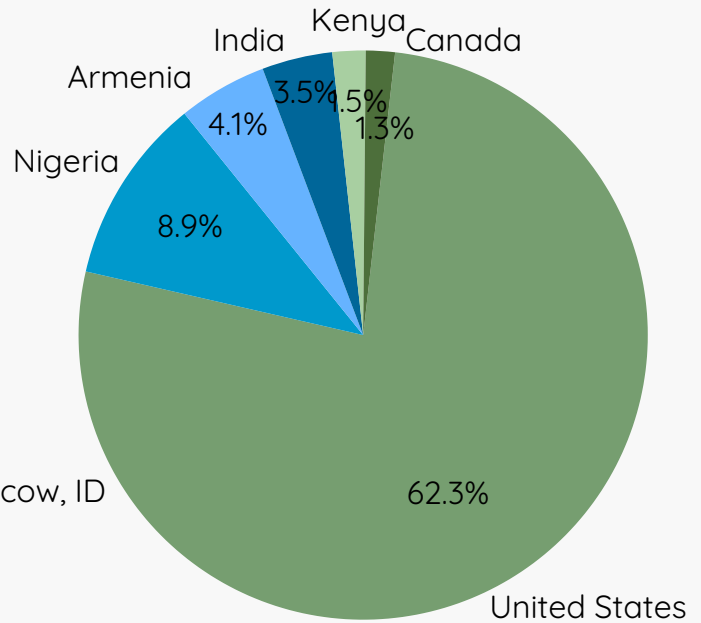
- Establish a cross-platform content calendar to ensure consistency and alignment of messaging.
- Monitor analytics monthly to track progress and adjust strategies accordingly.
- Invest in community engagement by actively responding to comments, messages, and participating in platform-specific discussions.
- Explore collaborations with influencers or partner organizations to expand reach and credibility.



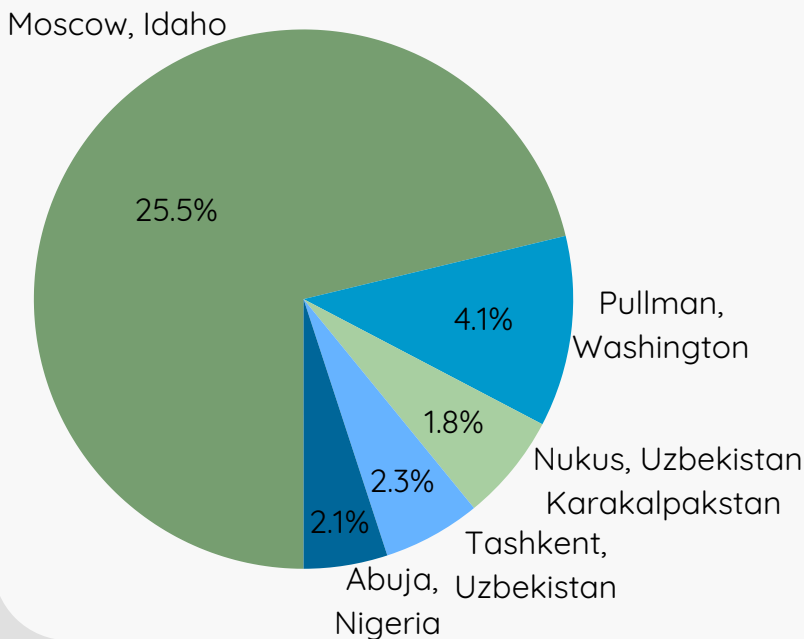
TOP CITIES



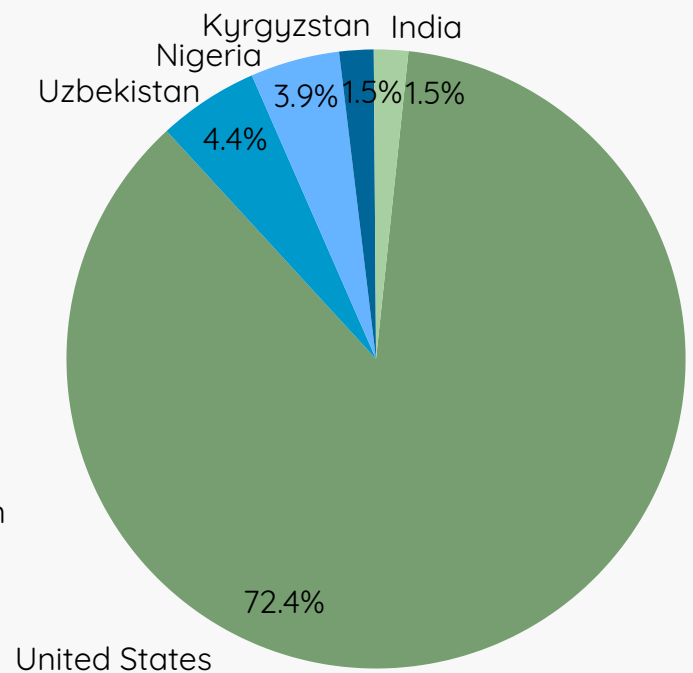
TOP COUNTRIES



TOP CITIES

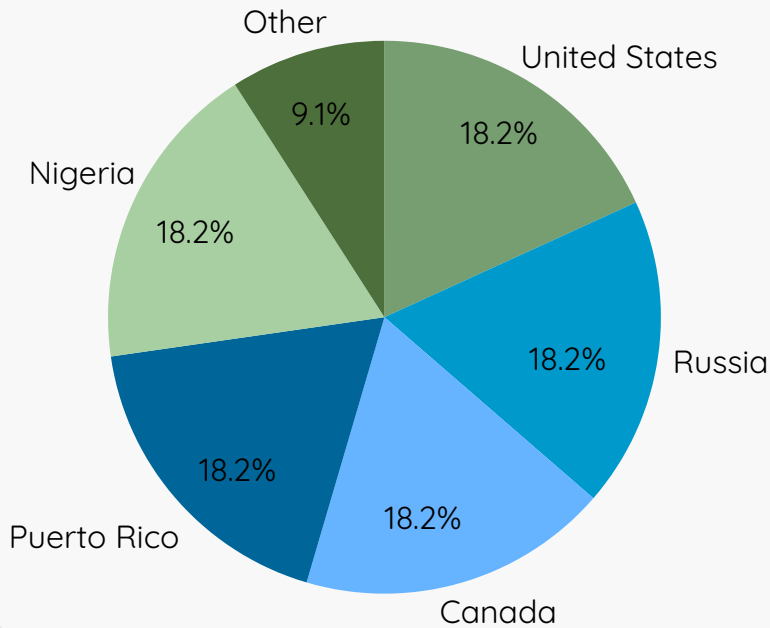


TOP COUNTRIES

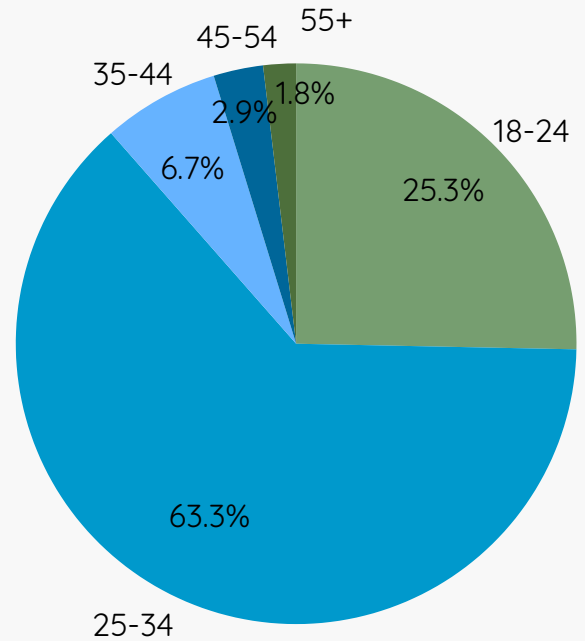




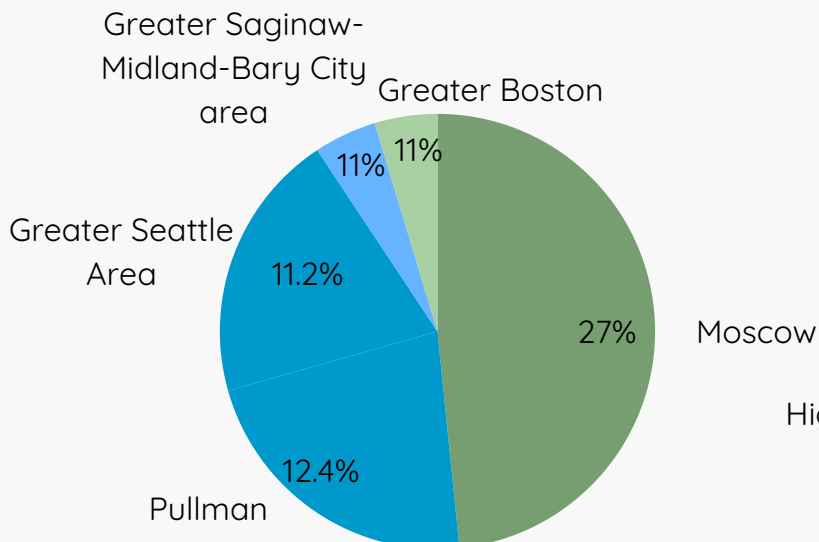
TOP LOCATIONS



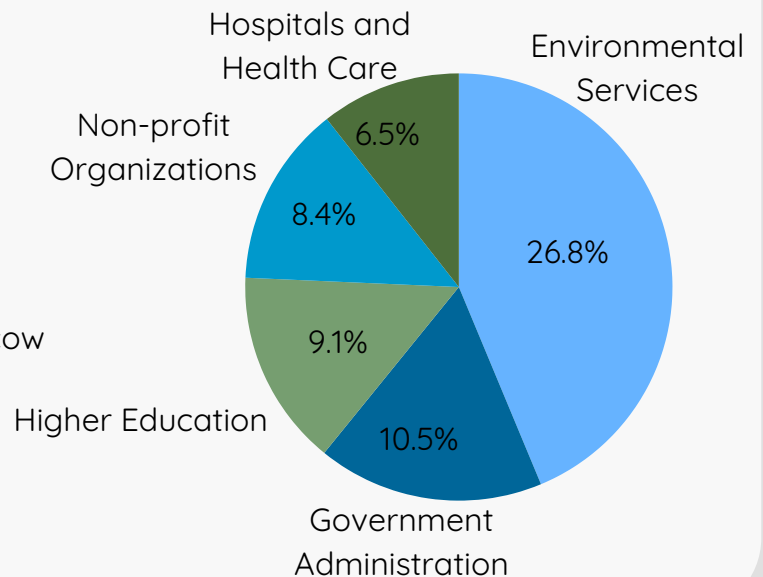
TOP AGES



TOP LOCATIONS



TOP INDUSTRIES





Facebook Report

Due to recent updates from Meta, we are no longer able to ingest data for the number of post clicks, reach, impressions, engaged users, and gender or age demographics for your Facebook Page.

PAGE & POST ENGAGEMENTS OVERVIEW



Visits

1.3k

Up 61% from 2023



Views

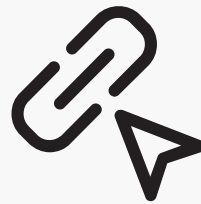
7.1k

No 2023 comparison data



Reactions

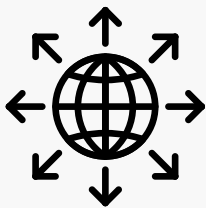
878



Link clicks

51

Down 35.4% from 2023



Reach

7k

up 2.1% from 2023



Engaged Users

0



Content Interactions

1.2k

Down 10.6% from 2023



Follows

61

Up 103.3% from 2023

PAGE & POST ENGAGEMENTS OVERVIEW



Link clicks

51



35.4%

from 2023



Engagement

0



201K %



New Fans

48



4,800%



87



8,700%

Best Day to Post:

Friday

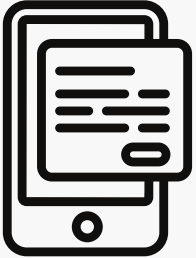
Best Type of Post:

Image

Best Frequency to Post:

One Post a Day

POST/CONTENT SUMMARY



Posts

87

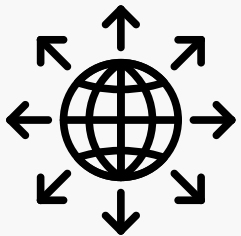
8,700% Increase



Comments

21

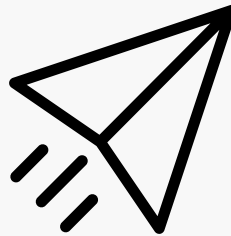
2,100% Increase



Reach

5,862

586K% Increase



Shares

34

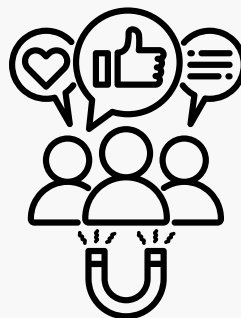
3,400% Increase



Reactions

291

29,100% Increase

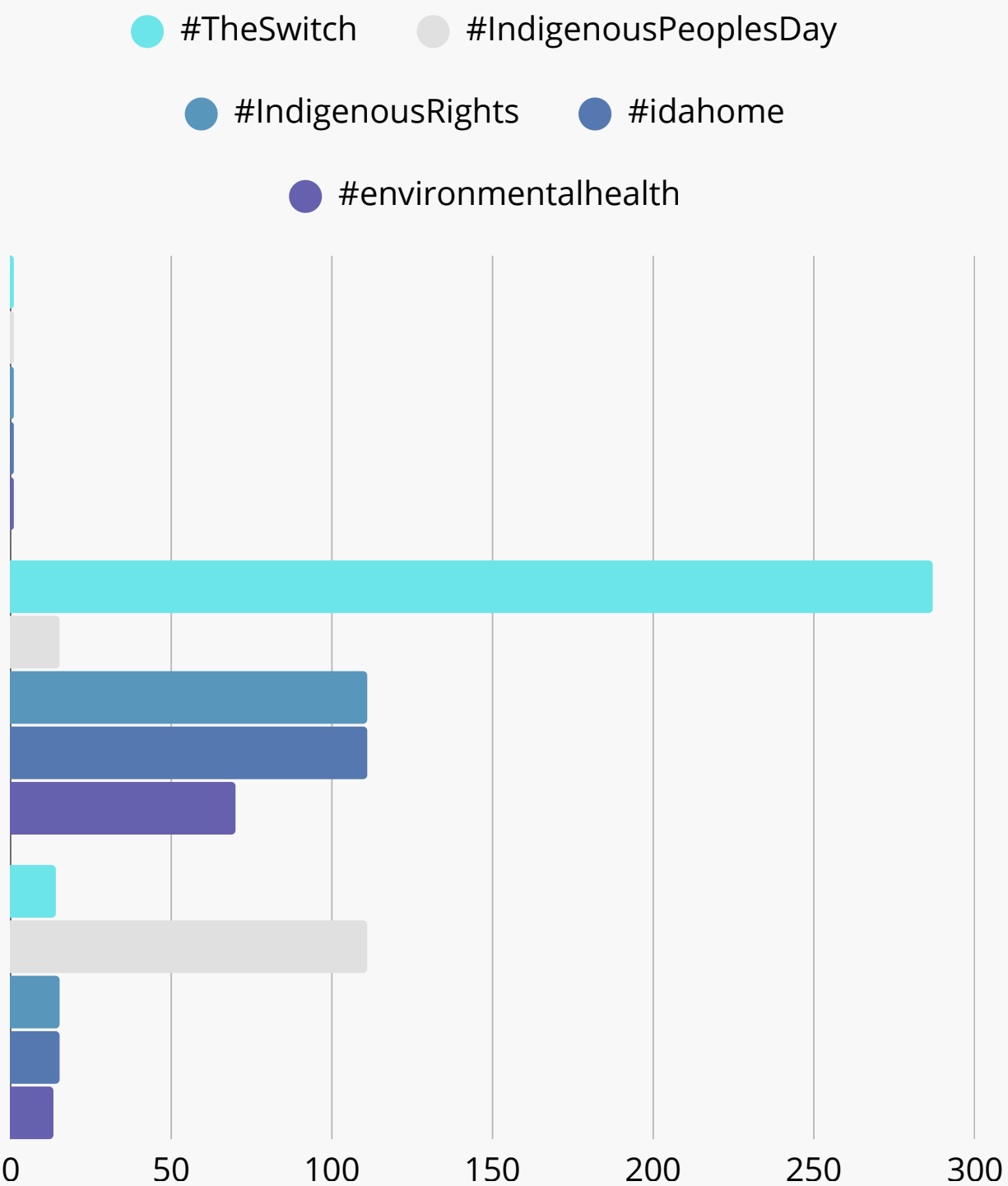


Engagement Rate

12.71%

1,271% Increase

Hashtag Performance Breakdown

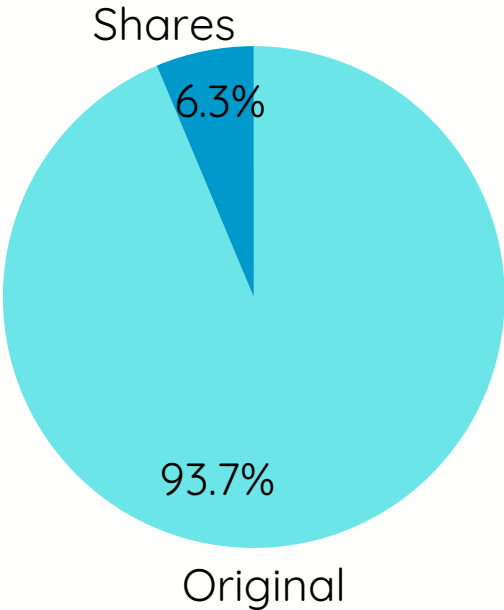


Top Content by Views

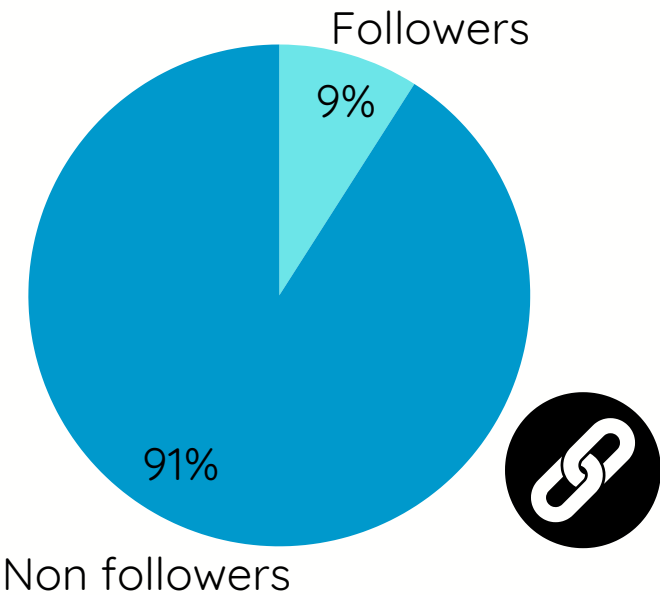
Casey Bartrem, TIFO Executive Director, checking in from Yerevan, Armenia.

Content Type	Impressions	Reel Plays	Reach
Reel	1,502	2,355	1,502
Interactions			
54			

Impression Breakdown



Reach Breakdown



Cross-Cultural Exchange in Complex Situations | Marina Steiner

Content Type	Interactions	Views	Reach
Video	7	525	265
Link Clicks			
1			



Cross-Cultural Exchange in Complex Situations | Marina Steiner

Content Type	Interactions	Views	Reach	Link Clicks
Video	7	525	265	1



We have had two jam-packed days hosting our Shoshone-Paiute partners from the Duck Valley Indian Reservation.

Reach	Content Type	Views	Interactions
141	Multi-photo	265	11



What would it be like to have a job that helps people AND is the adventure of a lifetime?

Content Type	Reach	Interactions	Reach
Reel	102	10	285



Earth Gives is an event that catalyzes generosity to drive meaningful change for our collective futures.

Content Type	Interactions	Reel Plays	Reach	Impressions
Reel	4	255	55	68



FACEBOOK AUDIENCE SUMMARY



Current Followers

462



Unfollows

10

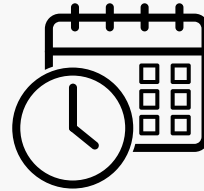
up 233.3% from 2023



Follows

61

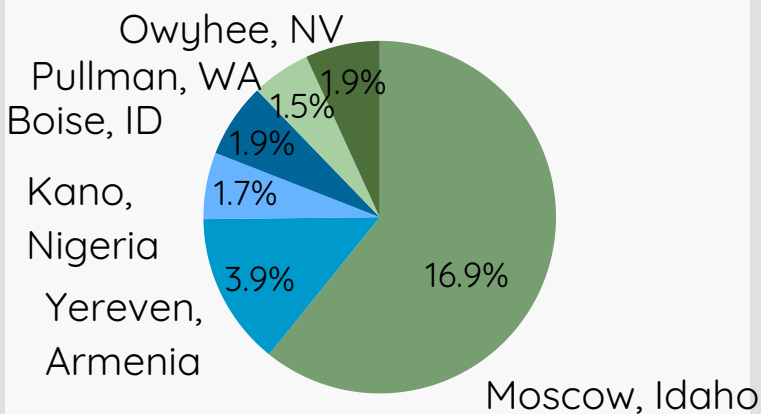
up 103.3% from 2023



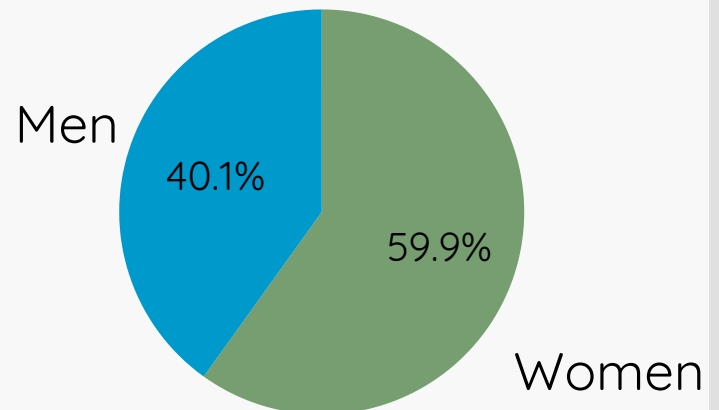
Followers most active time

Wednesdays 9 AM PST

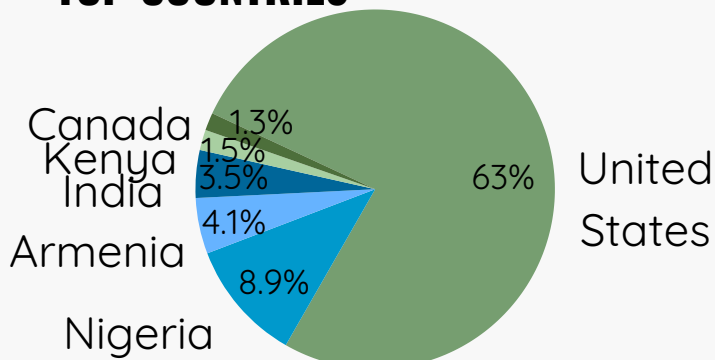
TOP CITIES



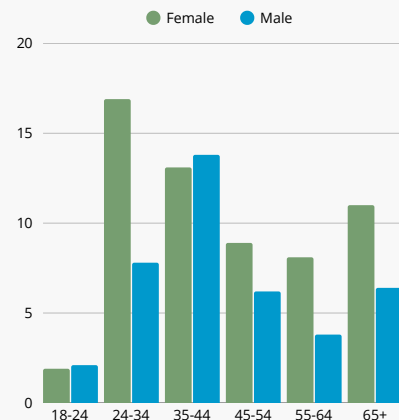
GENDER ANALYTICS



TOP COUNTRIES



AGE ANALYTICS



Key Insights

1. Engagement vs. Conversion

- While overall engagement has grown, click-through actions (CTAs) and link clicks remain low, indicating a gap between interest and deeper interaction.

2. Content Volume vs. Quality

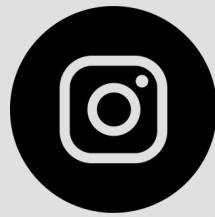
- Reach and content production have increased, but engagement rates haven't kept pace.
- This suggests that volume alone isn't driving results — we need more consistently engaging, value-driven content.

3. Audience Growth Trends

- There's notable growth in both global and local audiences.
- Our core regional audience remains strong, but to accelerate global growth, content must be better tailored to international interests.

4. Content Strength with Room for Improvement

- Images and reels are top-performing formats, indicating strong visual appeal.
- Stories are outperforming promoted posts, suggesting organic, real-time content may be more effective than paid promotions.



Instagram Report

Due to recent updates from Meta, we are no longer able to ingest data for the number of post clicks, reach, impressions, engaged users, and gender or age demographics for your Instagram Page.

PERFORMANCE OVERVIEW



Posts

50



Engagement Rates

10.51%

1051% increase



Impressions

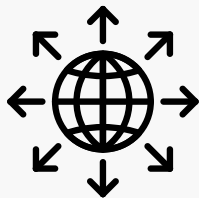
13,749



Profile Visits

496

Down 34.4% from 2023



Post Reach

9,479

3.7k up 6.5% from 2023



Followers

388

Up 103.3% from 2023



Likes

515



Follows

62



Comments

15



Unfollows

38

POST/CONTENT SUMMARY



Posts

50



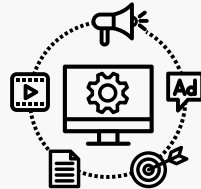
Engagement Rates

10.50%



Impressions

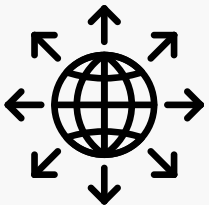
13,749



Content Views

11.4k

Data begins July 2024



Post Reach

4851



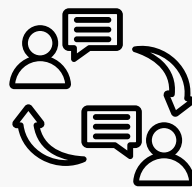
Comments

15



Likes

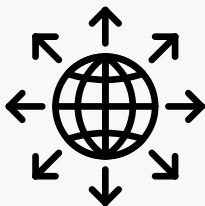
515



Content interactions

998

Up 100% from 2023



Content Reach

3.7k



6.5%

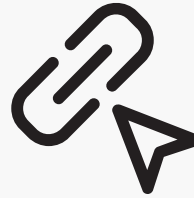
from 2023

INSTAGRAM STORIES SUMMARY



Stories

10



Engagement rate

0.22%



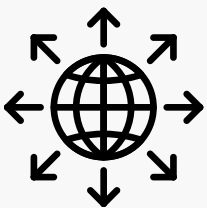
Impressions

538



Replies

1



Story Reach

535



Exits

71



Completion Rate

87.40%

INSTAGRAM TOP CONTENT BY VIEWS

Brock Keller - Formative Experiences

Content type

Reel

Views

598

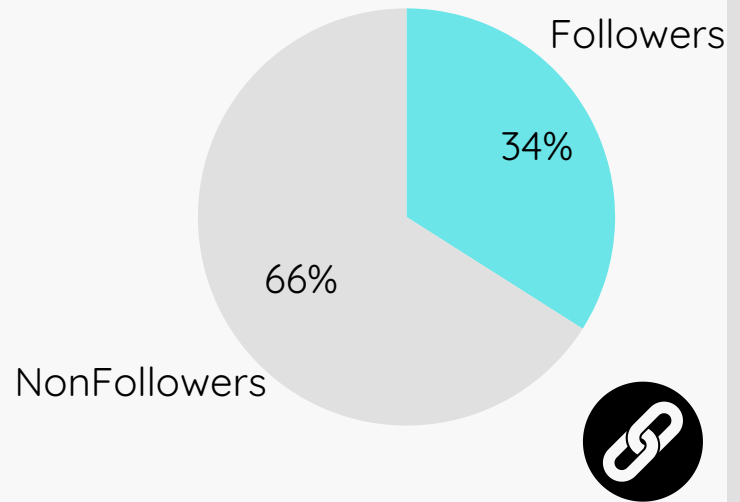
Reach

433

Interactions

22

Viewer interactions



Nerd lunch! UI water resources...

Content type

Post

Views

452

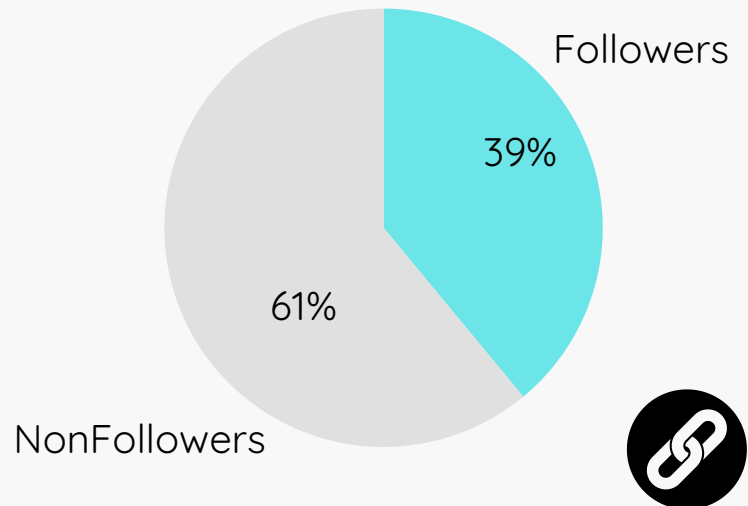
Reach

349

Interactions

22

Viewer interactions



Back to the Batken Province!

Content type

Reel

Views

431

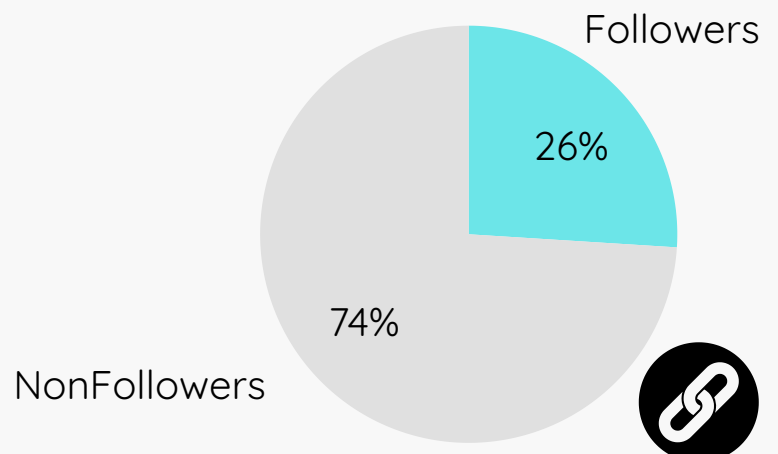
Reach

276

Interactions

23

Viewer interactions



It's a cold, grey, GREAT day today!

Content type

Reel

Views

400

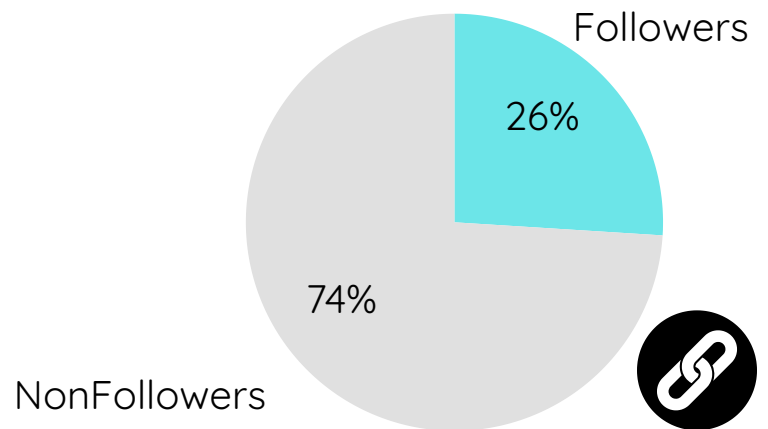
Reach

298

Interactions

47

Viewer interactions



If you haven't already noticed, we are SO excited...

Content type

Reel

Views

316

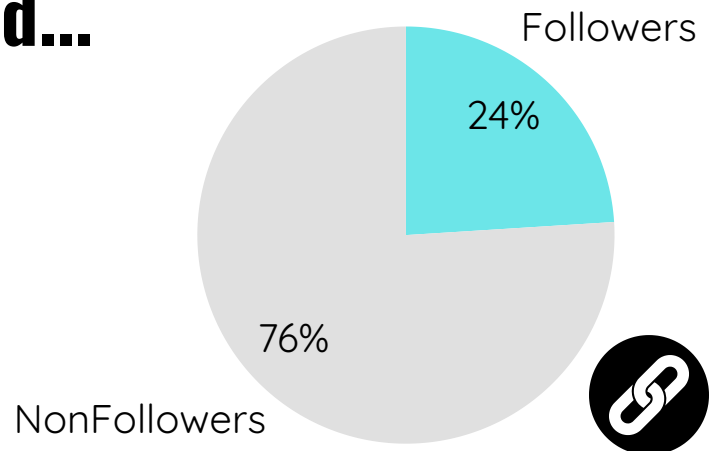
Reach

316

Interactions

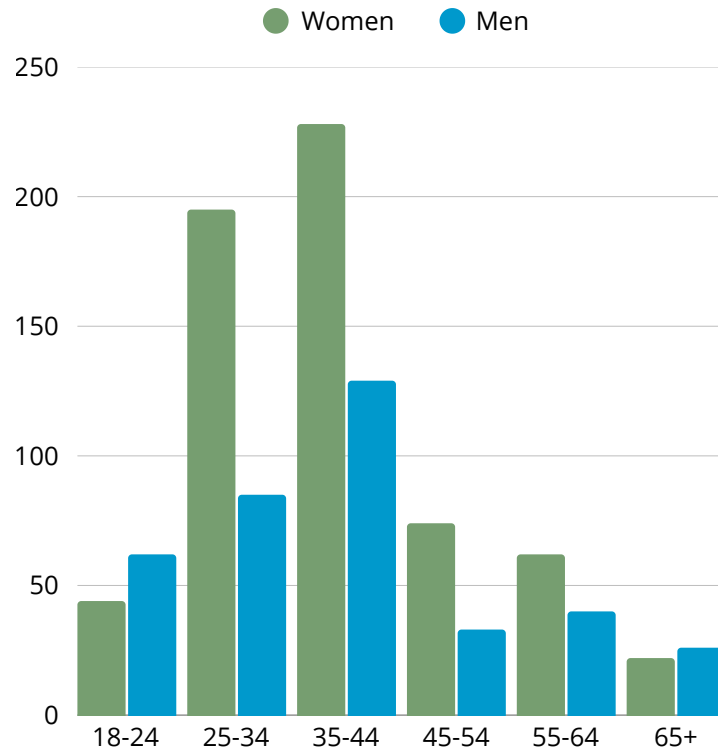
10

Viewer interactions

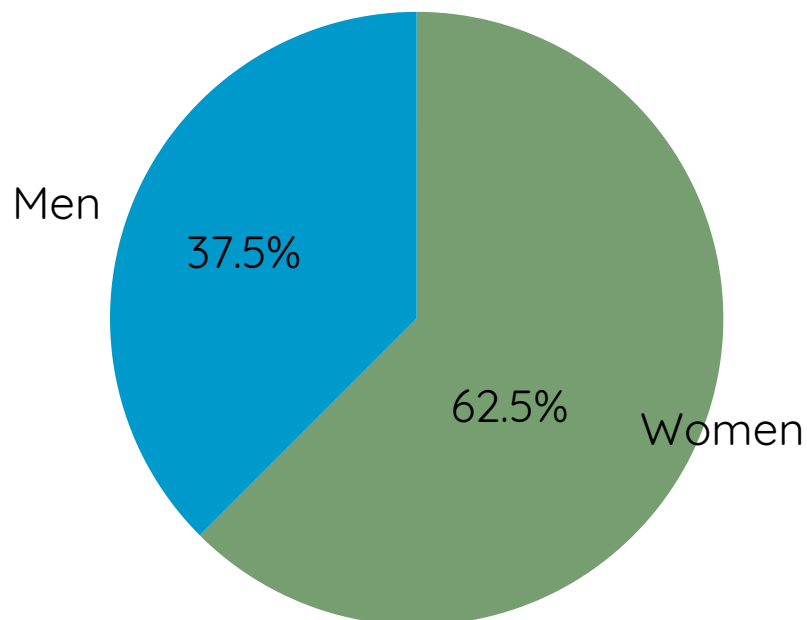


INSTAGRAM AUDIENCE OVERVIEW

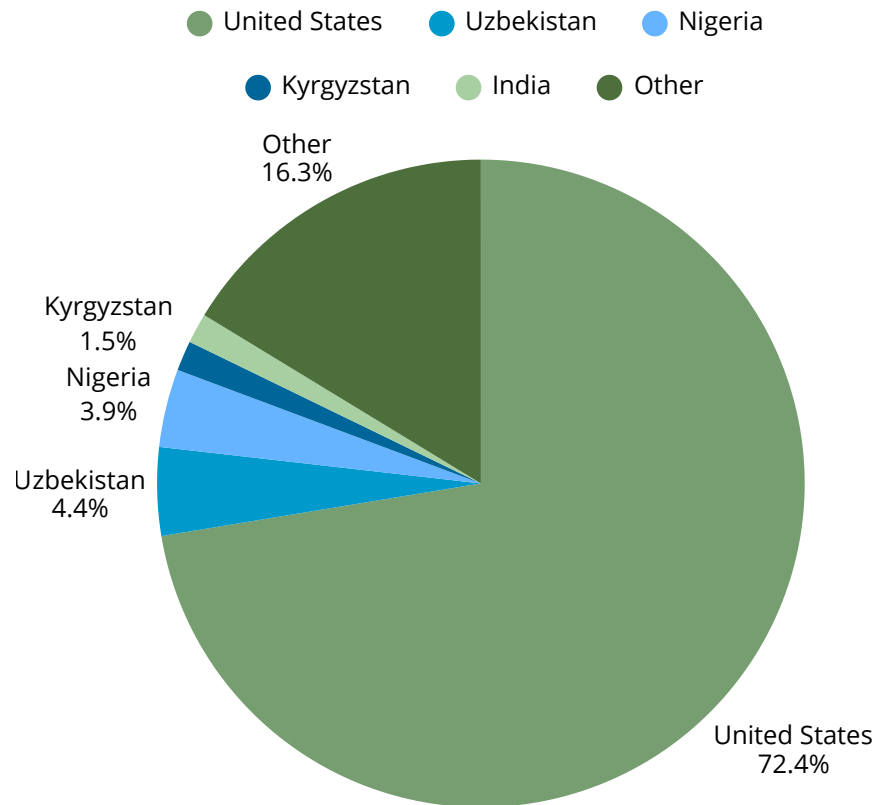
AGE BREAKDOWN



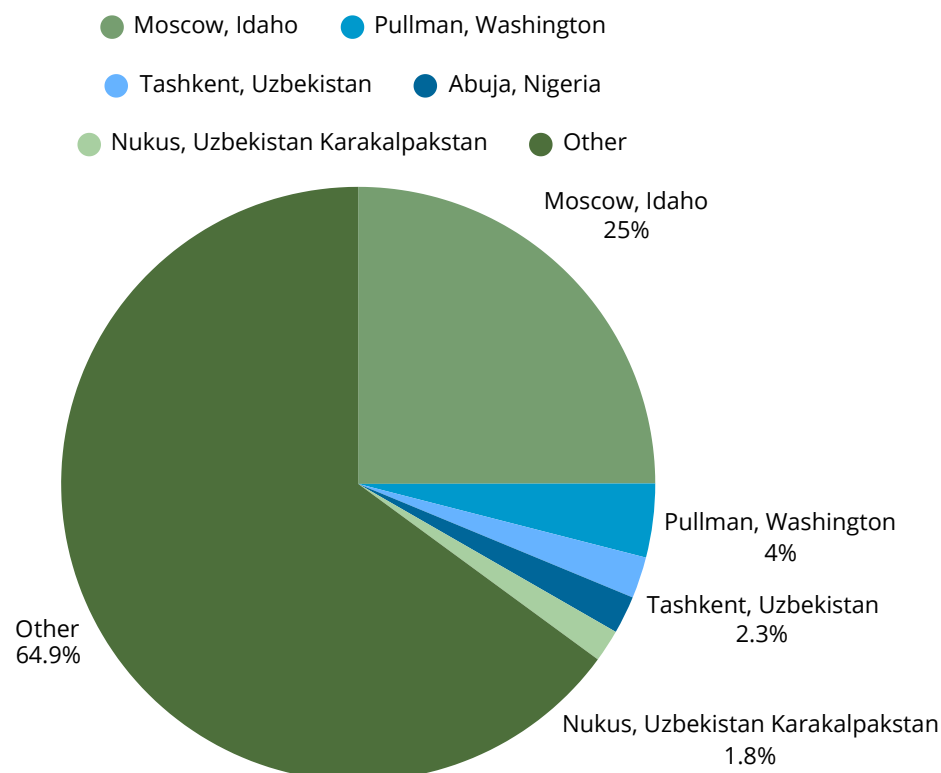
GENDER BREAKDOWN



TOP COUNTRIES



TOP CITIES

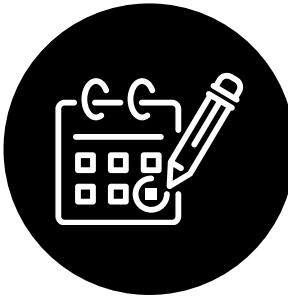


INSTAGRAM ANSWERS OVERVIEW



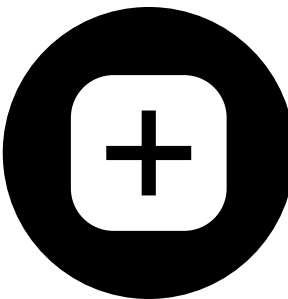
Best Time to Post

4:00 PM on Tuesday



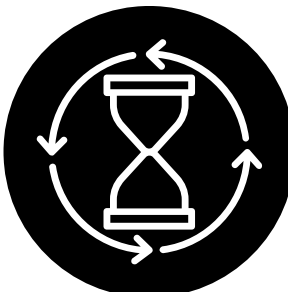
Best Day to Post

Tuesday



Best Type of Post

Carousel



Best Frequency to Post

Once Daily

Instagram remains one of our most visually engaging platforms, with solid engagement from existing followers but room to grow reach and conversion. While posts are consistently interacted with, recent metrics show that reels and carousels outperform static posts in both impressions and engagement. However, there's an opportunity to better capture attention in the first few seconds of reels and to strategically leverage Stories and Highlights to reinforce messaging and drive more action.

Key Insights:

- Engagement increased significantly, but it is not converting into profile visits or follower growth
- Carousels and reels are the strongest content formats, with reels reaching the widest audience (but they have had low viewer retention)
- Core audience remains regional and female-dominated, but the channel is seeing slow global growth, primarily in regions where TIFO works



LinkedIn Report

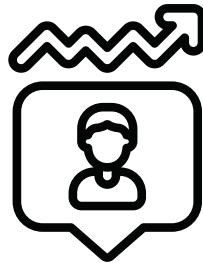
LinkedIn

Performance Summary



Followers

298



New Followers

43



Page views

418



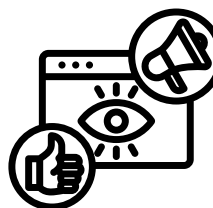
Unique visitors

184



Posts

39



Impressions

11,902



Reactions

759

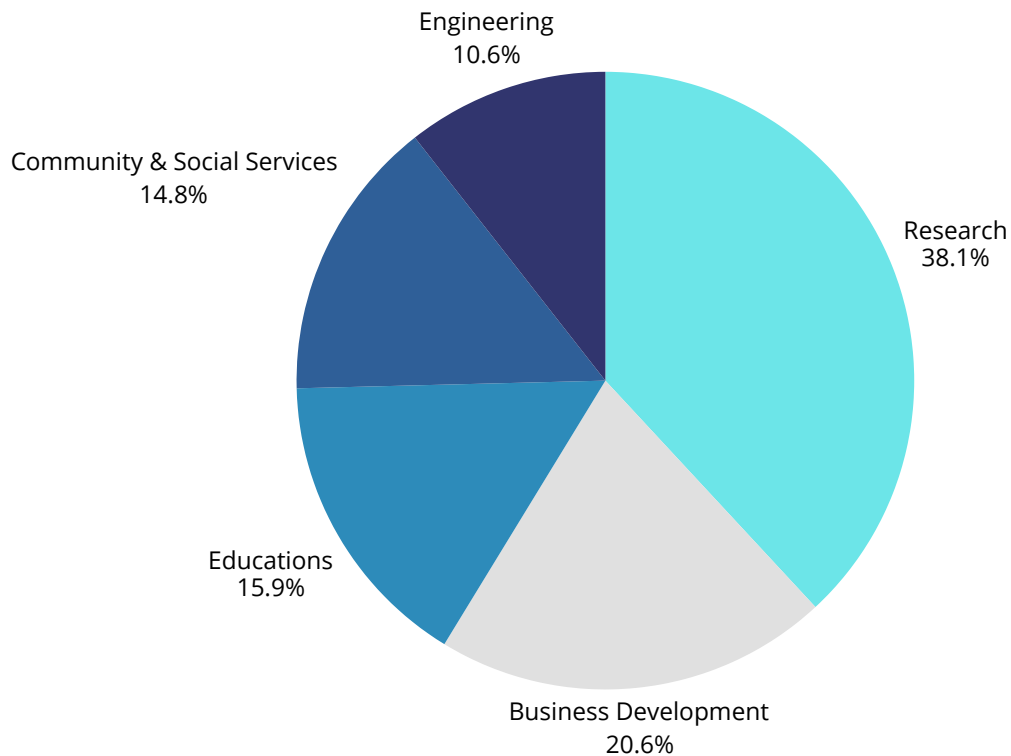


Comments

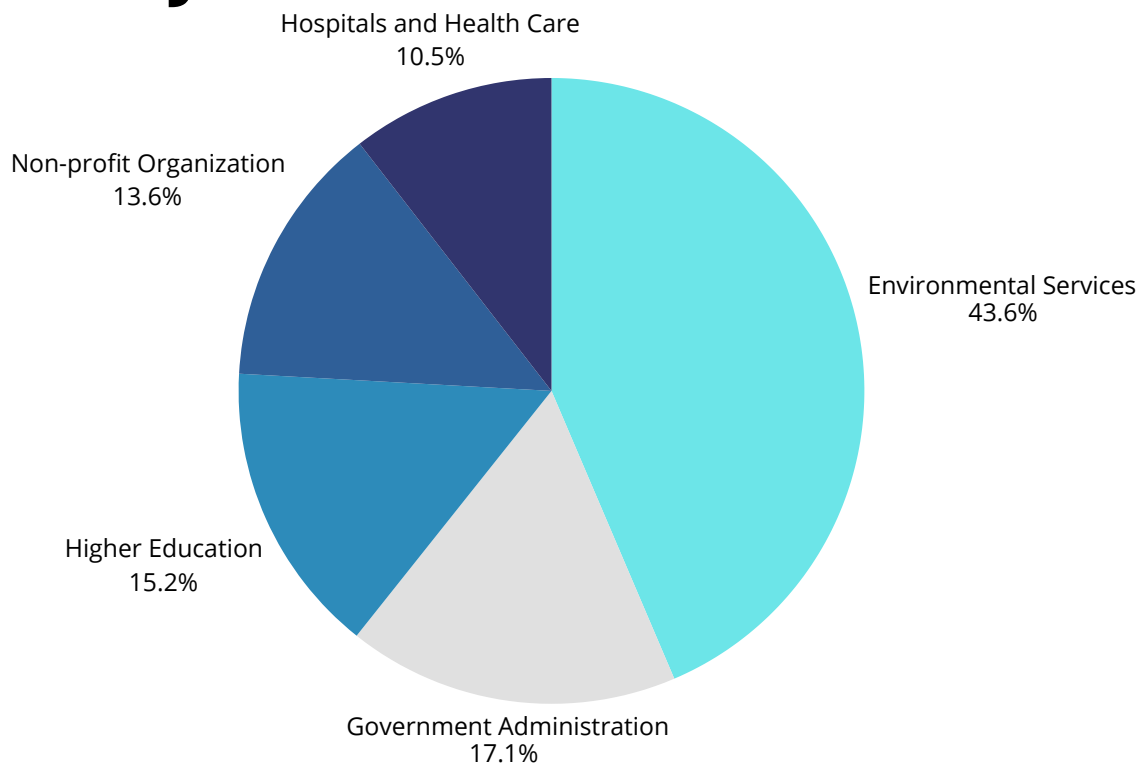
24

Visitor Demographics

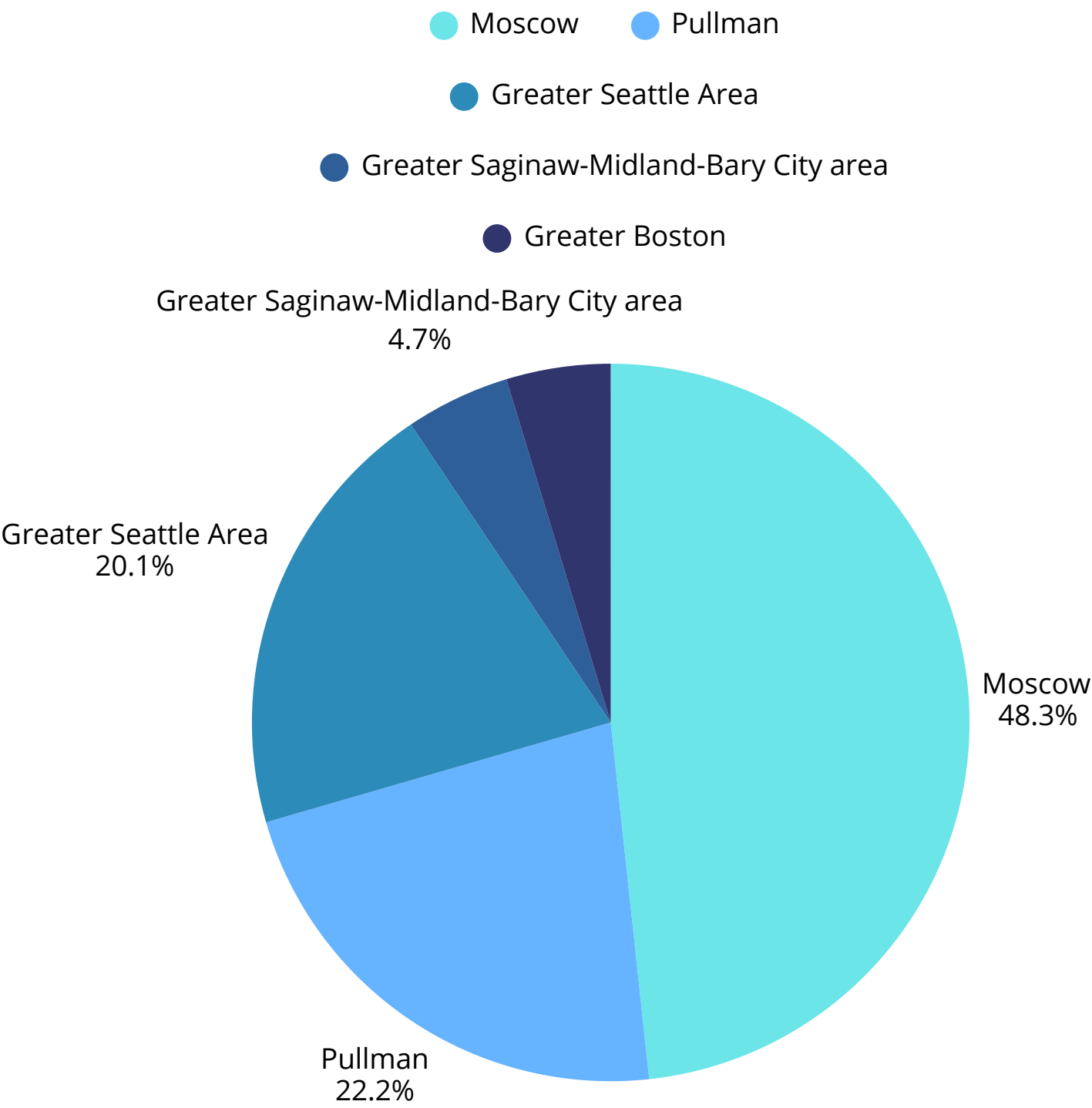
Job Function Breakdown



Industry Breakdown

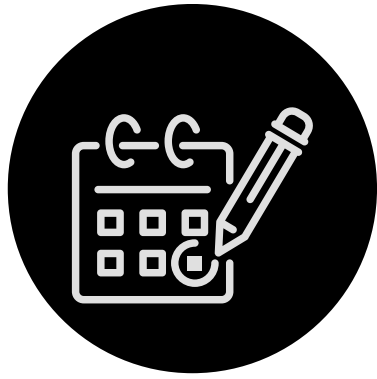


Location Break Down



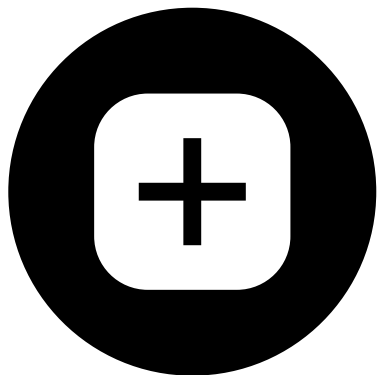
LINKEDIN

ANSWERS OVERVIEW



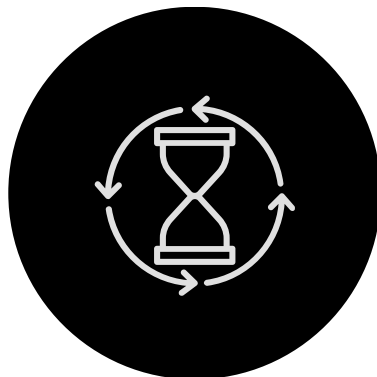
Best Day to Post

Saturday



Best Type of Post

Image



Best Frequency to Post

Twice Daily

Key Insights

1. Strong Engagement, Limited Growth

- Engagement levels are high, indicating content resonates with current followers.
- However, reach and follower growth remain weak, suggesting limited exposure to new audiences

2. Audience Alignment

- Reach and content production have increased, but engagement rates haven't kept pace.
- This suggests that volume alone isn't driving results — we need more consistently engaging, value-driven content.

3. Content Format Performance

- There's notable growth in both global and local audiences.
- Our core regional audience remains strong, but to accelerate global growth, content must be better tailored to international interests.



Twitter/X Report

TWITTER/X PERFORMANCE SUMMARY



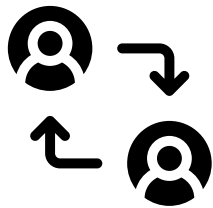
Tweets

47



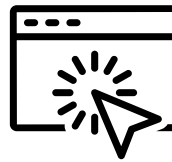
Replies

1



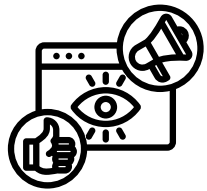
Retweets

9



Clicks

0



Impressions

537



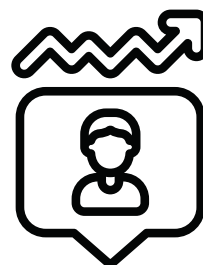
Likes

13



Engagements

23



New followers

-4

TWITTER/X TWEET SUMMARY



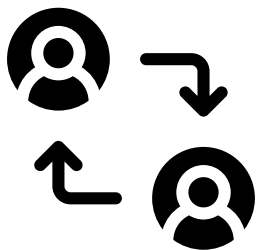
Posts

47



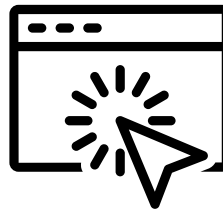
Replies

1



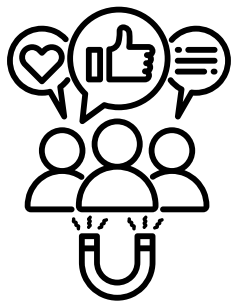
Retweets

9



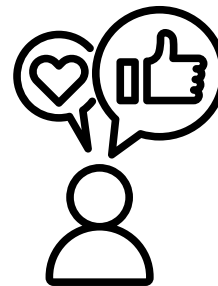
Clicks

0



Engagement Rate

5.40%



Likes

13



Followers

115

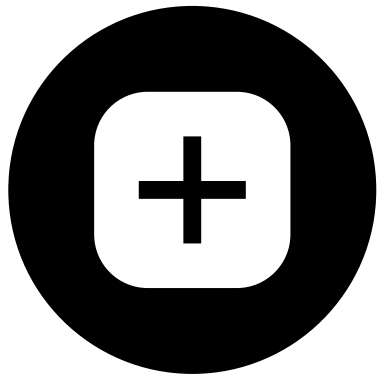
TWITTER/X

ANSWERS OVERVIEW



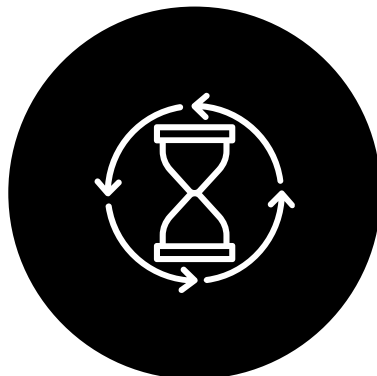
Best Day to Post

Tuesday



Best Type of Post

Image



Best Frequency to Post

2 posts a day

Key Insights

1. Declining Engagement and Audience

- Engagement is currently low and the audience is shrinking, indicating reduced interest or visibility over time.
- This decline may be partially attributed to recent platform changes, where paid accounts gain visibility advantages and key analytics are restricted behind a paywall.

2. Limited Visibility and Reach

- Overall reach and visibility are underperforming, making it difficult to attract new followers or amplify content impact.
- The shift in platform algorithms favoring paying users further compounds this challenge.

3. Inconsistent Posting Schedule

- Posting has been irregular, reducing momentum and opportunities for sustained engagement.
- A lack of consistency may be limiting algorithmic favor and audience retention.



Tiktok Report

TIKTOK PERFORMANCE SUMMARY



Video Views

2.2K

Most Views Nov 3



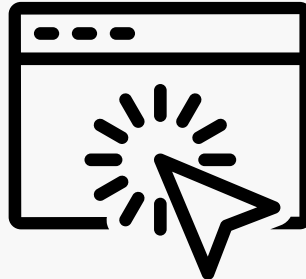
Comments

1



Followers

1



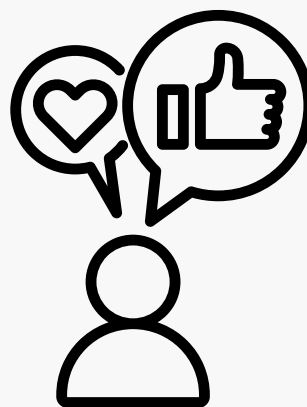
Shares

0



Profile Views

3



Likes

26

SEARCH QUERIES

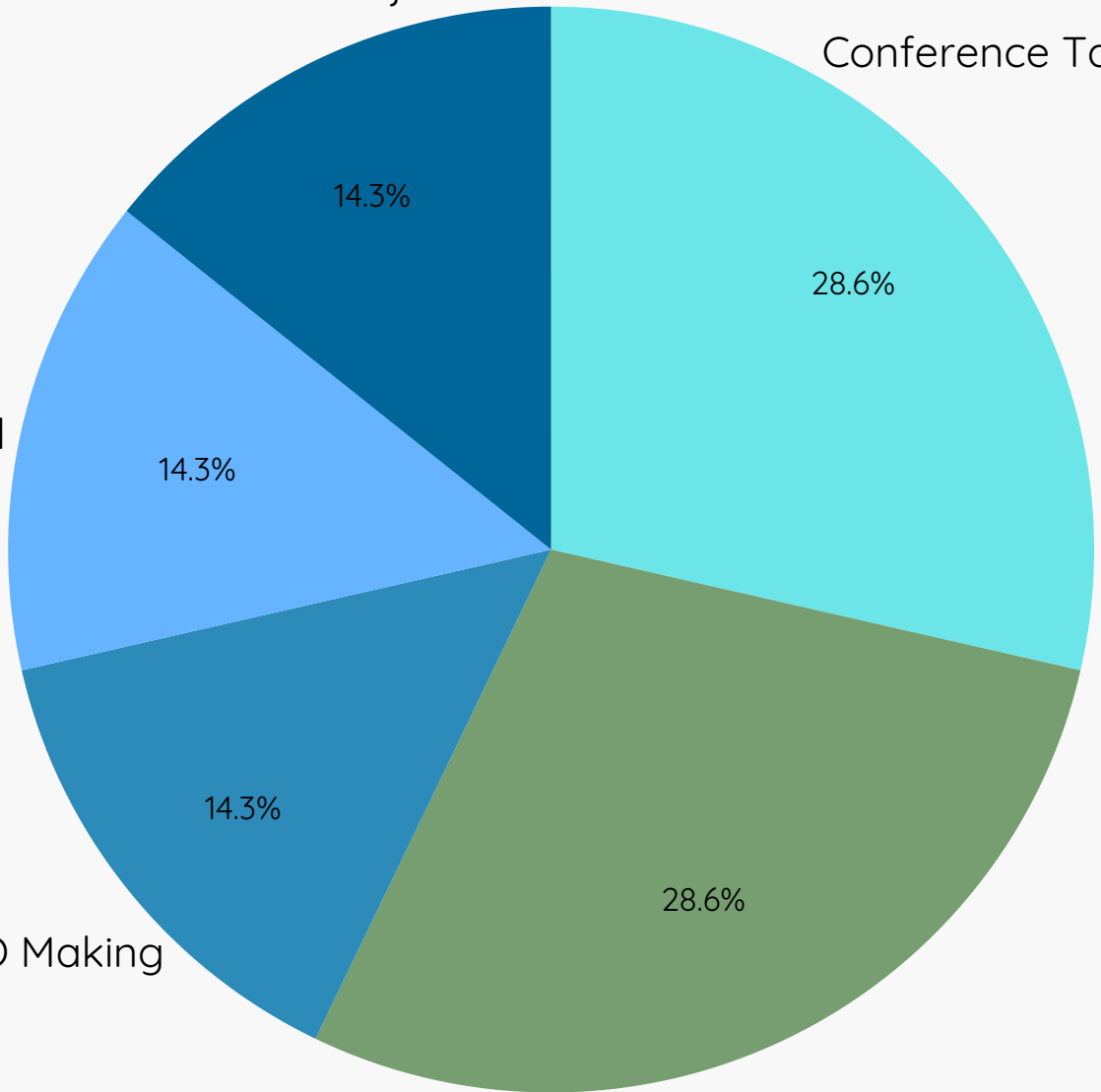
Indigenous American Month Project

Conference Tashkent

Nativeland

TIFO Making

Native American School Project



TOP POSTS BY VIEWS

**DRIVING THROUGH NIMIIPUU LAND
AND SHOSHONE PAIUTE LAND...**

Views

2K



**WHAT AN INSPIRING AND LUCKY FEW
DAYS WE'VE SPENT AT THE
COLLEGIUM...**

Views

815



**WE INVITE YOU TO BECOME AN EARTH
GIVER...**

Views

260



**CALL IT 21ST-CENTURY GOLD RUSH,
THE RISE OF THE ELECTRIC VEHICLE...**

Views

251



**AN ANALYSIS OF 5,336 US MINING
PROPERTIES IN THE S&P GLOBAL...**

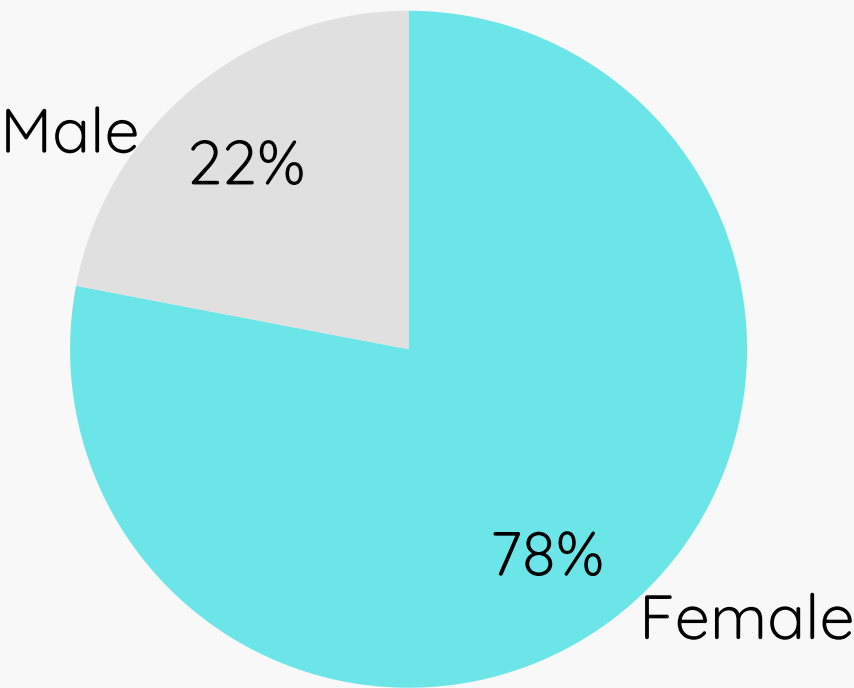
Views

241

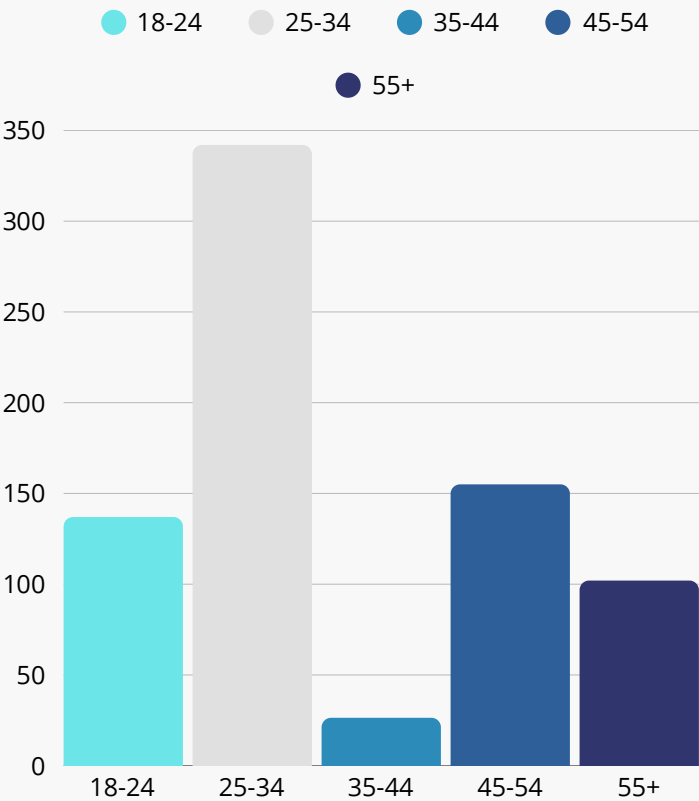


AUDIENCE ANALYTICS

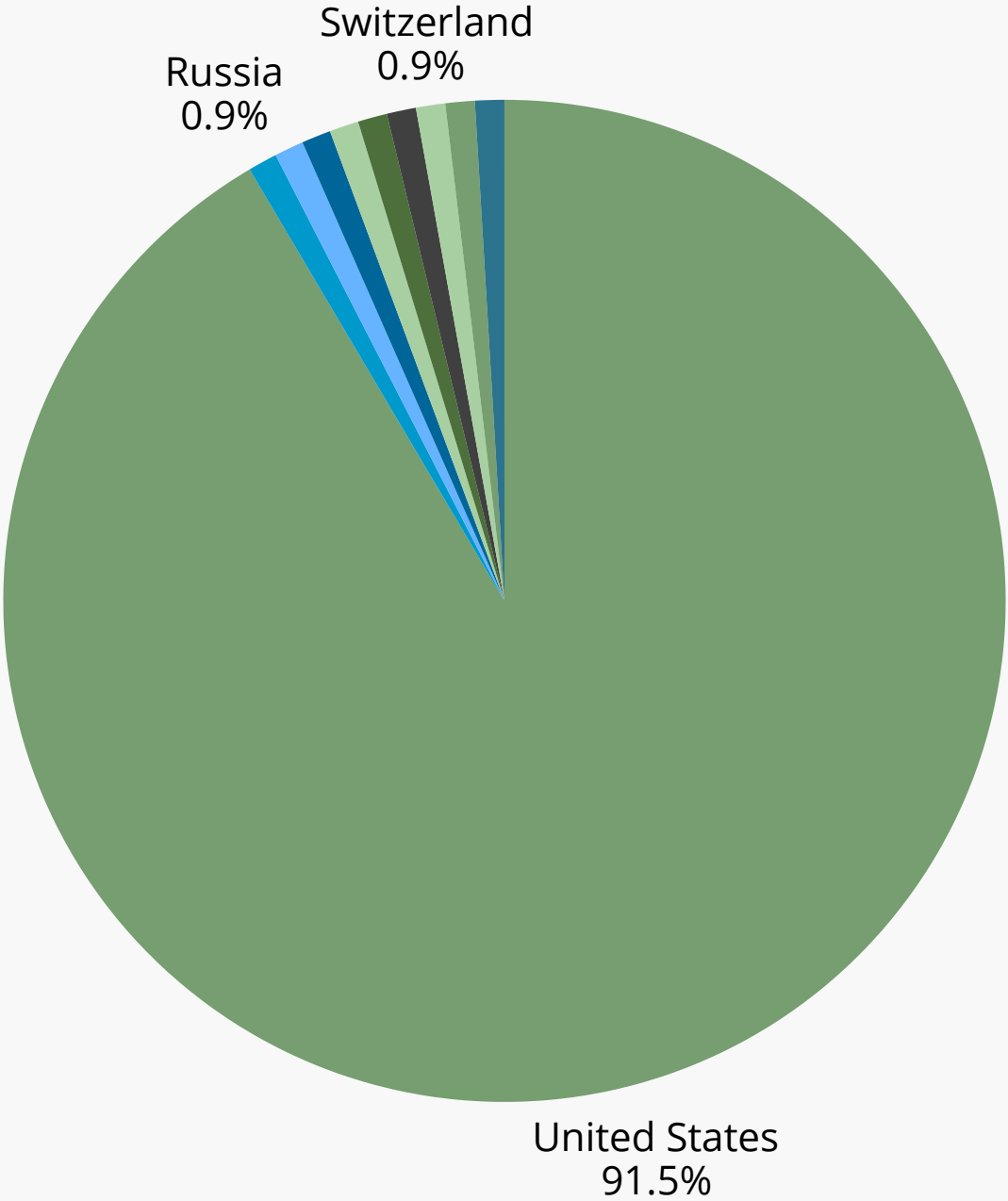
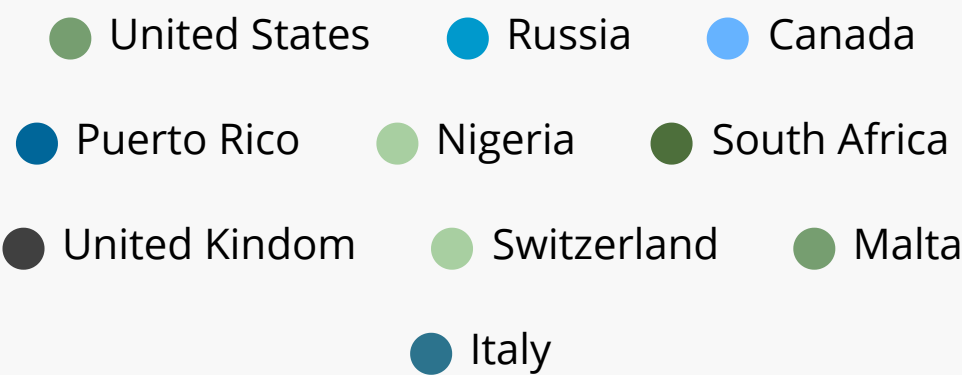
GENDER BREAKDOWN



AGE BREAKDOWN



LOCATION BREAKDOWN



Key Insights

1. Stagnant Follower Growth & Low Engagement

- No new follower growth and consistently low engagement suggest content isn't reaching or resonating with new users.
- This is likely impacted by minimal posting activity, reducing visibility and interaction opportunities.

2. Low Discoverability

- While content is aligned with relevant search terms and topics, it is ranking low in results, limiting organic reach.
- Optimizing for SEO and hashtags could improve content visibility.

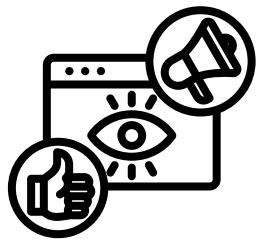
3. Audience Location Breakdown

- The platform is effectively reaching the target U.S. audience, but international reach remains minimal, representing an untapped growth opportunity.



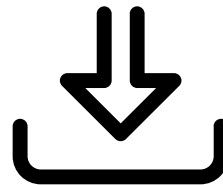
Pintrest Report

PINTEREST PERFORMANCE SUMMARY



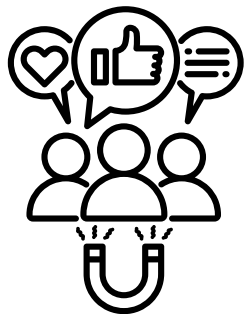
Impressions

3.13K



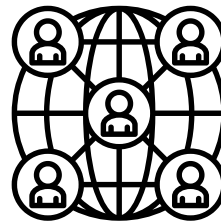
Saves

4



Engagement

25



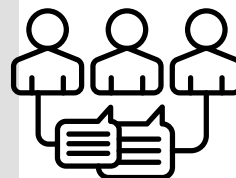
Total Audience

2.18K



Outbound Clicks

3



Engaged Audience

21

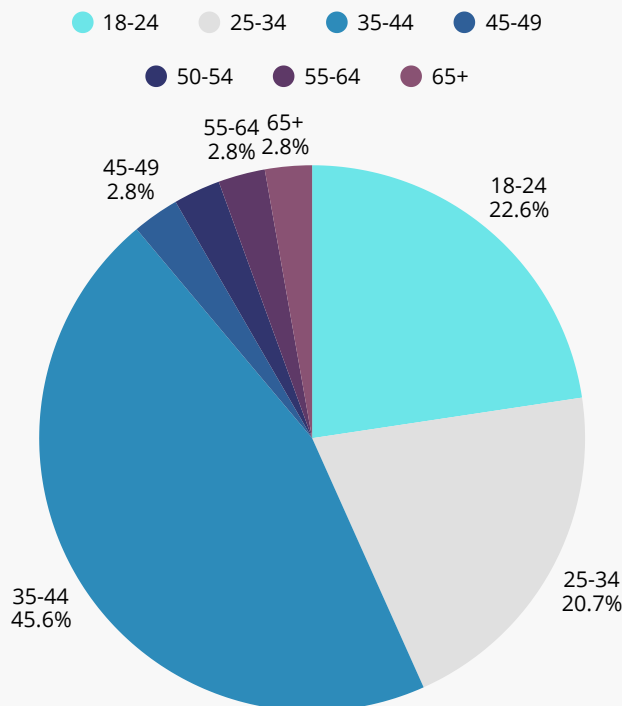
PINTEREST

AUDIENCE SUMMARY

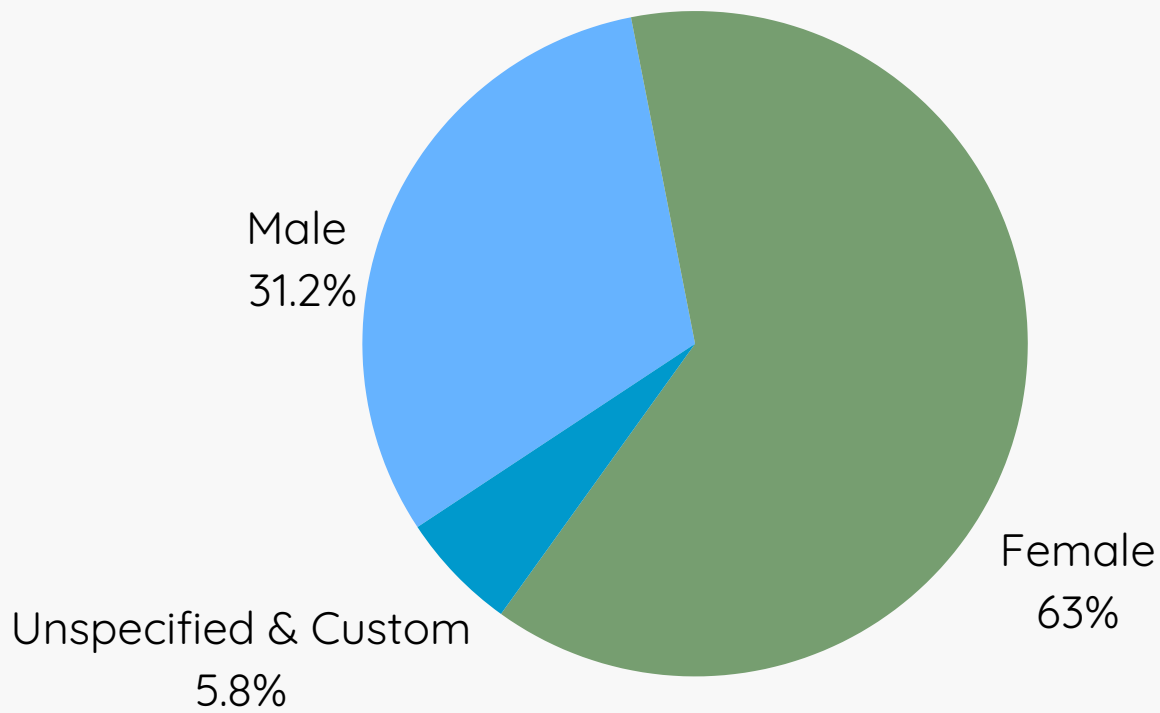
TOP CATEGORIES & INTERESTS

- 1.ART
- 2.ENTERTAINMENT
- 3.DESIGN
- 4.EDUCATION
- 5.HOME DECOR

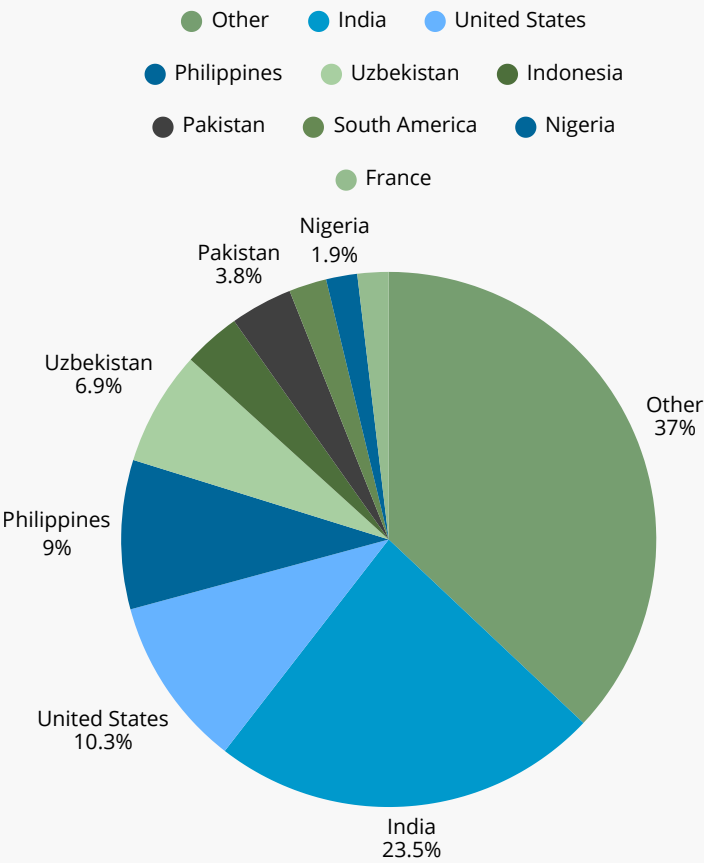
AUDIENCE AGE BREAKDOWN



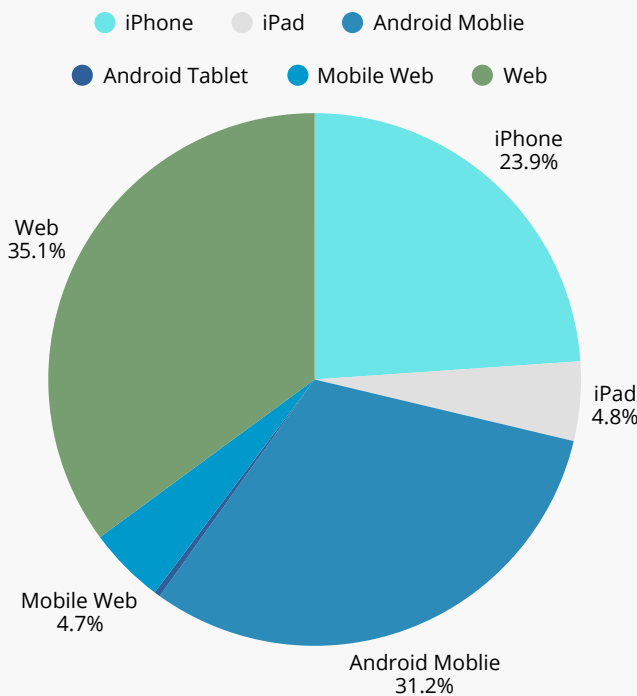
AUDIENCE GENDER BREAKDOWN



TOP COUNTRIES



TOP DEVICES



Key Insights

1. High Visibility, Low Engagement

- Content is achieving strong visibility, but this is not translating into meaningful engagement or link clicks, suggesting a disconnect between impressions and action.

2. Global Reach, Weak Domestic Response

- The content has strong global appeal, attracting international attention.
- However, U.S. engagement remains weak, signaling a need to localize content or refine messaging for the domestic audience.

3. Mismatch with Platform Culture

- The content style does not align with the platform's norms or expectations, likely due to automated reposting from Instagram.
- This mismatch may be reducing relevance and relatability for users on the platform.



Youtube Report

YOUTUBE 2024 OVERVIEW



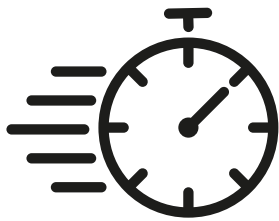
Views

414



86%

less than 2023



Watch Time

13.2 HRS



24%

less than 2023



Subscribers

+2



86%

less than 2023

TOP CONTENT BY VIEWS

ARTISANAL AND SMALL-SCALE MINING

Views

91

Average Views Duration

0:34

Video Length

1:16

TIFO: SAFEGUARDING ENVIRONMENTAL HEALTH TO PROTECT FUTURE GENERATIONS

Views

57

Average Views Duration

2:28

Video Length

7:01

THE ARAL SEA CRISIS | KARAKALPAKSTAN, UZBEKISTAN

Views

49

Average Views Duration

1:59

Video Length

5:11

THE ARAL SEA CRISIS - ADDRESSING THE HEALTH IMPACTS OF AN ECOLOGICAL DISASTER

Views

36

Average Views Duration

8:31

Video Length

59:50

HEADED TO UZBEKISTAN TO TALK ABOUT UNDERSTANDING THE HEALTH IMPACTS...

Views

28

Average Views Duration

0:07

Video Length

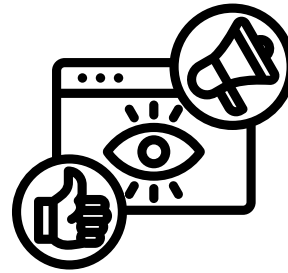
0:08

YOUTUBE VIDEO OVERVIEW



Views

324



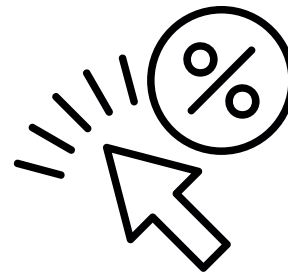
Impressions

4.1K



Average Duration

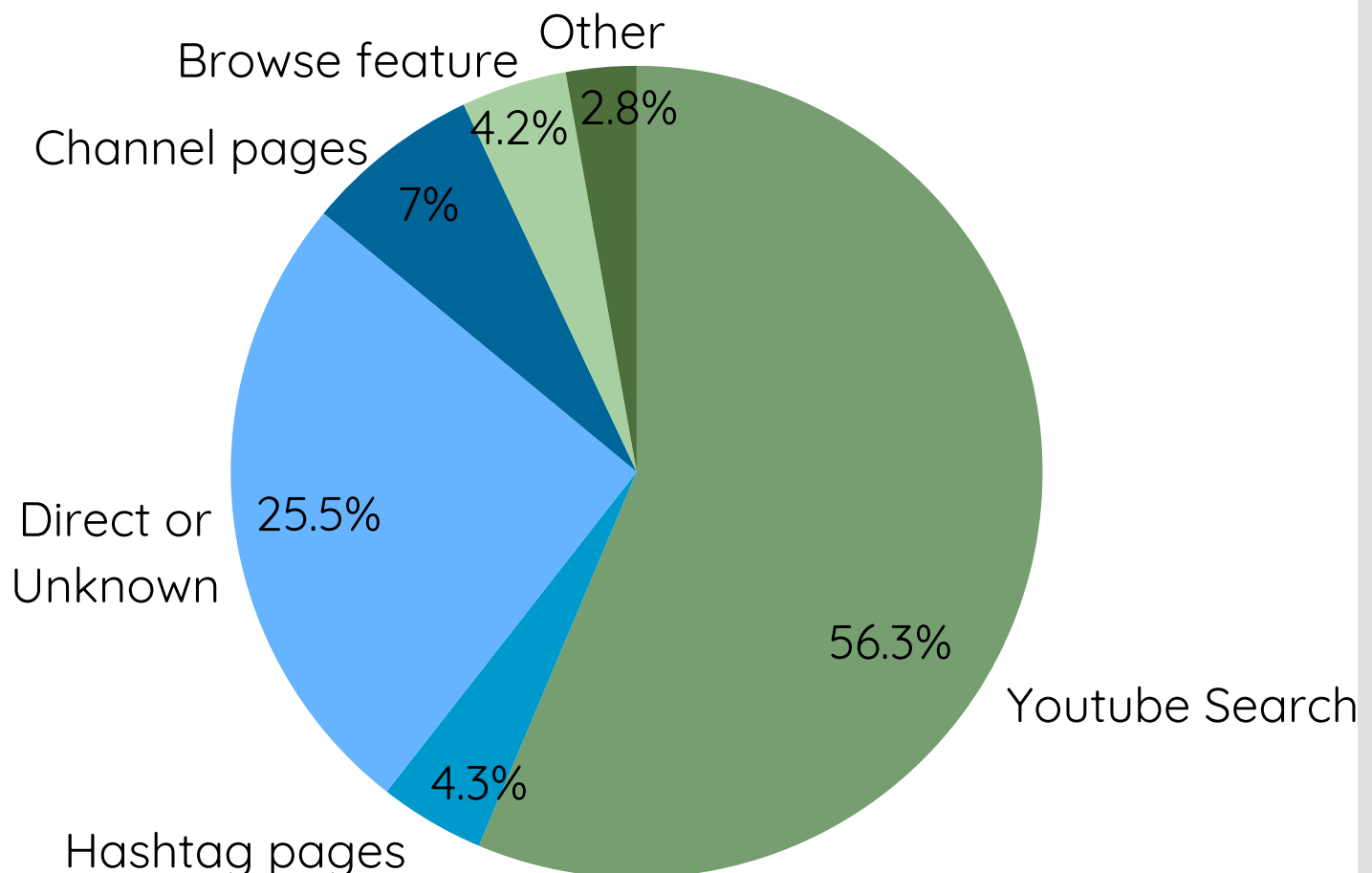
2:14



Click-Through Rate

3.7%

HOW VIEWERS FIND OUR VIDEOS



YOUTUBE SHORT OVERVIEW



Views

71



97%

less than 2023



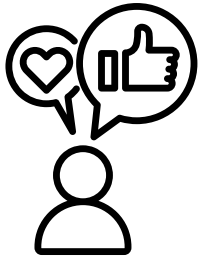
Shows in feed

124



97%

less than 2023



Likes

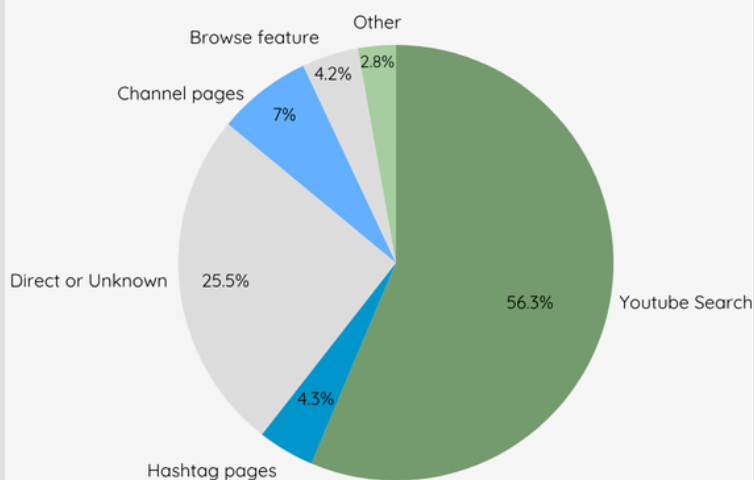
2



88%

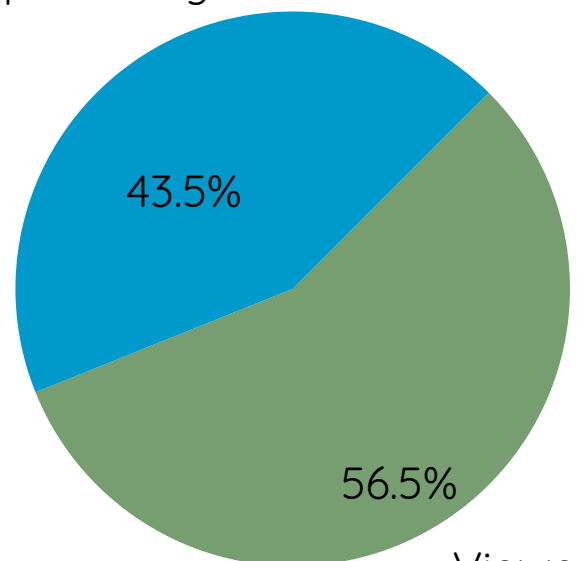
less than 2023

HOW VIEWERS FIND OUR VIDEOS



HOW MANY CHOSE TO VIEW

Swiped away



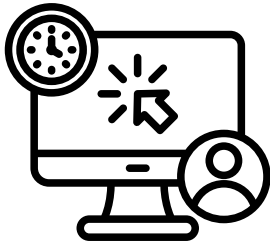
AUDIENCE OVERVIEW



Returning viewers

13

This data is only available for the last 90 days



Unique Viewers

100

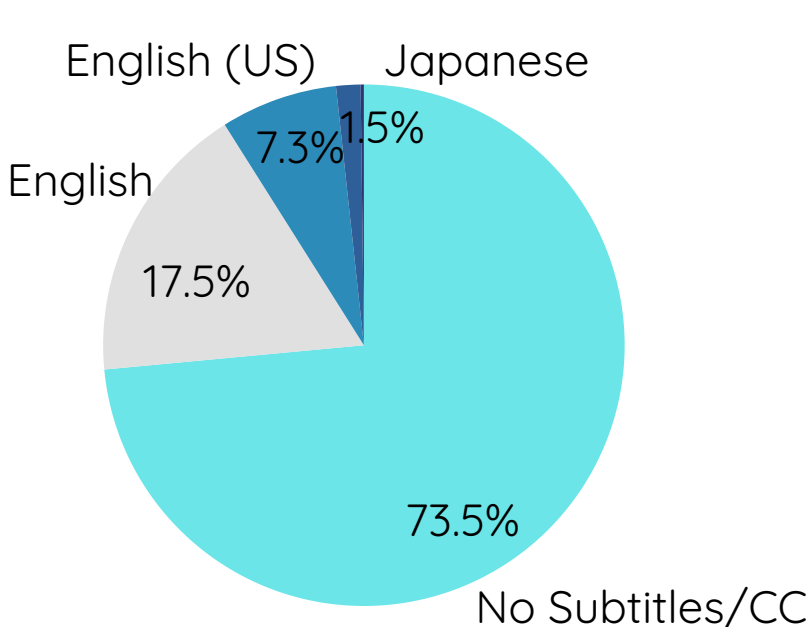
This data is only available for the last 90 days



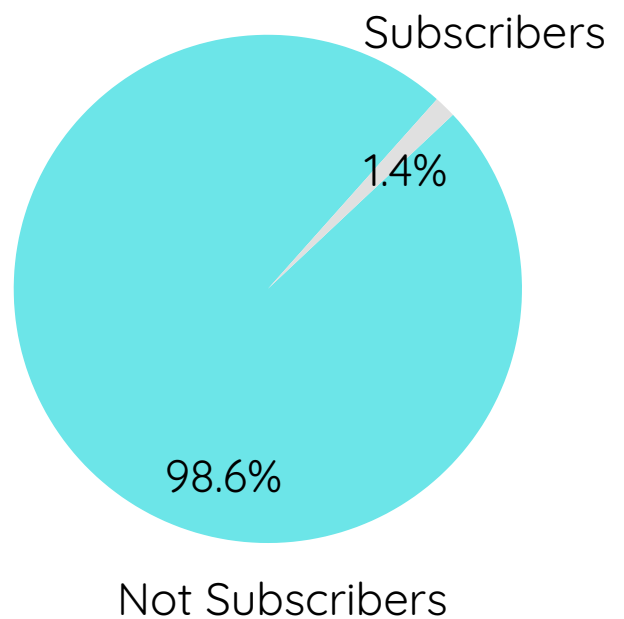
Subscribers

+2

TOP SUBTITLES/CC LANGUAGES



WATCH TIME FOR SUBSCRIBERS



Key Insights

1. Year-over-Year Performance Decline

- Overall channel performance has declined compared to 2023, likely due to a reduced posting frequency impacting visibility and engagement.

2. Improved Discoverability, Low Conversion

- Discoverability has increased, especially through search, but it's not translating into return viewers or meaningful engagement.

3. Search Traffic Dominates but Underperforms

- Search is the primary traffic driver, yet those users rarely return, indicating a need to improve first-touch value and retention strategies.

4. Content Strength with Room for Improvement

- Top-performing content aligns well with the mission, but would benefit from structural adjustments (e.g., pacing, clarity, calls-to-action) to boost engagement.

5. Underperformance of Shorts

- YouTube Shorts show low performance, likely due to infrequent posting and inconsistent format alignment with platform expectations.



TIFO Marketing 2025 Goals





Goal #1

Grow and diversify the TIFO audience, especially a younger base.

A woman in a red patterned dress is filling a white plastic jug from a mountain stream. The background shows a lush green valley with mountains in the distance under a blue sky with clouds. The image has a blue tint and white decorative lines in the corners.

Goal #2

Generate high-quality leads for increased conversion rates.

A photograph of four women standing outdoors in front of a light-colored building. The woman in the center is wearing a white hijab and a white long-sleeved shirt. To her left is a woman with blonde hair wearing a tan jacket over a teal shirt. To the far left is a woman with blonde hair wearing a white patterned shirt. To the far right is a woman with glasses and blonde hair wearing a red patterned dress. In the background, there is a building with arched doorways, a hammock hanging across it, and laundry (a yellow cloth and a white cloth) hanging on a line. Several large metal water jugs are visible on a table in the background.

Goal #3

Modernize and optimize the TIFO website.

A person with blonde hair in a ponytail, wearing a teal t-shirt and a teal and yellow mesh baseball cap, is kneeling on a patterned blanket outdoors. They are writing on a clipboard with a pen. The clipboard has a form with various fields and checkboxes. To their left is a tablet computer in a black case, also on a clipboard. In front of them are several white plastic bottles, some with labels, and a roll of white paper towels. A blue cloth is crumpled on the blanket. The background shows a rocky, uneven ground.

Goal #4

Establish TIFO as an authority in our niche field with expert content.



Optimization Recommendations



Grow and Diversify the TIFO Audience, Especially a Younger Base

- Expand TikTok and Instagram engagement to convert viewers to supporters
 - Leverage trends to engage younger audiences
 - Use strong CTAs in captions to convert passive viewers into followers and supporters
 - Cross-promote TikTok content on Instagram and LinkedIn
- Maximize Pinterest for awareness and traffic growth
 - Create educational, visually appealing pins aligned with top categories (e.g., environmental art, sustainability, Indigenous rights)
 - Tailor content for high-growth international audiences (e.g., India, Philippines)
- Leverage partnerships, industry leaders, and relevant influencers for greater reach
 - Collaborate with Indigenous, environmental, and health advocates for cross-promotion
 - Engage influencers to build audience trust and extend organic reach
- Improve content consistency across all platforms
 - Post daily across Twitter/X, LinkedIn, TikTok, and Facebook to maintain visibility
 - Use 5–7 platform-specific, high-performing hashtags (regularly audit performance)
 - Tailor content by platform (e.g., storytelling for TikTok, thought leadership for LinkedIn)
- Re-engage inactive followers via email and social media
 - Run re-engagement campaigns for low-activity email and social audiences
 - Use automated drip campaigns to warm up cold contacts and reintroduce TIFO's mission

Generate High-Quality Leads for Increased Conversion Rates

- Run themed, time-sensitive fundraising campaigns
 - Align campaigns with awareness dates (e.g., Earth Day, Idaho Gives)
 - Use countdown timers, urgency messaging, and real-time campaign updates
- Leverage high-performing social media content to drive conversions
 - Use IG Reels, TikToks, and LinkedIn stories to tell funding impact stories
 - Include donation links in platform bios and posts
 - Cross-promote fundraising efforts across LinkedIn, Instagram, and Facebook
- Expand U.S.-based fundraising through storytelling on TikTok, Pinterest & LinkedIn
 - Target U.S. donors with impactful, emotionally-driven storytelling content
 - Create short videos or pins showing how donations make a difference
 - Use culturally relevant and regionally tailored visuals

Modernize and Optimize the TIFO Website

- Improve the website donation(s) page and utilize strategic landing pages
 - Simplify the donation process to reduce friction
 - Design emotionally engaging, visually driven donation pages
 - Use timed pop-ups or exit-intent messages on high-conversion pages
- Boost search visibility and SEO for social media and the website
 - Optimize blog content with high-traffic keywords
 - Improve metadata and image tags across the site
 - Use consistent, SEO-driven hashtags on TikTok, LinkedIn, and Pinterest

Grow and Diversify the TIFO Audience, Especially a Younger Base



Use trends + CTAs to convert viewers into supporters

Tailor content for younger and international audiences

Cross-promote on Instagram & LinkedIn



Post daily with strong CTAs and 5-7 high-performing hashtags

Share Pinterest and TikTok content

Focus on visual storytelling



Share thought leadership content

Leverage industry partnerships + advocates

Post daily with tailored messaging



Post daily updates with platform-specific hashtags

Use concise, advocacy-driven messaging



Create educational, visually appealing pins

Align with sustainability + Indigenous rights themes

Drive traffic to site via repurposed content



Post daily updates with platform-specific hashtags

Use concise, advocacy-driven messaging

Establish TIFO as an Authority in Our Niche Field with Expert Content

- Develop a B2B and institutional outreach strategy (LinkedIn-focused)
 - Use LinkedIn articles, newsletters, and long-form content to showcase expertise
 - Share research, project milestones, and impact metrics
 - Highlight partnerships and collaboration spotlights with universities, NGOs, and policymakers
- Leverage partnerships, industry leaders, and influencers for credibility
 - Feature guest contributors or expert interviews
 - Offer exclusive webinars or behind-the-scenes reports to subscribers and donors
- Improve content consistency and thought leadership positioning
 - Use LinkedIn for strategic commentary, case study breakdowns, and industry (nonprofit & environmental health) insights
 - Build authority by consistently showing impact, lessons learned, and field-based evidence

