

Digital Profile Survey

Default Report

Displaying 5 of 5 respondents

Select a page to view below or [view all pages](#):

#4. Offsite Engagement

Response Type:
Normal Response

Collector:
Digital Profile Survey
(Web Link)

Custom Value:
empty

IP Address:
12.147.18.121

Response Started:
Wednesday, June 30, 2010 11:54:44 PM

Response Modified:
Friday, July 2, 2010 1:46:25 AM

1. What kind of content do you send via e-newsletter?

ARC sends out e-solicitations once or twice a month and also emails announcing events or special publications. Our weekly email newsletter called ColorLines Direct is published weekly and features blurbs and links to stories published on colorlines.com

2. How often do you send out your e-newsletter?

ColorLines Direct is published every Thursday

3. What are the open rates?

We average about 14% open rate.

4. What are the clickthrough rates?

Clickthrough: 3.08% Click-open rate: 18%

5. How many times a year do you fundraise through your e-newsletter?

24/yr

6. Please describe your most successful online fundraising campaign in the last two years. What platforms did you use? What goals did you have? Were those goals met or exceeded?

The initial recurring donation solicitation was the most successful in that it got us into a new process with some donors that is less administratively intensive and more consistent and it increased a few donors contributions. Just email blast platform Democracyinaction. We met our goal to get 10 donors in the first solicitation, but our yearly goal was to get 100 and we haven't had any new recurring donations since that initial ask. Current recurring donors total about \$1300/year

7. Rate each of the below uses for your e-newsletter on a 1 to 10 basis (1 being the list not used for this purpose, 10 being the list absolutely used for this purpose):

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 (10)
- a way to remind readers of our site and brand:										X
- a way to generate traffic for new content:										X
- a way to gather email addresses to sell to advertisers:			X							
- a way to share breaking news with readers:							X			
- a way to fundraise:				X						

- a way to deliver original content to readers:

X

8. Do you cultivate a presence on social networks or content platforms off your site? If, so how many followers do you have on each?

- Twitter: - 3k

- Facebook: - 4k

- YouTube: - 200

- Other (Name of platform and number of followers): - Tumblr 44

9. Do you cultivate a presence on social networks or content platforms off your site? If, so how many visits does each provide your main site?

- Twitter: - 3k/mo

- Facebook: - 14k/mo

- YouTube: - negligible

- Other (Name of platform and number of followers): - Tumblr - negligible

10. How do you interact with these social networks? (Select all that apply)

- Deliver links to articles

- Solicit comments

- Start and engage in conversations

- Engage for reporting support (tips, story ideas, crowdsourcing, etc.,)

- Ask help to distribute content to their networks?

Twitter chat conducted using CoverItLive to engage prominent racial justice Tweeters around Link TV show. Targeted social media promo around Link TV show successful in generating buzz.

11. Do you have anyone dedicated to maintaining and growing your presence of these sites? If so, who? How much time to they spend? Describe their approach.

CHANNING SAYS: Uh, with Debi gone, our social media presence is (at least temporarily) a Channing Kennedy joint, huh? Ok, so YOUTUBE: I mostly log on to delete racist comments, maybe twice a week. Every once in a great while someone will have a valid question in a comment, which I'll reply to (usually from my personal account, to make our audience look bigger), but for all intents and purposes, Youtube commenters are a lost generation. I don't accept friend requests, and they're usually from spammers anyway. FACEBOOK: This has been Debi's domain -- we have several Facebook presences due to 'mission sprawl' early on, but our active-and-attended account is the ColorLines fan page (<http://facebook.com/colorlines>). Debi posts two to four ColorLines posts on it per day, with a one-sentence writeup; some stories get a lot of discussion on facebook, some just get a couple Likes. Debi sometimes ducks back in to reply to a commenter if it's merited. Not sure what our plan on this will be with Debi's departure. TWITTER: CL posts go to Twitter automatically via Twitterfeed. I check a few times a day to make sure everything's publishing correctly; I also retweet pithy items from our followers or our staff or other journalists, usually pulled from a private list I maintain. Maybe once a week someone will @-ask us a question, and I'll answer it. This has spurred some good discussions, like when someone asked about undocumented workers on the spill, and I was able to ask Julianne on Twitter to fill us all in. TUMBLR: This exists mostly to give our infographics a boost onto this graphics-sharing-focused, trendy, highly-informed-user medium -- and to give us (me, Jamilah, Julianne, Jorge, Hatty) a place to put pop culture stuff that doesn't really merit a place on ColorLines proper. We also use it to reblog people who've posts excerpts on ColorLines onto their Tumblr blogs, which happens fairly often. Example: This graphic from the "Spread of SB1070 Nationwide" article from a week or two ago (<http://colorlines.tumblr.com/post/742461741/but-then-theres-the-simultaneous-countering>), has gotten nearly 200 'likes' or reblogs, and most people who are reblogging are adding their own note -- and most rebloggers are seeing the infographic because a long chain of friends retumbled it from us. And half the time, the graphic doesn't even load (because Tumblr uses Amazon's shaky file servers) -- so that's pretty impressive! DISQUS COMMENTS: I only ban people when they're being completely offensive. We're slowly growing a self-policing, conversational community; Julianne's also done a great job of following up on comments (both positive and negative) on her Oscar Grant coverage. Generally it's rare, though, that our staff gets involved in the comments. I should add that I use HootSuite for Twitter, and maintain search columns for 'colorlines,' 'racialjustice,' 'racewire' derivations of 'Rinku Sen,' and the usual @ replies, as well as a list of our staff and a list of my favorite tweeters (other news outlets, journos we're courting, people who just have good things to say). Hootsuite's able to search within shortened URLs, so I'll see if someone tweets a bitly link to a ColorLines post without a typed-out credit back to us. I also use UberVu to get a jist of what people are saying about specific posts on Twitter, Facebook, Buzz, etc. Fairly often, someone will post a link of ours on Facebook, and their friends will comment or argue, and we'll be able to read all of it. Thanks for not checking your privacy settings, folks!
