

# Ripple - Strategy Guide

This strategy guide breaks down our recommendations on how to ensure the consistent success and growth of our website. These recommendations include future social media integration, SEO optimization and monitoring analytics. This is meant to be used as guidance going forward with the future development of our website.

## **A. Social Media Integration**

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## **Social Media Integration**

### **I. Communication through Instant Messaging**

People should never feel alone as they work on their mental health. It is essential to have someone to speak to if times are tough or you just need to vent. With Ripple, we encourage users to do so through Direct Messaging. In particular, Ripple's Direct Messaging feature is designed to allow users to communicate with people they have personal connections with about all things related to mental wellness, such as words of encouragement, resources, and emotional support.

### **II. Tags**

Most social media platforms utilize tags so that they can get as much traffic on their posts as possible, but Ripple is not a platform that is designed to give users social validation through things like likes and followers. Ripple's Tag System is strictly used for all things related to mental health, as posts are a collection of such. With tags, users can assign keywords related to the resources and posts they are uploading so that other users who are interested in certain tags can find them. As such, users are capable of filtering out tags related to posts that they may find triggering to see.

### **III. See what connections are talking about**

It is very important that a social media's timeline be properly structured to enhance the user's experience. For this reason, Ripple's timeline is not designed to be too complicated, but to have just enough features for the user so they can efficiently browse what their connections are sharing and speaking about. Users are capable of sorting their timeline chronologically or by relevance to their interests. They can also create posts talking about what is going on in their lives as well as share links to resources such as videos and websites, so long as they are related to mental wellness.

Posts would be monitored for the safety of Ripple's users and the integrity of the app. Instead of a numerical "like" system, Ripple allows users to give reactions to posts but does not include the number of reactions to a post. This is done to prevent users from feeling insecure about how much engagement they receive on our app per post.

#### **IV. See what's trending**

Users should be able to keep up with what is widely being discussed online, as it gives them the opportunity to learn more information that they may find useful. For this reason, Ripple's trending page gives users access to see any news that is trending in the mental health space. Similar to tags, users are also able to mute words that are sensitive to them that might be on the trending page. Furthermore, the trending page also allows users to enter civil and healthy dialogue about certain topics in the mental health space. Similar to the timeline, these conversations would be monitored for the

#### **B. SEO Optimization**

Ripple is always looking for ways on how to climb the search engine ranks with Search Engine Optimization. Ripple currently has basic SEO functionality such as alt text on images, to understand what is displayed in a photo or graphic, search engines look for alt text, a shortened description about the images on the website. This website also features the header hierarchy, meaning the headers starting with H1 leads all headers following with H2, this helps the search engine scan the content of the website. Ripple is a user driven social media; users will be the ones creating the majority of the content filling the site with new content every day. New and Updated content promotes the website's relevance and improves SEO.

#### **I. Google Analytics**

Google Analytics being added to Ripple will help us monitor information from our user traffic. How much time the users spends on the website and where they are on the page will help tell the team where the concentration of development should be focused. Adding Google Analytics is priority number one because the more time we have to collect information, the more accurate the results will be. Not only does analytics show us viewing patterns, it can show details such as age, gender, location, and device used. Knowing where the user is located can help us curate content in the future.

## **II. User defined alt text**

As previously mentioned, alt text, a shortened description about the images, is a crucial component to successful SEO. Allowing users that post images the option to add alt text to the image will not only help with accessibility but also Search Engine Optimization.

## **III. Page Speed**

We never want a user to feel frustrated when loading into Ripple and potentially lose a user. <https://pagespeed.web.dev/> Offers a great insight into what goes on when loading a webpage from desktop and mobile view. Diagnostics serves a great, realistic look at what the site's potential issues are. Pagespeed also offers the opportunities section which lists the breakdown on what we can do to reduce load times with estimated time reductions. These 2 features will give us a great advantage.

## **C. Monitoring Analytics:**

### **I. Model for applying analytics**

The analytic data generated by site traffic will be used in conjunction with more direct engagement with the Ripple user-base to guide site improvements. Google analytics provides easy and free access to such information. With an ability to see trends in data such as the location of site visitors, the types of interactions they have with pages, and devices used, one

can monitor their site's "success" from several perspectives. It is expected that some site improvements will begin with audience feedback, and analytics will help to contextualize conversations, locate problems and create solutions in this regard. Alternatively, site improvements may be sought based on analytics first, and in these cases it will be important to engage users to test demand and appreciation for changes pursued. With a primary goal of creating an ongoing discourse with users, analytics stand to augment our listening capabilities. There is also potential for using analytic data-driven algorithms to curate unique timelines for users, and it is our aim to develop such capabilities in ethical and sustainable ways to give users what they want.

## **II. Ethics and safety**

It is a core priority to protect the privacy and autonomy of clients. All users should be aware of how their data is being collected and used, and have the option to opt out of having their data collected or used in certain ways. Transparency in these matters should contribute to a stronger trust between users and developers in recognition of their importance to the site's continual development.

We have a lot of hope for the future of our social media platform and are excited to see where things take us. Hopefully this strategy guide will be able to aid in the success of the website as well as give a clear picture on where to go next. We are confident that as long as we stay on the path we are on as well as continue to implement these strategies our website will have continual growth and success. We are very happy with where we have come so far in the development of our platform, but with that being said new ideas and strategies will always be coming along so it is important that we consistently put in effort towards growing and advancing our website. We are all looking forward to seeing what the future has in store for Ripple.

