Project You: Final Presentation

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blog.joshuafayer.com | *portfolio.joshuafayer.com* | *joshuafayer.com*

By the numbers

Social listening/data mining:

- 500,000 tweets over ~24hr time period
    - 507 (0.101%) of the tweets mentioned "tech" or "blog," two key terms for my blog
        - Relatively large number in the grand scheme of things
    - These tweets originated from:
        - Manhattan, NY (21); California, USA (13); Washington, D.C. (11); Lubbock, TX (11); Atlanta, GA (9)...

Emerging Issues

- Popular topics like "tech" and "politics" make it more difficult to break from obscurity
  - Need to find a way to differentiate my blog
- Medium-positive sentiment leaves uncertainty about favorability of these topics
  - Average .222 (scale -1 to 1) w/ huge clump of neutral
- Widespread interest leaves no clear target audience
  - Solved this with some secondary research

Histogram of sentiments
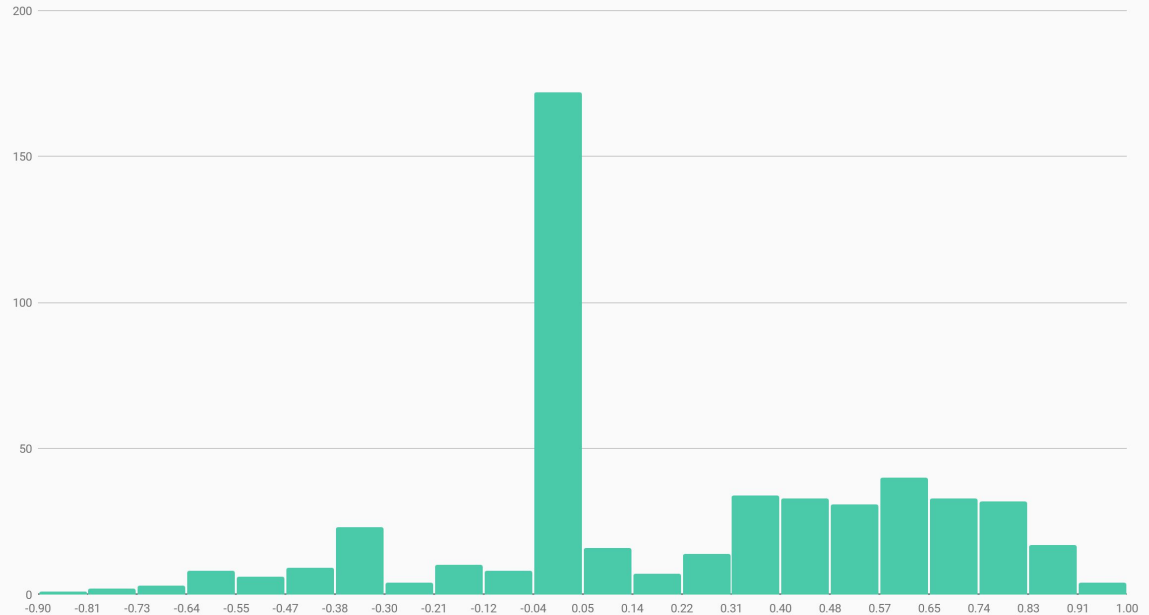
Opportunities

- Particularly today, young people's voices are valued
- I bring a blend of PR, politics, and data analysis that isn't really formally out there yet

Objectives

Traffic and behavior goals

Traffic = # of users

Behavior = what users do

Traffic

- Increase net traffic to connected sites by 20%
  - Some sites (such as blog.joshuafayer.com) didn't exist before this project, so there are no numbers to compare this metric to
- Get 50 total blog views throughout the scope of the trial
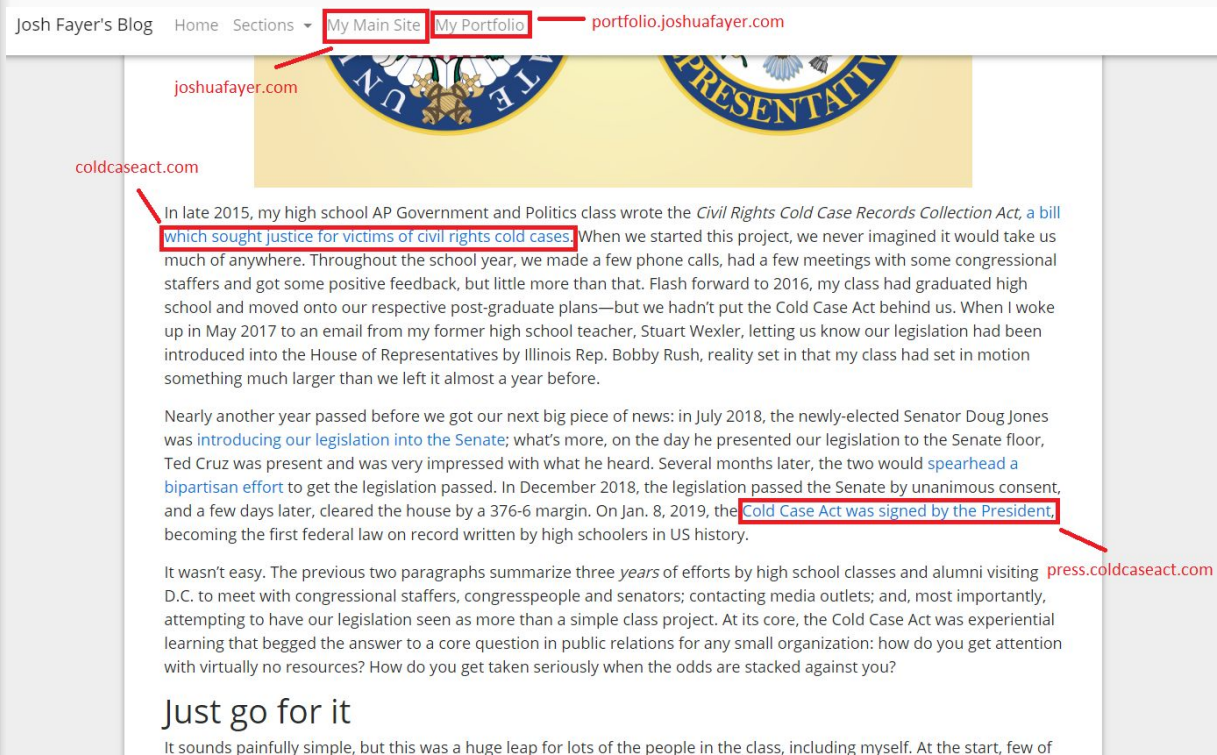
Behavior

- Maintain ~1-2 minutes average page view
  - Ensures page views are not spam, and ensures people are reading articles
- Have 50% of users reach the maximum scroll depth
  - Track how far people scroll down the page
  - At least half the users should reach the bottom of the page

Strategies

Leverage Organizational Strengths

- Digital infrastructure
  - Several connected sites (joshuafayer.com, blog.joshuafayer.com, portfolio.joshuafayer.com) helps with link-in/link-out ratio and Google indexing
- Generate inward-facing links on other sites I'm able to moderate effectively, generate outward-facing links to sites that are relevant to my blog

Josh Fayer's Blog   Home   Sections ▾   My Main Site   My Portfolio   portfolio.joshuafayer.com

joshuafayer.com

coldcaseact.com

In late 2015, my high school AP Government and Politics class wrote the *Civil Rights Cold Case Records Collection Act*, a bill which sought justice for victims of civil rights cold cases. When we started this project, we never imagined it would take us much of anywhere. Throughout the school year, we made a few phone calls, had a few meetings with some congressional staffers and got some positive feedback, but little more than that. Flash forward to 2016, my class had graduated high school and moved onto our respective post-graduate plans—but we hadn't put the Cold Case Act behind us. When I woke up in May 2017 to an email from my former high school teacher, Stuart Wexler, letting us know our legislation had been introduced into the House of Representatives by Illinois Rep. Bobby Rush, reality set in that my class had set in motion something much larger than we left it almost a year before.

Nearly another year passed before we got our next big piece of news: in July 2018, the newly-elected Senator Doug Jones was introducing our legislation into the Senate; what's more, on the day he presented our legislation to the Senate floor, Ted Cruz was present and was very impressed with what he heard. Several months later, the two would spearhead a bipartisan effort to get the legislation passed. In December 2018, the legislation passed the Senate by unanimous consent, and a few days later, cleared the house by a 376-6 margin. On Jan. 8, 2019, the Cold Case Act was signed by the President, becoming the first federal law on record written by high schoolers in US history.

press.coldcaseact.com

It wasn't easy. The previous two paragraphs summarize three *years* of efforts by high school classes and alumni visiting D.C. to meet with congressional staffers, congresspeople and senators; contacting media outlets; and, most importantly, attempting to have our legislation seen as more than a simple class project. At its core, the Cold Case Act was experiential learning that begged the answer to a core question in public relations for any small organization: how do you get attention with virtually no resources? How do you get taken seriously when the odds are stacked against you?

Just go for it

It sounds painfully simple, but this was a huge leap for lots of the people in the class, including myself. At the start, few of

Complementary Channel Selection

- Have to balance channel selection and content on each channel
  - Not every channel would fit the persona I'm looking to cultivate
    - For example, on Twitter I mostly provide current events commentary

Joshua Fayer
@joshuafayer

There's a lot of complicated stuff that's coming out of this report, but this one is clear as day: the White House Press Secretary boldfaced lied to the press corps. Her job is more or less not to do that. Sanders just lost what little legitimacy she had left in her press room.

Josh Campbell @joshscampbell
Watch this video and the easy manner in which Sarah Sanders publicly said "countless" FBI employees reached out to her, thanking the White House for firing the FBI Director. As you watch, realize she later told Mueller her comments were actually baseless.

10:37 AM - 18 Apr 2019

1 Like

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Evaluation
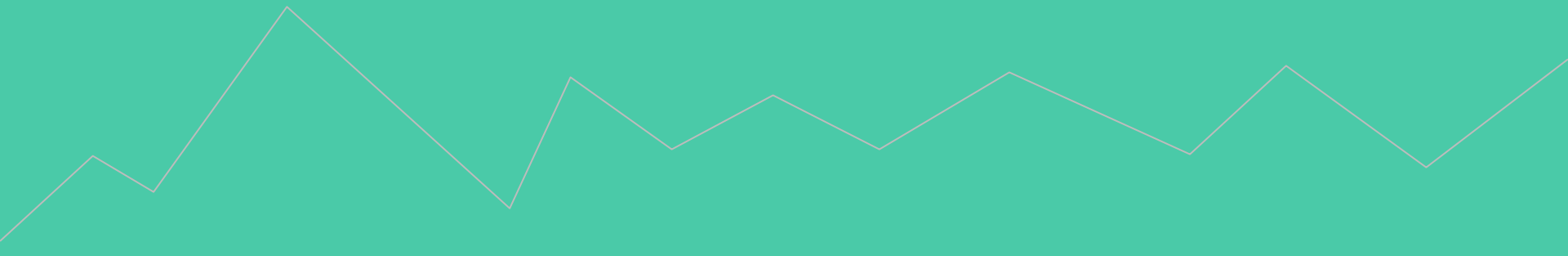
Website Analytics

Audience Overview

Total users: 57

Peaks:

- 3/18/2019: 6 users
  - Nearest blog: *Tips to Organize on Social Media*, 3/17/2019
- 2/25/2019: 5 users
  - Nearest blog: *Advanced Analytics in PR*, 2/24/2019

Average session duration: 00:04:14

blog.joshuafayer.com users over time
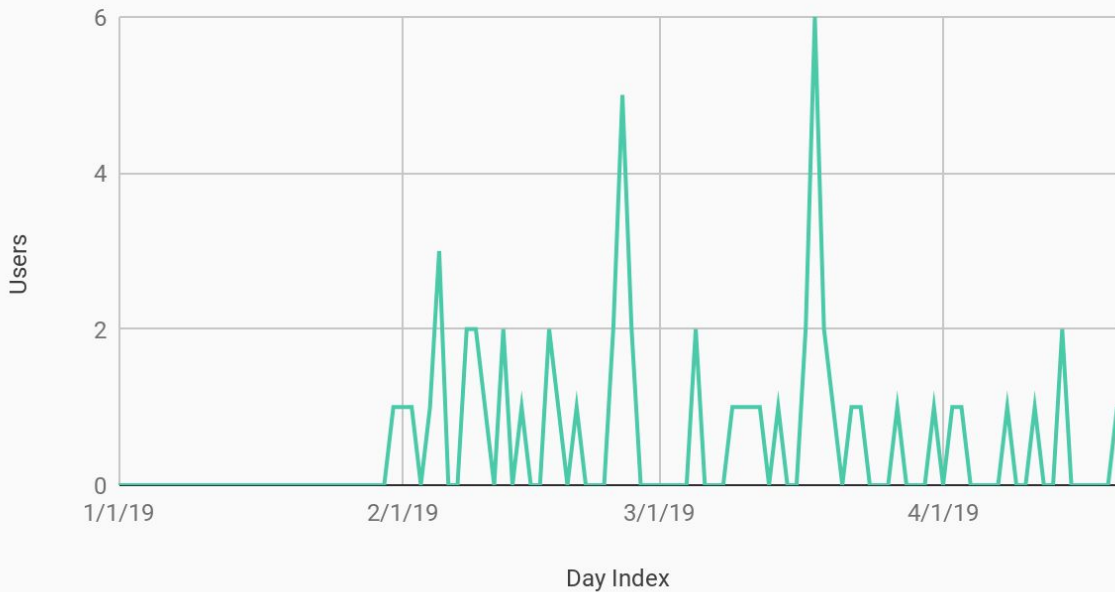
57 users

On blog.joshuafayer.com, compared to goal of 50

(114% of goal)

4:14

Average session duration, compared to goal of 1-2 minutes

(211% of goal)

Page Scroll

- Graph represents (in aggregate) the page scroll depth reached by all users on the page
- Effectively, for the 33 users who reached at least 10% of the page depth, 13 reached the bottom of the page
  - In other words: 39.4% of users scrolled to the bottom of the page

Scroll Depth Loss

39.4%
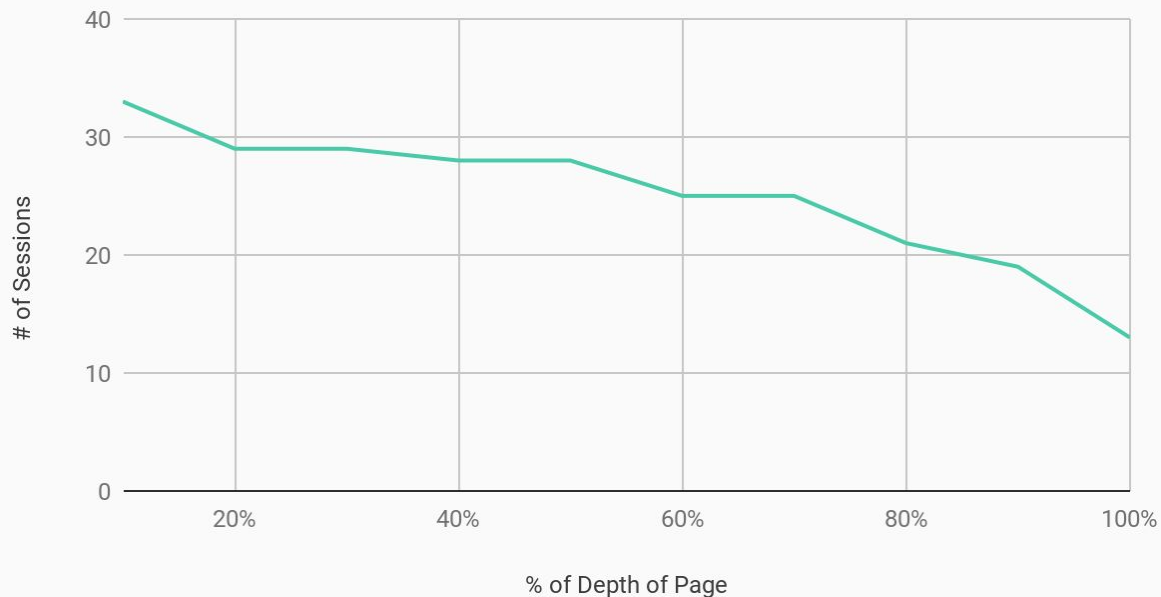
Of users scrolled to bottom of page, compared to 50% goal

(78.8% of goal)

joshuafayer.com Audience Overview

- More or less a complete mess
- There's really no observable trend other than the peaks generally getting slightly higher
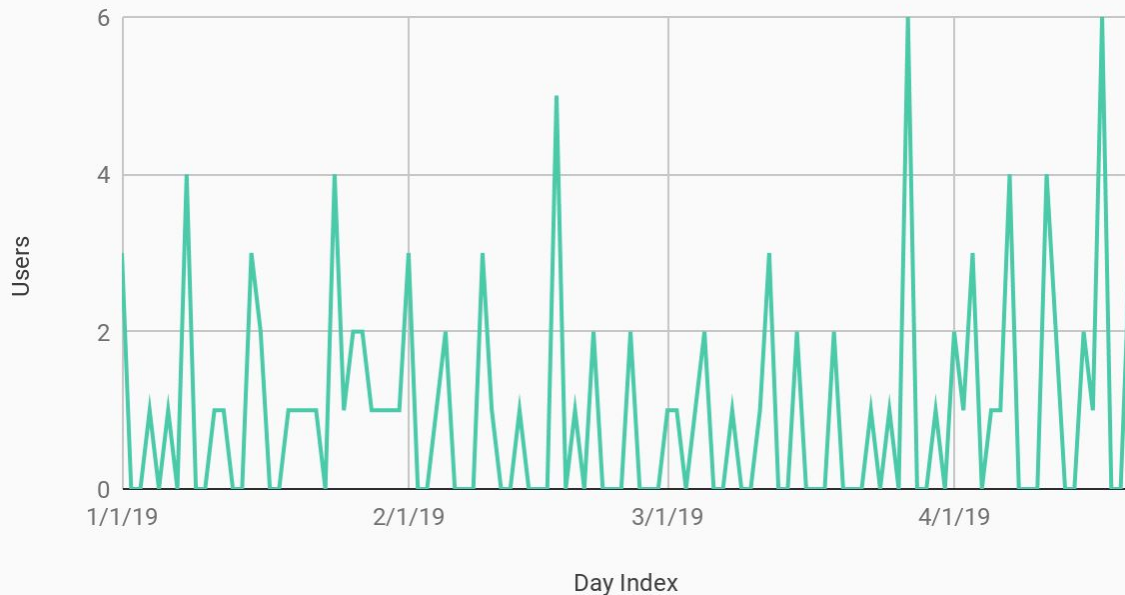
Before/after analysis:

January 2019: 33 total users, 1.06/day

February 2019: 21 total users, .75/day

March 2019: 23 total users, .74/day

April 2019 (up to 4/21): 30 total users, 1.5/day

joshuafayer.com users over time

-.07%

Change in traffic to joshuafayer.com, compared to goal of +20%

(Likely insignificant)

Bonus Measurement: Social Media Analytics

Twitter Impressions

- General increase in frequency of tweets, impressions, engagement, and other metrics across-the-board

Your Tweets earned **2.6K impressions** over this **91 day** period