

The Leadership Index Public Launch Analytics Report

October 17, 2017 – October 24, 2017

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Engagement Overview

The public launch of the Leadership Index enjoyed considerable success in both levels of engagement and web traffic. Traffic to the Index platform surpassed that of the general 50x50 website (which was also higher than usual) by over 600 users and 800 sessions. Consistent social engagement and cross-posting significantly bolstered this web traffic.

The most successful posts were those with graphics such as Twitter cards, as well as those that “piggybacked” off of current events or influencer commentary. Engagement was boosted by the release

of the She is One podcast and the NOW video interview. Tagging and interacting with partners and validators also generated significant engagement beyond our own network.

Website: data.50x50movement.org

Web Traffic Summary

Users and Sessions

The first week of the launch saw consistent traffic to the data platform at data.50x50movement.org, with nearly 1.5K users generating 1,757 sessions and 4,666 pageviews. With an average of more than 2 pages per session, users are also engaging with the content on the website. 77% of the users were new to the platform in the first week of the launch.

It is also notable that a full ¼ of sessions came from outside the U.S. – a solid base for growing out a more international audience.

A significant proportion of this traffic was the result of the outreach efforts surrounding the launch, with about two thirds of the sessions generated via referrals or social media. Most referrals (672 total sessions) came from Marketo emails, and most social media referrals came via Facebook (198 sessions) and Twitter (132 sessions).

Although traffic was high, retention can be improved going forward. The average bounce rate for the data platform was 60% in the first week of the launch. After the starting page, there were 1.2K drop-offs, meaning only 544 sessions moved on to a first interaction and 331 continued to a second.

Engagement with Content

Most of the pageviews were on the main pages of the Index platform – landing page, heatmap, key findings, indicators, and datasets. However, users did explore country pages as well, with 221 pageviews (190 unique) to 84 individual country pages. The most-viewed countries were the US, Canada, Chile, Mexico, and Argentina. Users also generated 75 country comparisons, with a total of 142 comparison pageviews (129 unique). Country comparisons also had low bounce rates and exits.

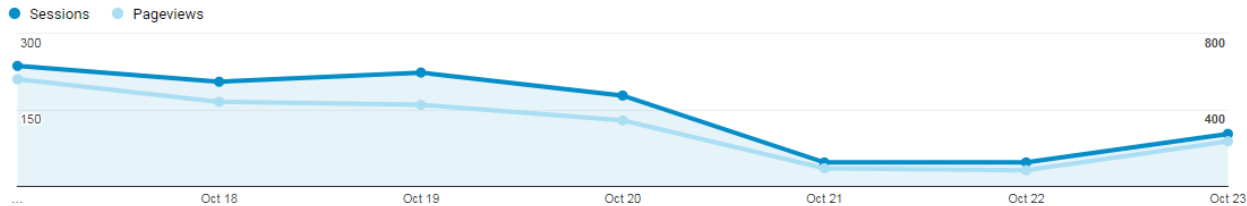
Key Analytics

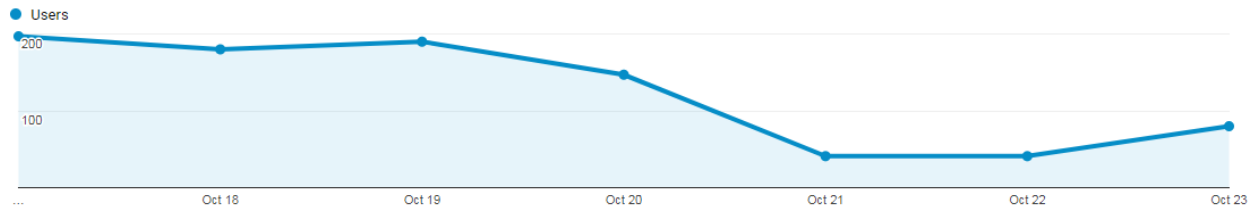
Audience

Total Users: 1,404

Sessions: 1,757

Pageviews: 4,666





Geography – Top 5 by sessions:

1. United States (74%)
2. Canada (2.4%)
3. Argentina (2.1%)
4. UK (1.8%)
5. Switzerland (1.3%)

Content

Page	Pageviews	Average Time
Index Landing Page	655 (440 unique)	1 min 28 sec
Heatmap	448 (275 unique)	4 min 8 sec
Key Findings	434 (284 unique)	2 min 9 sec
Data Portal Landing Page	385 (242 unique)	1 min 11 sec
Country Search Page	189 (125 unique)	0 min 27 sec
Dataset Viewer	110 (70 unique)	0 min 36 sec
Indicators List	94 (50 unique)	0 min 50 sec
Comparison Page	53 (44 unique)	0 min 34 sec
Methodology	47 (42 unique)	3 min 50 sec

Social: Facebook

Facebook Engagement Summary

The WPSP Facebook (@WPSPProject) saw an increase in engagement as a whole during the first week of the Index launch, with a total reach of nearly 4,000. In 1 week there were 111 total pageviews, 130 post engagements, and 158 post clicks. WPSP published 7 posts related to the Index, and was also mentioned in 5 external posts about the Index (3 of which were from peer organizations). The page gained 55 new followers.

Key Analytics

Reach: 3,913

Relevant Post Engagements: 130

Reactions: 103

Comments: 11

Shares: 16

Relevant Post Clicks: 158

Mentions in External Posts: 5

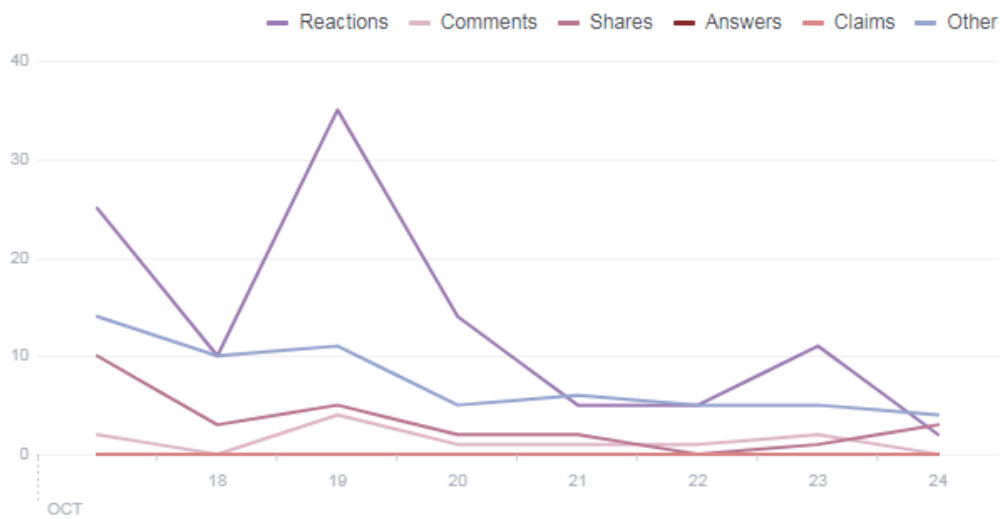
Page Views: 111

New Likes: 54

New Follows: 55

Actions: 2

Total People Who Viewed



Relevant Posts (7)

General Index (4)

10/20: <https://www.facebook.com/WSPProject/posts/1554819524565963>

10/19: <https://www.facebook.com/WSPProject/posts/1553761564671759>

10/18: <https://www.facebook.com/WSPProject/posts/1552924621422120>

10/17: <https://www.facebook.com/WSPProject/posts/1552112858169963>

Related Content (3)

10/23: <https://www.facebook.com/WSPProject/posts/1557364947644754> (Podcast - Kirsten Hillman)

10/18: <https://www.facebook.com/WSPProject/posts/1553252294722686> (Podcast launch)

10/17: <https://www.facebook.com/WSPProject/posts/1552408898140359> (NOW video)

Notable Interactions

Mentions

The Female Quotient (@TheFemaleQuotient):

<https://www.facebook.com/TheFemaleQuotient/posts/765134290346790>

Mine the Gap (@minegaps): <https://www.facebook.com/minegaps/posts/1583397928383325>

WI-HER LLC (@WIHERllc): <https://www.facebook.com/WIHERllc/posts/1591790570885831>

Social: Instagram

Total Likes: 61

Total Comments: 3

Social: Twitter

Twitter Engagement Summary

In the first week of the launch, WPSP posted 18 tweets related to the Index rollout. Engagement was relatively high, with an average engagement rate of 1.3% over the course of the week (usually engagement hovers around 0.9-1%). Influencers contributed to the conversation by retweeting, quoting, and @mentioning WPSP. Influencers included partner and peer organizations, thought leaders, media, and other individuals. The Wilson Center also promoted the Index widely in the first week of launch, with 8 total posts gaining traction among governments and thought leaders.

Key Analytics

At a Glance

Total Relevant Tweets: 18

Impressions: 26,867

Engagements: 383

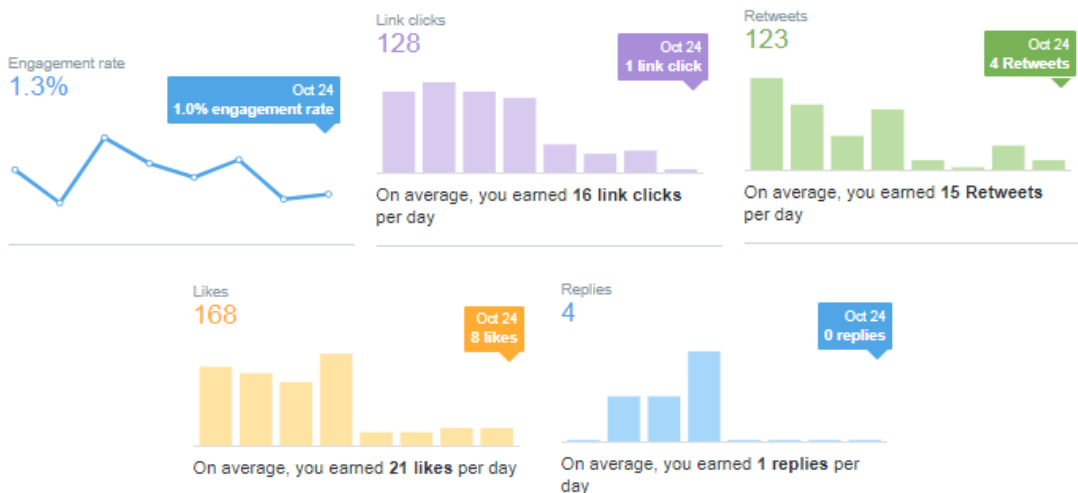
Retweets: 63 | Likes: 77

Total Mentions: 37

Top 5 Index Tweets (by impression)

1. The Global Women's Leadership Initiative Index is LIVE! Explore the numbers behind global #GenderParity: <http://bit.ly/2y0Bqpk> Oct 17 <https://twitter.com/WPSProject/status/920289314717749248/photo/1>
Impressions: 6,728 Retweets: 30 Likes: 24 Clicks: 34
2. Deputy Amb. @KirstenHillmanA reinforces why #NumbersMatter for gender parity in episode 2 of #ShelsOne. Listen: <http://bit.ly/2yv7t2W> Oct 19 <https://twitter.com/WPSProject/status/921040778515943425/photo/1>
Impressions: 2,260 Retweets: 5 Likes: 11 Clicks: 39
3. MEDIA RELEASE: @TheWilsonCenter Launches World's Most Comprehensive Data Framework to Study #WomensLeadership <http://bit.ly/2yuiT6O> Oct 17 <https://twitter.com/WPSProject/status/920322794734399490>
Impressions: 1,600 Retweets: 11 Likes: 9 Clicks: 11

4. In order to get where we need to go, we must understand where we are. The #LeadershipIndex is live: <http://bit.ly/2wD82Ed> Oct 17
<https://twitter.com/WSPProject/status/920373602012336128>
 Impressions: 1, 381 Retweets: 4 Likes: 3 Clicks: 5
5. #ICYMI: @jacindaardern is #NewZealand's 3rd #woman PM. See how the country is doing in other areas of #GenderParity: <http://bit.ly/2h1ZP6B> (RT
<https://twitter.com/guardian/status/921276219294928896>)
<https://twitter.com/WSPProject/status/922455401702088704>
 Impressions: 1,113 Retweets: 5 Likes: 5 Clicks: 1



Relevant Posts

WPSP Original Posts (11)

- 10/23: <https://twitter.com/WSPProject/status/922473213921234944>
- 10/21: <https://twitter.com/WSPProject/status/921790941098332165>
- 10/20: <https://twitter.com/WSPProject/status/921467811674951680>
- 10/20: <https://twitter.com/WSPProject/status/921409944724889603>
- 10/19: <https://twitter.com/WSPProject/status/921213888686895104>
- 10/19: <https://twitter.com/WSPProject/status/921047580028604416>
- 10/18: <https://twitter.com/WSPProject/status/920775787242016768>
- 10/18: <https://twitter.com/WSPProject/status/920685165692809216>
- 10/17: <https://twitter.com/WSPProject/status/920383438615662592>
- 10/17: <https://twitter.com/WSPProject/status/920373602012336128>
- 10/17: <https://twitter.com/WSPProject/status/920289314717749248> (pinned tweet)

Related Content (5)

- 10/21: <https://twitter.com/WSPProject/status/921832965721739264> (podcast)
- 10/19: <https://twitter.com/WSPProject/status/921040778515943425> (podcast)
- 10/18: <https://twitter.com/WSPProject/status/920712106441412611> (podcast)
- 10/17: <https://twitter.com/WSPProject/status/920322794734399490> (press release)
- 10/17: <https://twitter.com/WSPProject/status/920349700565368832> (NOW video)

Retweets and Quotes (2)

10/23: <https://twitter.com/WPSProject/status/922455401702088704> (RT The Guardian)

10/18: <https://twitter.com/KirstiKauppi/status/920706678554808320> (RT Kirsti Kauppi)

Notable Interactions

New Followers

Verified accounts:

- Connect2Canada (@connect2canada – 18K followers)
- Libby Schaaf (@LibbySchaaf – 16.9K followers)

Influencer Retweets

Organizations:

- Connect2Canada (verified account, 18K followers):
<https://twitter.com/WPSProject/status/921040778515943425>
- The Female Quotient (verified account, 8,594 followers):
<https://twitter.com/WPSProject/status/920712106441412611>
- PBS' To the Contrary (verified account, 61.7K followers):
<https://twitter.com/WPSProject/status/920322794734399490>
- Running Start (verified account, 9,467 followers):
<https://twitter.com/WPSProject/status/922455401702088704>
- WIIS UK (576 followers): <https://twitter.com/WPSProject/status/920289314717749248>
- Women Deliver (verified account, 88.9K followers):
<https://twitter.com/WPSProject/status/920373602012336128>

Individuals:

- Joyce Banda (2,204 followers): <https://twitter.com/WPSProject/status/920322794734399490>
- Avery Blank (verified account, 1,801 followers):
 - <https://twitter.com/WPSProject/status/920712106441412611>
 - <https://twitter.com/WPSProject/status/920322794734399490>
- Cindie-Eve Bourassa, Deputy Director, Free Trade Agreement Promotion Task Force, Global Affairs Canada (1,618 followers):
 - <https://twitter.com/WPSProject/status/920289314717749248>
 - <https://twitter.com/WPSProject/status/921040778515943425>
- Laura Dawson (2,688 followers): <https://twitter.com/WPSProject/status/921040778515943425>
- Mona Lena Krook, Professor, Rutgers University (1,184):
 - <https://twitter.com/WPSProject/status/920289314717749248>
 - <https://twitter.com/WPSProject/status/920322794734399490>
- David MacNaughton, Ambassador to the US for Canada (verified account, 4,286 followers):
<https://twitter.com/WPSProject/status/921040778515943425>
- Craig Newmark (verified account, 78.4K followers):
<https://twitter.com/WPSProject/status/920289314717749248>
- Farah Pandith (verified account, 21.5K followers):
<https://twitter.com/WPSProject/status/920289314717749248>
- Cynthia Terrell (762 followers):

- <https://twitter.com/WPSProject/status/920373602012336128>
- <https://twitter.com/WPSProject/status/920289314717749248>
- Helen Rosenthal, NYC Councilmember (verified account, 8,036 followers):
<https://twitter.com/WPSProject/status/921467811674951680>

Mentions

Center for International Reproductive Health Training (@CIRHT – 1.3K followers):
<https://twitter.com/CIRHT/status/921465548021563392>

Connect2Canada (@Connect2Canada – 18K followers):
<https://twitter.com/connect2canada/status/921019658131689474>

Embassy of Canada to the US (@CanEmbUSA – 7,983 followers):
<https://twitter.com/CanEmbUSA/status/921429510159060993>

The Female Quotient (@WeAreTFQ – 8.6K followers):
<https://twitter.com/weareTFQ/status/920694637806854144>

Gamma Donna (@GammaDonna – 4.6K followers):
https://twitter.com/GammaDonna_/status/920787855819071488

Mine the Gap (@minegaps – 107 followers):
<https://twitter.com/minegaps/status/920343637187268608>

Mount Holyoke Alums (@aamhc – 3.9K followers):

- 10/17: <https://twitter.com/aamhc/status/920386545424785411>
- 10/17: <https://twitter.com/aamhc/status/920324831236718594>

Mount Holyoke College (@mtholyoke – 13.2K followers):

- 10/17: <https://twitter.com/mtholyoke/status/920344972565581825>
- 10/17: <https://twitter.com/aamhc/status/920293386602582017>

PLEN (@PLENNetwork – 4.3K followers):
<https://twitter.com/PLENNetwork/status/922855709368291328>

Representation2020 (@Rep__2020 – 1.4K followers)

- 10/23: https://twitter.com/rep__2020/status/922513468745449472 [Representation 20/20](#)
- 10/20: https://twitter.com/rep__2020/status/921436791516909568

The Wilson Center (@TheWilsonCenter – 43.3K followers)

- 10/21: <https://twitter.com/TheWilsonCenter/status/921773830342836225>
- 10/20: <https://twitter.com/TheWilsonCenter/status/921517134878052352>
- 10/20: <https://twitter.com/TheWilsonCenter/status/921488825750302720>
- 10/19: <https://twitter.com/TheWilsonCenter/status/921009058202767360>
- 10/18: <https://twitter.com/TheWilsonCenter/status/920797650651291650>
- 10/18: <https://twitter.com/TheWilsonCenter/status/920721660289912834>
- 10/18: <https://twitter.com/TheWilsonCenter/status/920694249355665415>
- 10/17: <https://twitter.com/TheWilsonCenter/status/920345236127313920>

Individuals:

- Santiago Gutierrez, Executive Editor, Latin Trade (@Santiagov1 – 31 followers):
<https://twitter.com/Santiagov1/status/922474212652175363>
- Sumera Haque (@sumera_haque – 137 followers):
https://twitter.com/sumera_haque/status/920261377440264203
- Chrissy Hard, Policy Specialist, UN Women (@ChrissyDHard – 748 followers):
<https://twitter.com/ChrissyDHart/status/922147929544118272>
- Kirsten Hillman, Deputy Ambassador of Canada to the US (@KirstenHillmanA – 461 followers)
 - 10/19: <https://twitter.com/KirstenHillmanA/status/921067452875857920>
 - 10/19: <https://twitter.com/KirstenHillmanA/status/921062753711939585>
- Heather MacCleoud (@H_MacCleoud – 247 followers):
https://twitter.com/H_MacCleoud/status/920325849840279553
- Susan Markham (@msmarkham – 2,661 followers):
 - <https://twitter.com/msmarkham/status/920276969165504512>
 - <https://twitter.com/msmarkham/status/920272689364897792>
 - <https://twitter.com/msmarkham/status/920264675211776000>
- KayAnn Schoeneman, Practice Director of Public and Corporate Affairs, Ketchum (@KSchoeneman – 812 followers):
<https://twitter.com/KSchoeneman/status/920387006886240256>
- Pelle Sjoenell, Worldwide CCO, BBH (@pellesjoenell – 25K followers):
<https://twitter.com/pellesjoenell/status/920755626585702400>
- Nadia Theodore, Consul General of Canada to Southeast USA (@theodore_nadia – 370 followers): https://twitter.com/theodore_nadia/status/921125776791089152
- Patricia Zablah (@patriciarzablah – 342 followers):
<https://twitter.com/patriciarzablah/status/920316012708409344>

Miscellaneous Engagement

PRWeb press release

<http://www.prweb.com/releases/2017/10/prweb14811400.htm>

Headline Impressions: 121,849

From News Aggregators: 107,842 (88.5%)

From PRWeb: 14,007 (11.5%)

Full Release Reads: 1,828

Release Interactions: 13

Total Clicks: 19

Media Deliveries: 2,345

Total Online PickUp: 167

Related Content

Now Video

Total views: 62

Total pageviews: 96

Wilson article: 47

50x50 article: 49

Podcasts

Total listens: 94

Episode 1 (Ashton/Sherman): 45

Episode 2 (Hillman): 49

Total Pageviews: 158

Wilson pageviews: 13

- Landing page: 2
- Episode 1 write-up: 5
- Episode 2 write-up: 6

50x50 pageviews: 145

- Landing page: 107
- Announcement: 4
- Episode 1 write-up: 14
- Episode 2 write-up: 20