

International Day for the Eradication of Poverty

APLE takeover analysis

Glossary

Reach – the number of unique viewers your post has ‘reached’/ how many people have seen your post.

Impressions - are how many times a post shows up in someone’s timeline

Engagement -

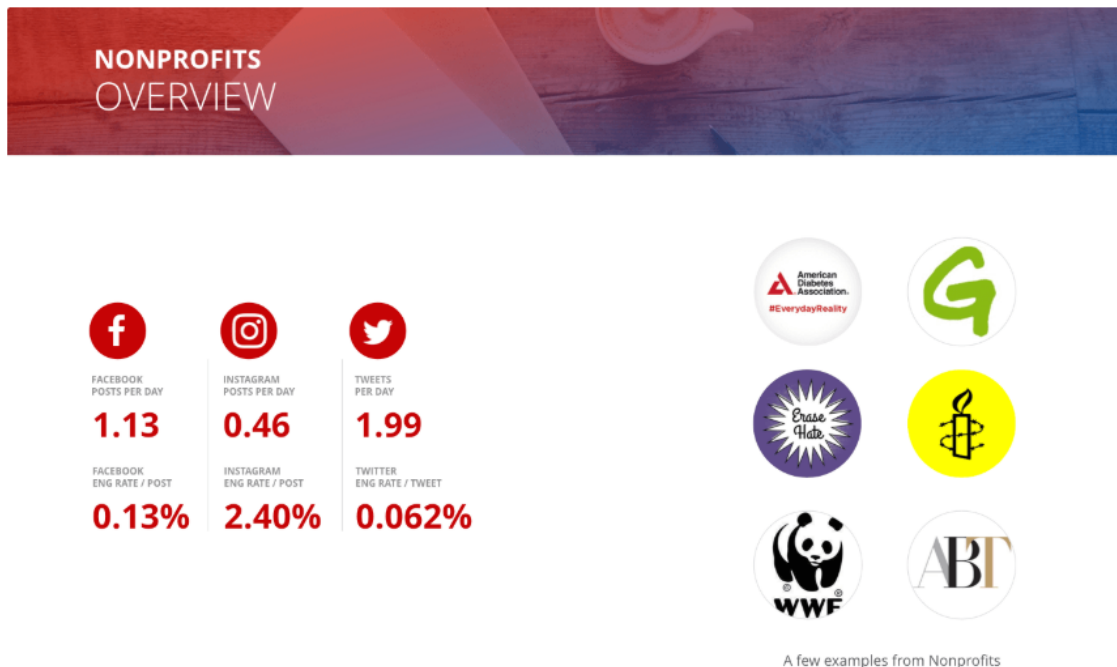
Engagement in ‘%’ - the percentage is from the number of people that saw your post, who then went on to ‘engage’ with it

Views - how many people have watched your video

RT - stands for retweet

Benchmarking

Industry averages for 2019 taken from Rival IQ



Top performing JRF content

Social

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
JRF	Joseph Rowntree Fdn. @jrf_uk · Oct 17			22,106	467	2.1%
	Good morning! Today is the International Day for the Eradication of Poverty - we who are living in poverty take this day to speak out about our experiences. We're @ApleCollective and for the next hour we're taking over JRF's Twitter feed #IDEP2020 pic.twitter.com/CHc4Xkf03v					
	View Tweet activity					Promote

Launch tweet on IDEP

Impressions: 22,106

Engagements: 467

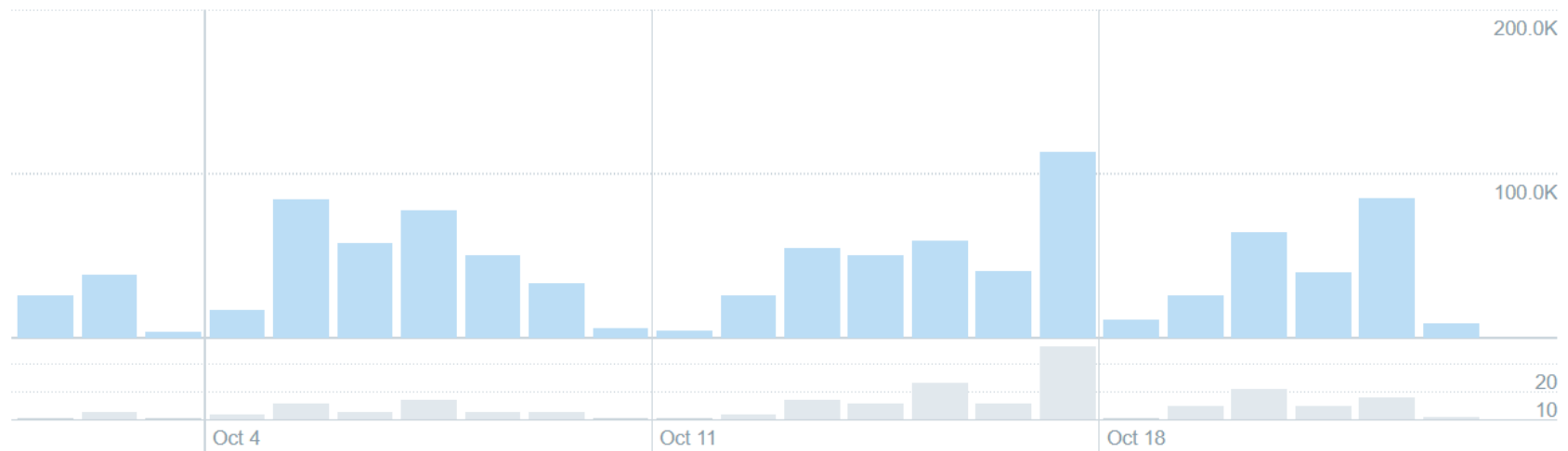
Engagement rate: 2.1%

Overall performance

Impressions: 113,429
Engagements: 1,870
Engagement rate: 1.5%

Strong impressions and slightly higher than average engagement rate which is good considering content on weekends does not usually perform strongly.

Your Tweets earned **1.1M impressions** over this **23 day** period



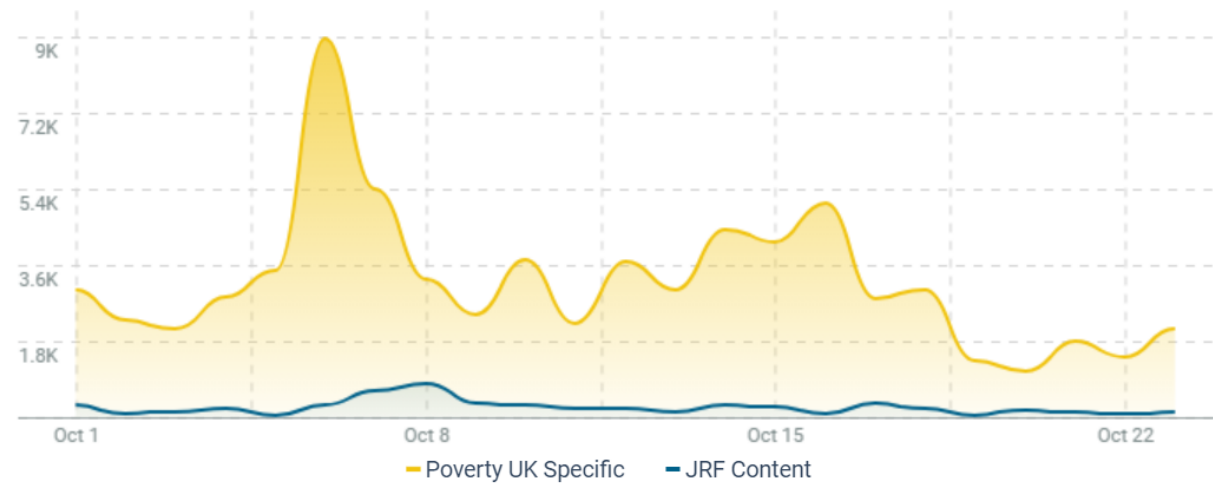
Poverty conversation in October

RESULTS OVER TIME

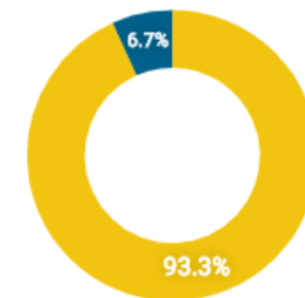


by Topics

79K Results



SHARE OF TOPICS



4% Poverty UK Specific
66% JRF Content

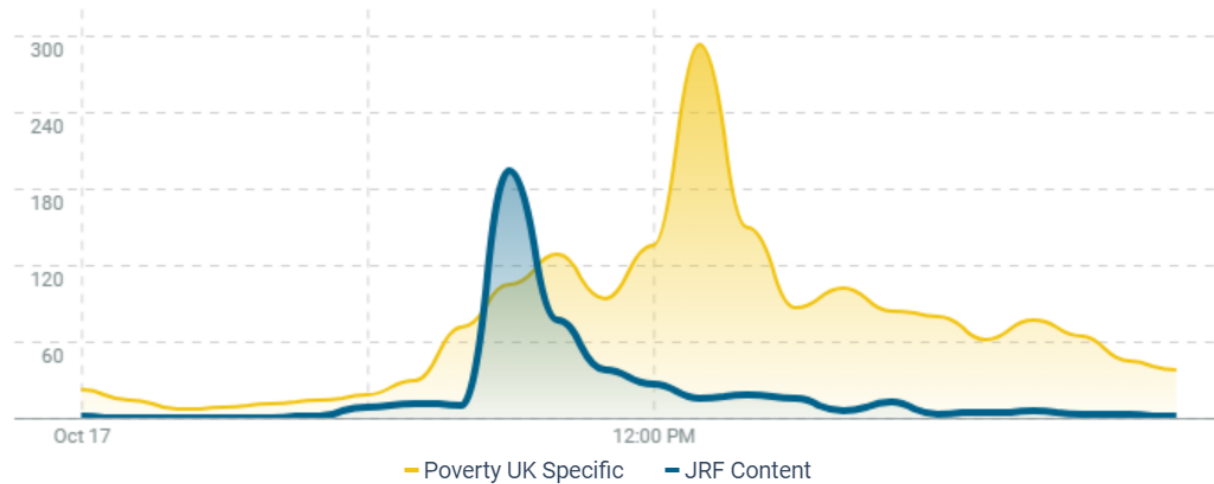
Poverty conversation on the day

Overall the poverty conversation did not peak significantly on the day, but JRF did hold a strong percentage of the content, with 20.7% in comparison to the monthly average of 6.7%.

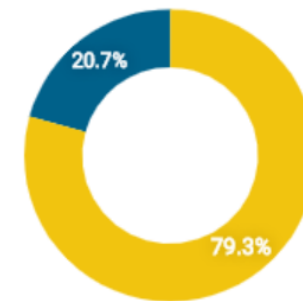
RESULTS OVER TIME

by Topics

2.2K Results



SHARE OF TOPICS



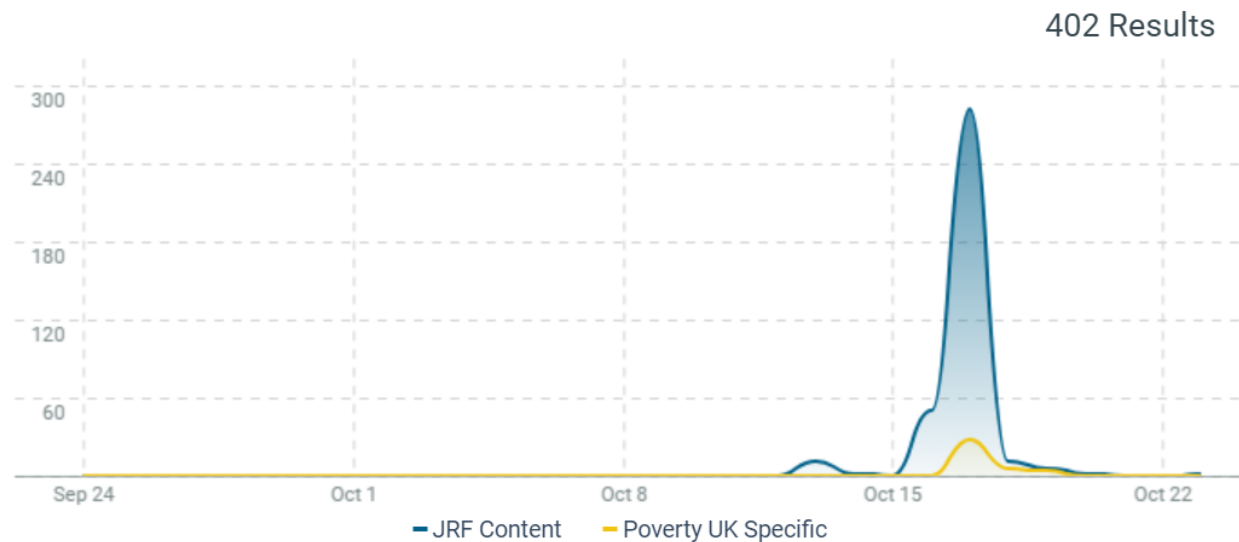
41% Poverty UK Specific
98% JRF Content

#IDEP2020 hashtag performance

Used 402 times in the UK

RESULTS OVER TIME

by Topics

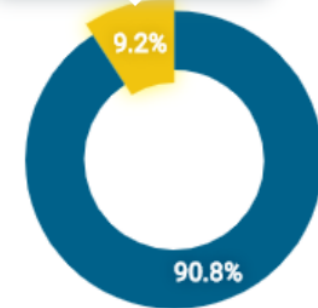


37

Results

9.2%

Poverty UK Specific



5983%

JRF Content

Poverty UK Specific

Top content from our allies

By engagement



4in10 London's Child Poverty Network @4in10 shared an image



Its the International day for the eradication of **poverty** #IDEP2020
❤️To bring #LDNChallengePoverty Week to a close here is a copy of our joint letter of solidarity from over 70 organisations; local, national, unions and **charities**. ** full list here londonchallengepovertyweek.org.uk/wp-content/upl...pic.twitter.com/HrsVZpnKII

published on 10/17/20 at 9:57 AM | Twitter | United Kingdom | twitter.com



MATCHES Poverty UK Specific

METRICS  55  3K  0/10

31 Retweets, 24 Twitter Likes, 3K Twitter Followers

By reach



The NHA Party @NHAparty retweeted

RT @jrf_uk: We're pleased to announce that to mark the International Day for the Eradication of Poverty tomorrow, @ApleCollective, a national collective of individuals who experience poverty, will be taking over our Twitter channel at 9am. Please join them and follow along using #IDEP2020.

published on 10/16/20 at 9:13 AM | Twitter | United Kingdom | twitter.com



MATCHES JRF Content

METRICS  N/A  74.6K  N/A

74.6K Twitter Followers

Medium blog

"There is a wisdom and power in the experie...

4 min read · [View story](#) · [Details](#)

Views	Reads	Read ratio	Fans
119	66	55%	4