

RELEASE IN FULL

# **DOT PERFORMANCE EVALUATION: MAY 2015**

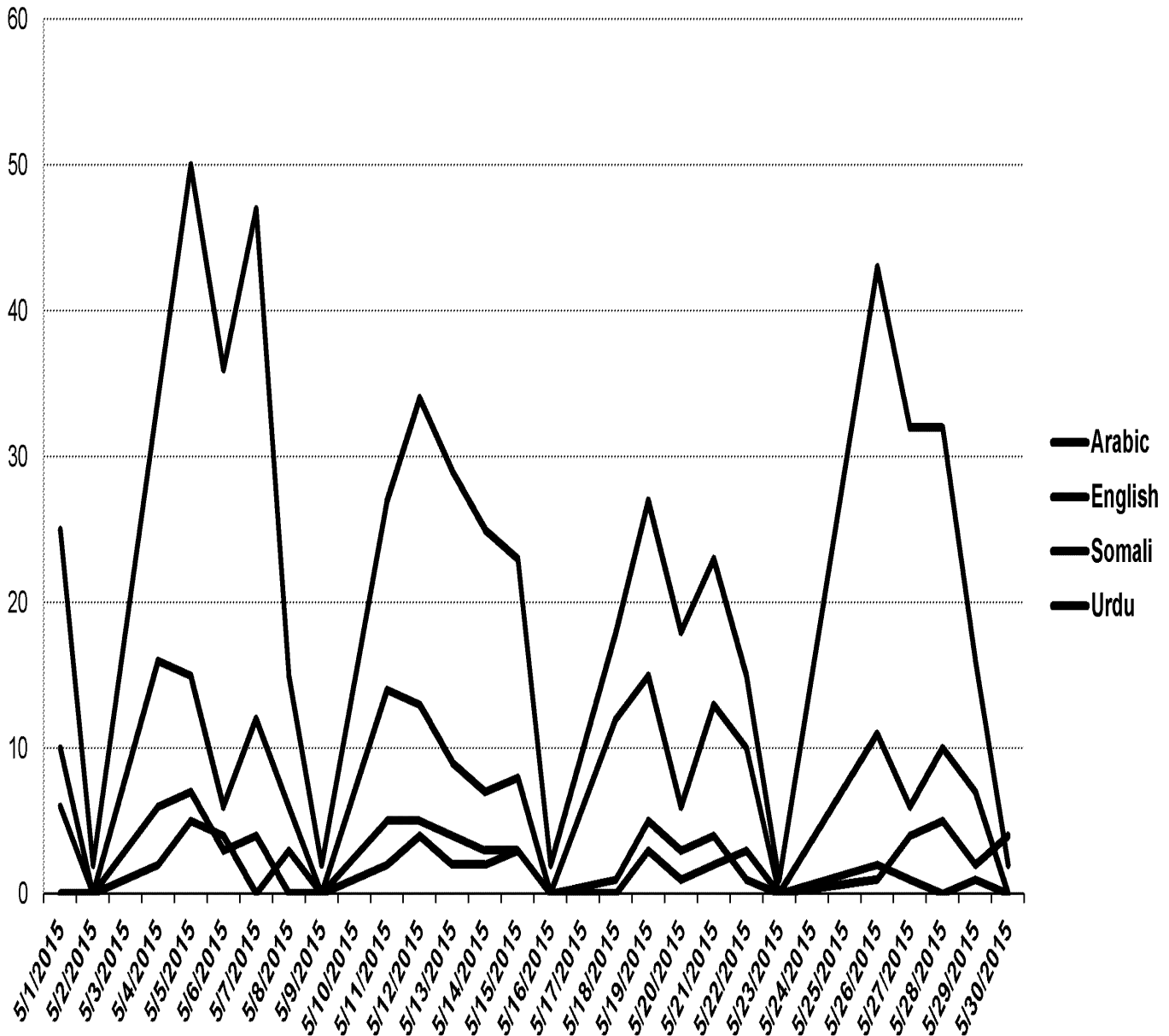
**INFORMATION COORDINATION CELL**

# BLUF

- **Most of DOT's accounts are reaching the average content engagement rate (0.03%), except for @DSDOTAR.**
  - @DSDOTAR's high rate of output is not receiving the level of content engagement (likes, comments, and shares) expected for the average page. However, should be noted that it does receive the highest interaction\* rate of any DOT account.
  - DOT Facebook accounts are having mixed results.
  - The Arabic and Urdu pages are attaining the highest interaction and engagement rates and even exceeding the average brand page's rates.
  - On the other hand, the English and Somali pages are operating below the average engagement rates.
- **Aside from the Arabic channel, DOT's YouTube channels have generated little engagement.**
- **DOT's Instagram account is underutilized.**
- **Messaging regarding atrocities and the partnership between the United States and its Muslim partners are the two most active themes discussed by DOT analysts.**
- **The perceived War on Islam and the restoration of the caliphate are the two most actively discussed narratives.**

\*An significant click = embedded video plays, URL clicks, profile views. Likes, comments, and shares are included in this number.

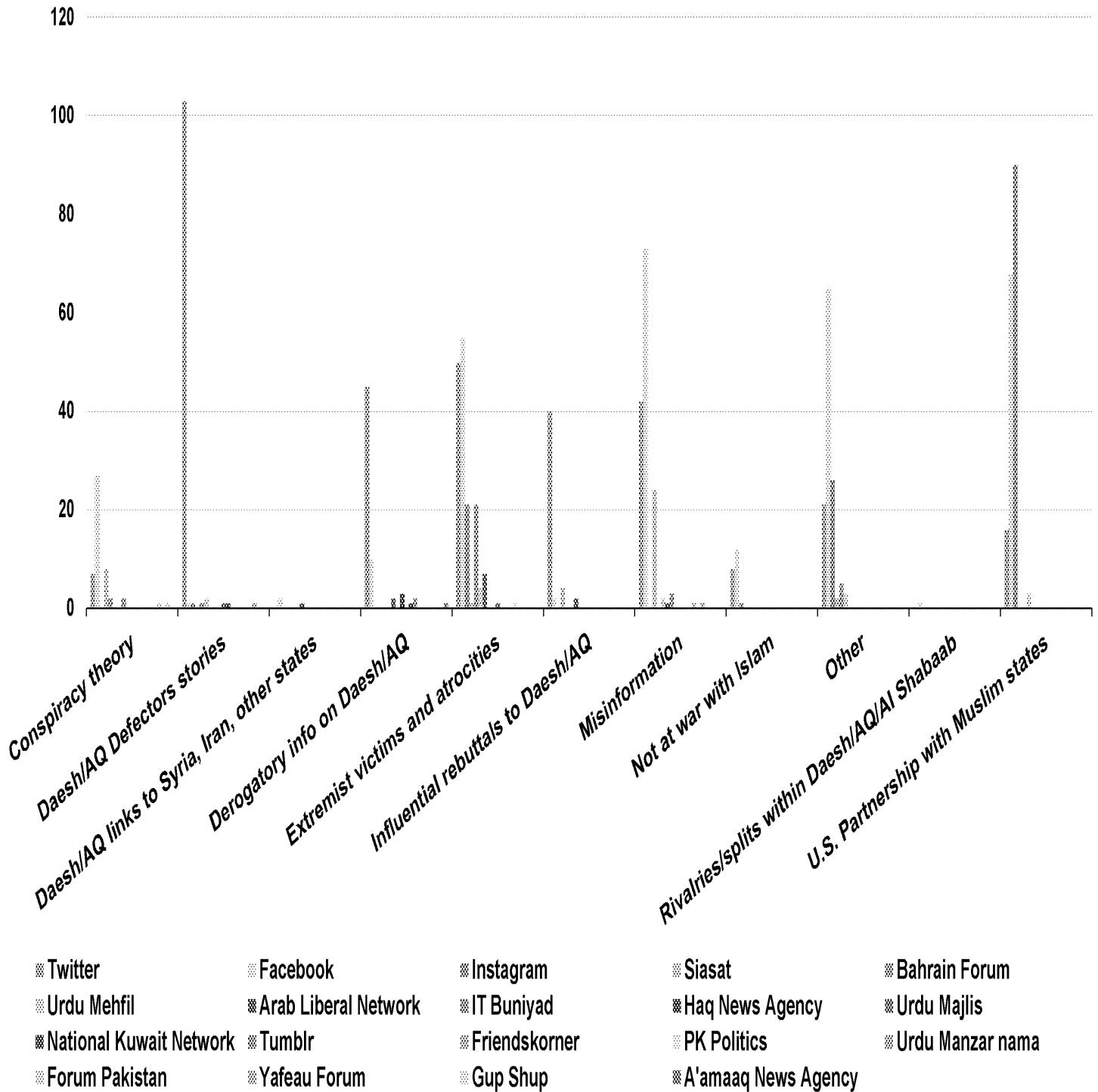
# BY LANGUAGE



**The Arabic language properties accounted for 64% of the total posts.**

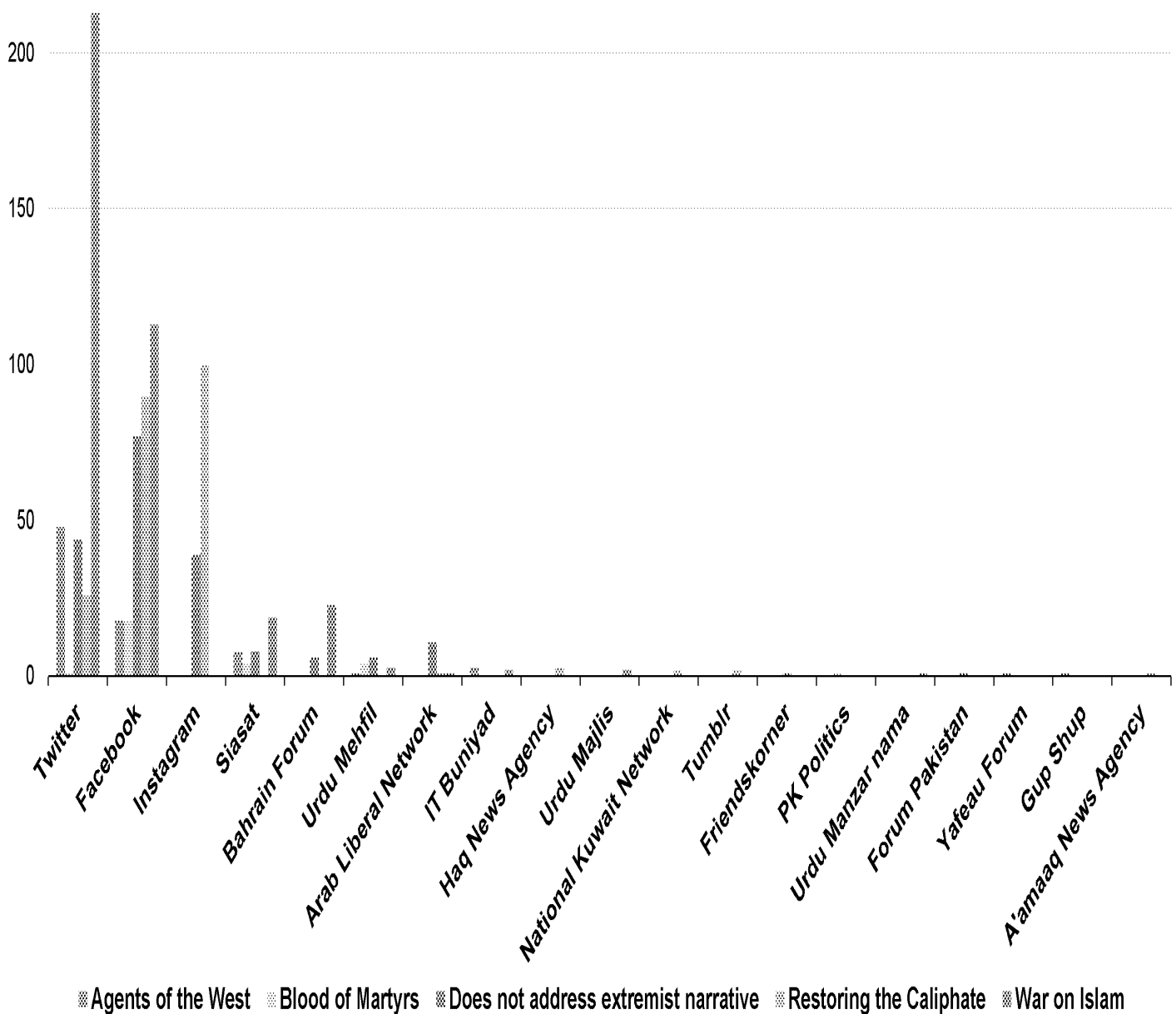
- Individually, each Arabic property averaged 9.6 posts on a daily basis.
- The Urdu property, on the other hand, outperformed each of the three Arabic properties, with an average of 10.7 posts per day.

# THEME



- **Not surprisingly, Twitter was the most active forum for CVE messaging, accounting for 37% of the total posts.**
- Facebook came in at a close second, accounting for 35% of the total posts.
- Not surprisingly, ISIS and Jabhat al-Nusra were the focus of over 50% of all of DOT's posts.

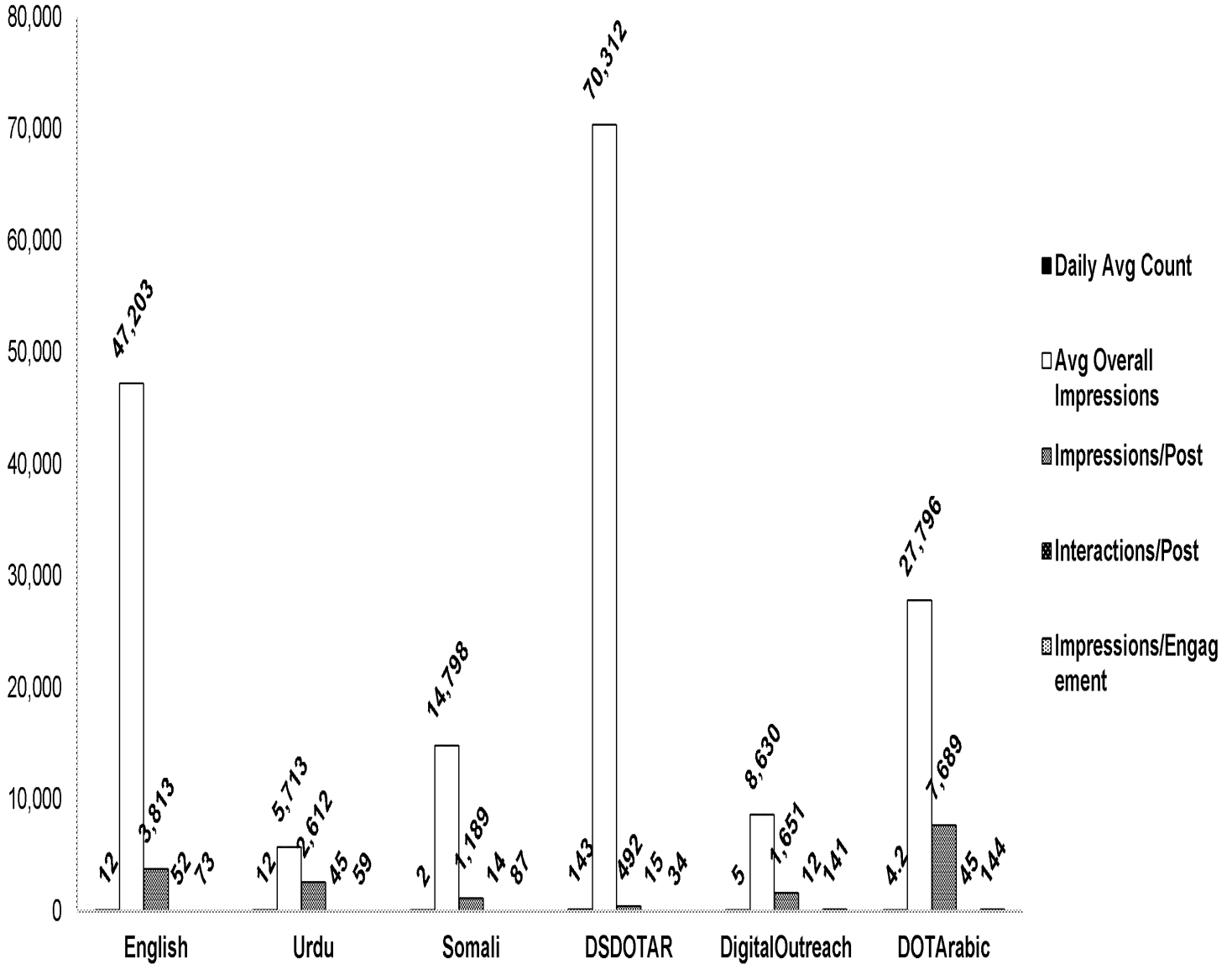
# NARRATIVE



- **The War on Islam and Restoring the Caliphate were the top two narratives addressed by DOT analysts.**
  - These discussions played out most often on social media platforms, which lend themselves to fast and frequent messaging.
  - Much like the case with the themes, ISIS and Jabhat al-Nusra were the focus of over 45% of all of DOT's posts.
  - On the opposite end of this spectrum was the Assad regime and Boko Haram, with each target being addressed once during the month of May.

# TWITTER

Post Metrics by Property



- @DOTArabic appears to receive the most return on its output, receiving the most impression per post and the second most interactions per post.
- Despite far exceeding the number of posts produced and gaining nearly twice as many impressions by any other DOT Twitter account, @DSDOTAR has received among the lowest number of interactions.

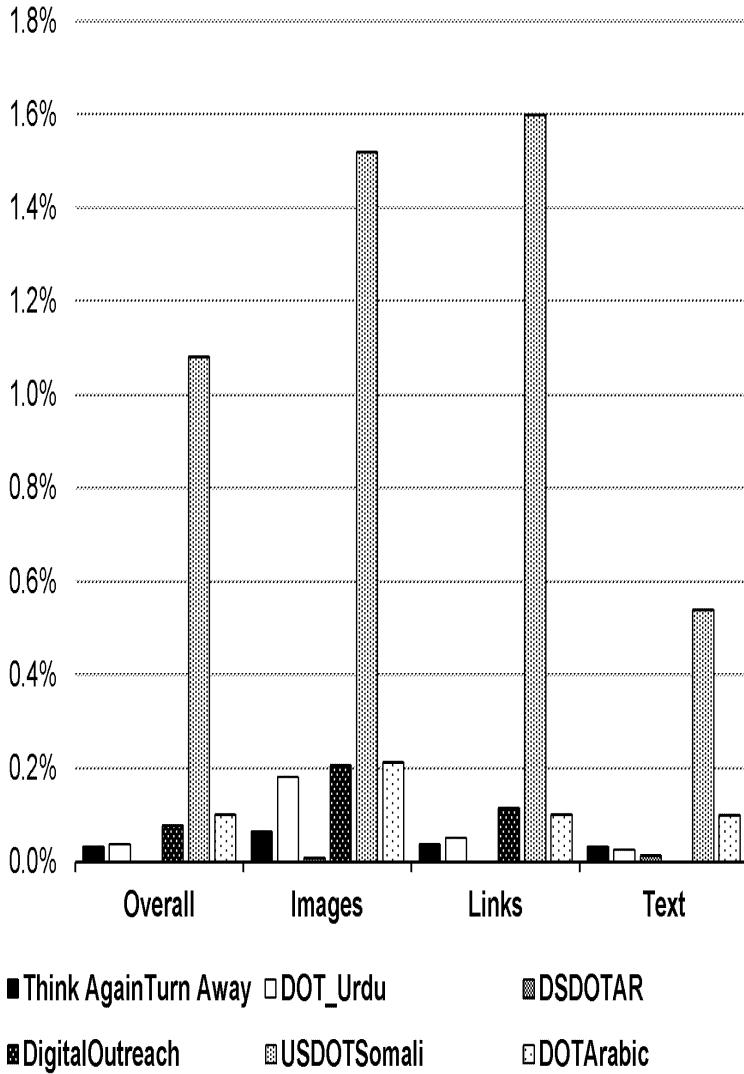
# TWITTER

Account	Tweets Per Day	Follower Growth	Follower Growth %	Followers
Think Again Turn Away	9	3	0.00%	21,726
DOT_Urdu	8	76	0.9%	8,154
DSDOTAR	94	179	7.2%	2,659
DigitalOutreach	4	58	4.6%	1,325
USDOTSomali	1	43	12.4%	391
DOTArabic	1	74	7.6%	1,053

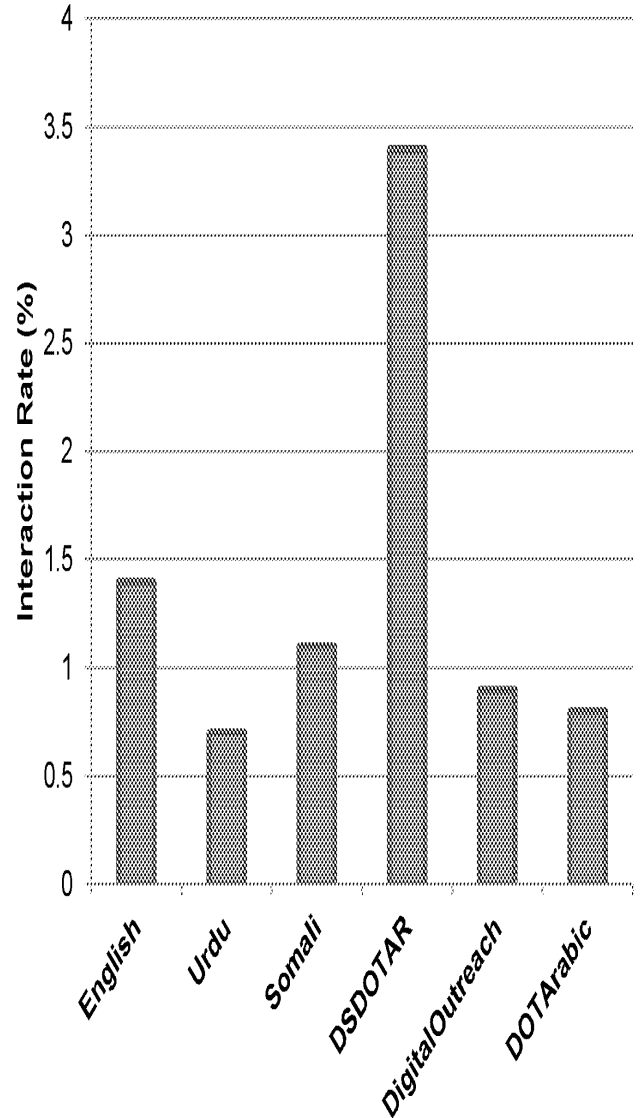
- **@DSDOTAR** gained the most followers during the month of May, though its overall follower count still lags behind **@ThinkAgain\_DOS** and **@DOT\_Urdu**.
  - Though USDOTSomali has a higher growth rate, this is only a result of its low overall follower count.
- **@ThinkAgain\_DOS'** growth rate has almost completely stalled out.

# TWITTER

Twitter Content Engagement Rate



Daily Interaction Rate (%)



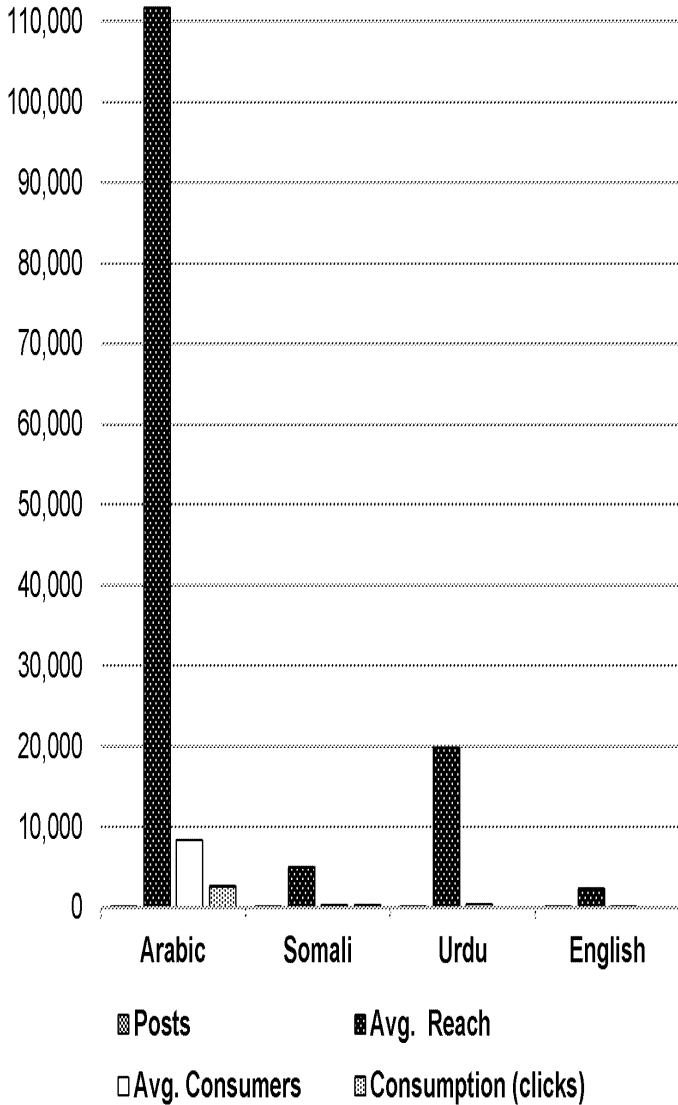
**While its @USDOTSomali has the smallest number of followers, but they are the most engaged, as it garners the highest engagement rate (retweets and favorites) across all content types.**

- **@DSDOTAR, on the other hand, receives the highest number of interactions.**

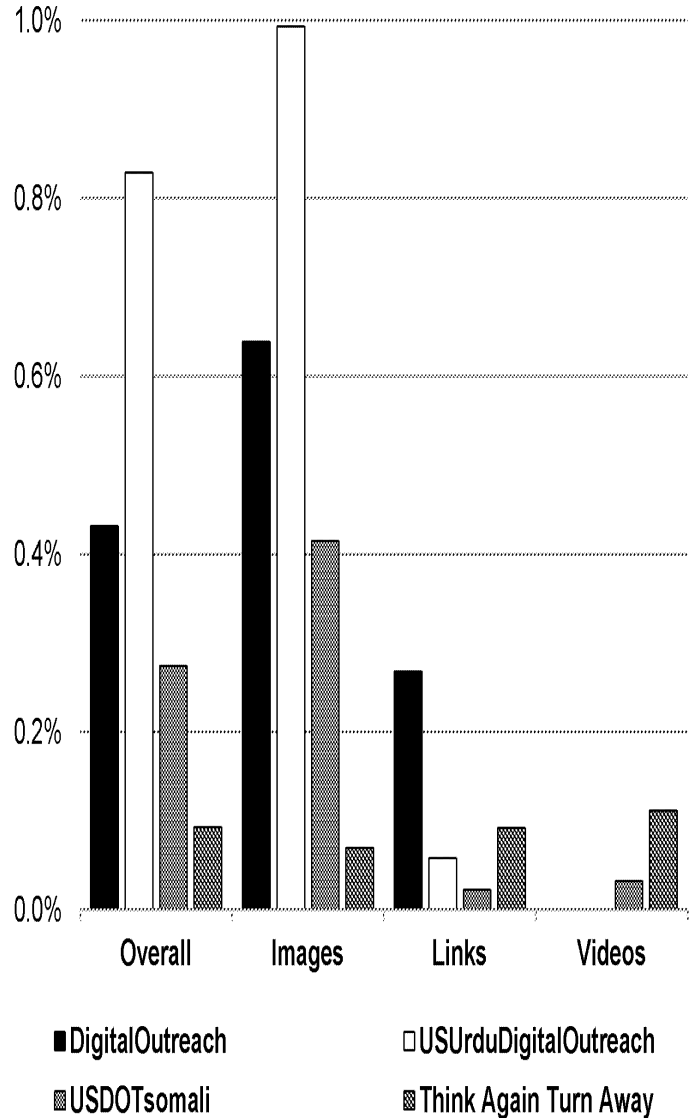


# FACEBOOK

Overall Post Metrics



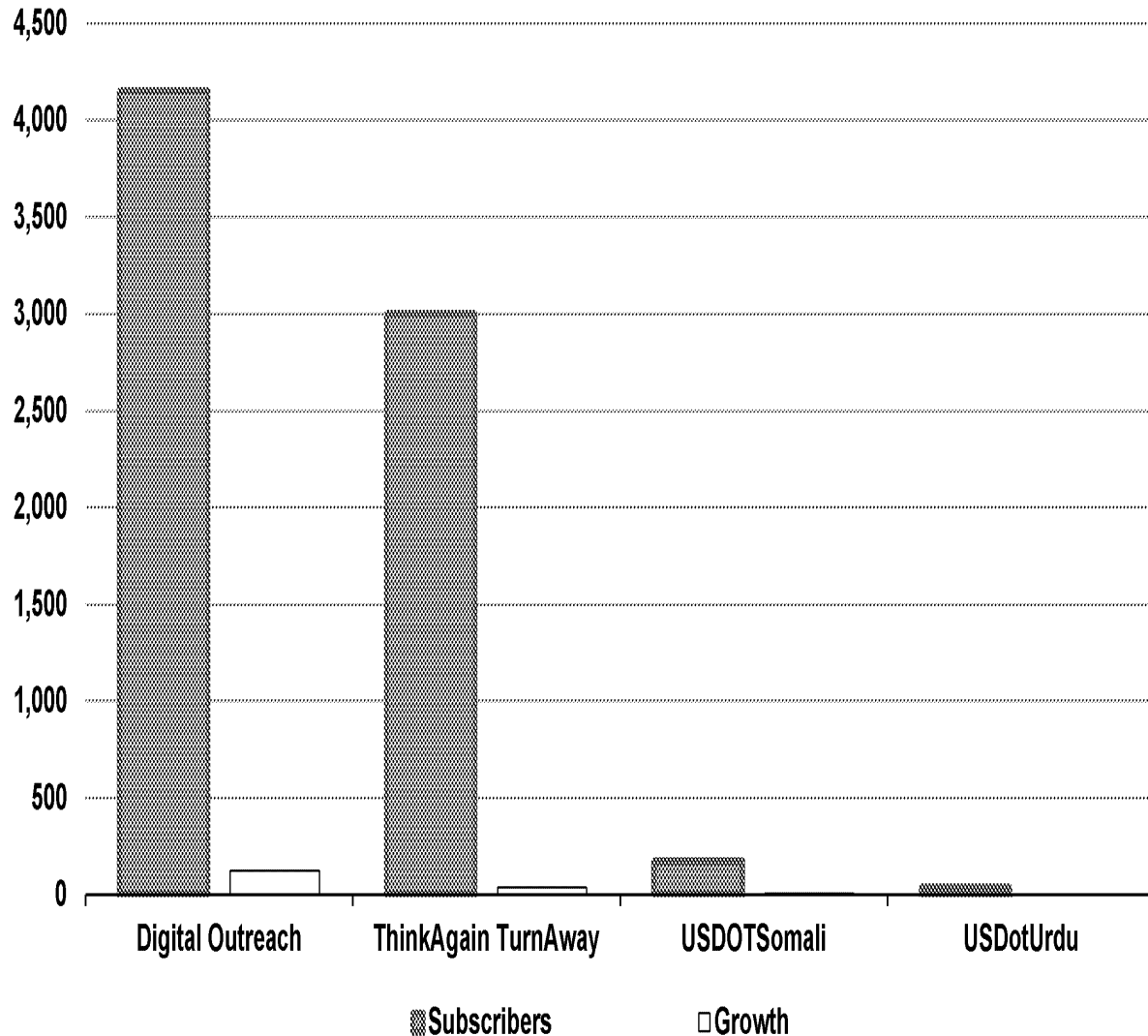
Facebook Content Engagement Metrics



- **DOT's Arabic page receives the highest number of consumers (users who click on the post), a result of its high reach.**
- **Images remain the most popular content type.**
- **Videos remain unappealing to DOT's target audiences.**
  - Factors like video production value or the content itself should be investigated to determine the affect on engagement rates.

# YOUTUBE

## Channel Subscriber Metrics



- Digital Outreach's channel continues to lead with the most subscribers, as well as its subscriber growth rate.
- DOT's Somali and Urdu channels continue to lag behind.
- YouTube channels should produce at least one or two videos per month to keep users engaged.

# INSTAGRAM

Feed	Total Interactions	All	Images	Videos	Posts/Day
Digital Outreach	302	2.4%	2.8%	0%	4.3
	Followers	Follower Growth	Follower Growth %		
	87	4	4.8%		

- **CSCC's Instagram account receives one of the highest engagement rates, but has an extremely low follower count.**
- **Studies have shown that Instagram is the best social media platform for driving engagement.**