



girls write now

DIGITAL MEDIA GROWTH SUMMARY

MARCH TO JULY 2020

Girls Write Now is seeing unprecedented growth and engagement as we mentor hundreds more underserved young women and gender-nonconforming youth with **accessible, uninterrupted digital programming** forged in an award-winning curriculum. In response to COVID-19, Girls Write Now pivoted overnight, mobilizing our stakeholders, and maximizing our resources to provide an expanded and enriched summer program that is meeting the **highest demand we've seen in over 20 years**. As a result, our digital presence has never been more energized with a global reach that is growing exponentially. Here are the numbers to prove it.

STATISTICS UP ACROSS THE BOARD SINCE MARCH

On Twitter, we **recently broke 19.4K followers**, with a total of 19,434 followers. We also saw a **139% increase in Twitter impressions**, with 186K impressions over the past month—an increase from 65K in March—and a 25% increase in profile visits. We've seen similar results on Instagram, with a **reach of over 4,000, an average of 250 profile visits, and 17,000+ impressions in one week alone**. We also recently broke **11.5K followers** on Instagram.

A 1,189% INCREASE IN POST ENGAGEMENT ON FACEBOOK

Currently, **22,539 people like our page** and **23,418 people follow it**. Like the success we've seen on our other platforms, we are also up on statistics across the board on Facebook, with a 285% increase in page views, a 240% increase in reach, a 67% increase in likes, and a 72% increase in page followers.

GIRLS WRITE NOW LIVE AND GRADUATION GALA

In response to COVID-19, we shifted our performance series, Girls Write Now Live, to a virtual format and expanded the series from 5 episodes to **9 episodes**, culminating in our **Girls Write Now Graduation Gala**, featuring speakers including **Tayari Jones, Roxane Gay, Jodi Kantor, Rupi Kaur, Min Jin Lee, Isabel Allende, Abbi Jacobson, and more**. Our Girls Write Now Live series reached over **11,500 viewers worldwide**, and our Graduation Gala reached **over 10,000**.

EXPANDED ALUMNAE REACH AND RESOURCES

We have also expanded our alumnae networks, inviting over 100 alumnae onto **new Slack channels** including **our Writing channel**, to share and promote their work; **our Opportunities channel**, to share job information, as well as grants, contests, and other opportunities; and **our Life Resources channel**, created in response to needs raised by COVID-19, including resources for food accessibility, internet access, education, mental health and wellness, and more.

186K

IMPRESSIONS

monthly on Twitter, with an average of 3K daily—double the amount of previous months pre-COVID!

21.5K

GLOBAL VIEWERS

on our Spring Performance Series, Girls Write Now Live, which culminated in our Girls Write Now Graduation Gala on June 12th.

13K

SLACK MESSAGES

sent monthly. Mentors, mentees, and alum used Slack to facilitate the program—and as a lifeline.

1,000

NEW SUBSCRIBERS

have joined our mailing list since we shifted to virtual programming in March at the start of COVID-19.



SPRING 2020 DIGITAL MEDIA REPORT

In the midst of crisis, Girls Write Now has worked diligently to expand our digital programming and address the newfound needs of our community. We have pivoted our workshops online, launched weekly virtual mentee and mentor **Community Chats** and **Pair Prompt-Writing Parties** led by mentee and mentor pairs, and brought back our beloved **Friday Night Salon Series**, which include wisdom and writing exercises led by special guest artists. With an increased focus on our virtual programming and social media channels, our digital presence is thriving during this time.

OVER A 28-DAY PERIOD, STATISTICS UP ACROSS THE BOARD

On Twitter, our main social platform, we **recently broke 19.3K followers**, with a total count of 19,306 followers. We also saw a 110% increase in amount of tweets, a 84% increase in tweet impressions, a 68% increase in profile visits, and a 93% increase in mentions. We've seen similar results on Instagram, with an average impression rate of 1.2K and reach of 1.1K. **On average, we have around 300 people visit our Instagram profile each day.**

A 1,189% INCREASE IN POST ENGAGEMENT ON FACEBOOK

Currently, **22,491 people like our page** and **23,303 people follow it**. Like the success we've seen on our other platforms, we are also up on statistics across the board on Facebook, with a 285% increase in page views, a 240% increase in reach, a 67% increase in likes, and a 72% increase in page followers.

OUR FIRST VIRTUAL GIRLS WRITE NOW LIVE

We hosted our first virtual episode of Girls Write Now Live, our spring performance series, through Facebook Live on April 3rd. Our livestream of the event, featuring **emcee Galina Espinoza**, **honoree Robyn Crawford**, and **presentations from Girls Write Now mentees**, reached an audience of **over 1,000 guests globally**, all the way **from Ethiopia to Peru to Brooklyn!** Our audience was also attentive and engaged, with over 400 comments, reactions, and shares.

EXPANDED ALUMNAE RESOURCES

We have also expanded our alumnae networks, inviting them onto **new Slack channels** including **our Writing channel**, to share and promote their work; **our Opportunities channel**, to share job information, as well as grants, contests, and other opportunities; and **our Life Resources channel**, created in response to needs raised by COVID-19, including resources for food accessibility, internet access, education, mental health and wellness, and more.

78K

IMPRESSIONS

on Twitter over the past month, with an average of 3K daily, double the amount of previous months.

1K

GLOBAL VIEWERS

Our first virtual episode of Girls Write Now Live hosted on Facebook drew audiences from Brooklyn to Ethiopia to Peru.

13K

SLACK MESSAGES

Over the past month mentors, mentees, and alum used Slack to facilitate the program—and as a lifeline.

21K

SUBSCRIBERS

300 new visitors joined our mailing list over the past month