



## **2019 – 2020 Social Media Engagement Comparison**

# Engagement Rate Overview

When reporting on CCA's 2020 social media efforts it was discovered that engagement rates dropped from 2019 to 2020, which raised the question, "Why?"

With between 46% and 51% of US adults increasing social media use during the pandemic (as measured by a Harris Poll), and CCA working with an outside agency whose focus was on social media, engagement was expected to rise, yet it did not. This report reviews the top and bottom performing posts from 2019 and 2020, noting any definable trends that may have played into the decreased engagement rates.

\*This report references data for a large number of posts. Links to all referenced posts can be found in the attached addendum.

Good Engagement Rate*	CCA Average 2019	CCA Average 2020
FB: 1.5%	FB: 6%	FB: 3.8%
Instagram: 2%	Instagram: 6.6%	Instagram: 5.2%
Twitter: 0.5%	Twitter: 2.5%	Twitter: 1.9%

\*As reported by [aamplify.com](https://aamplify.com), [findyourinfluencer.co/uk](https://findyourinfluencer.co/uk), & [contentcal.io](https://contentcal.io)

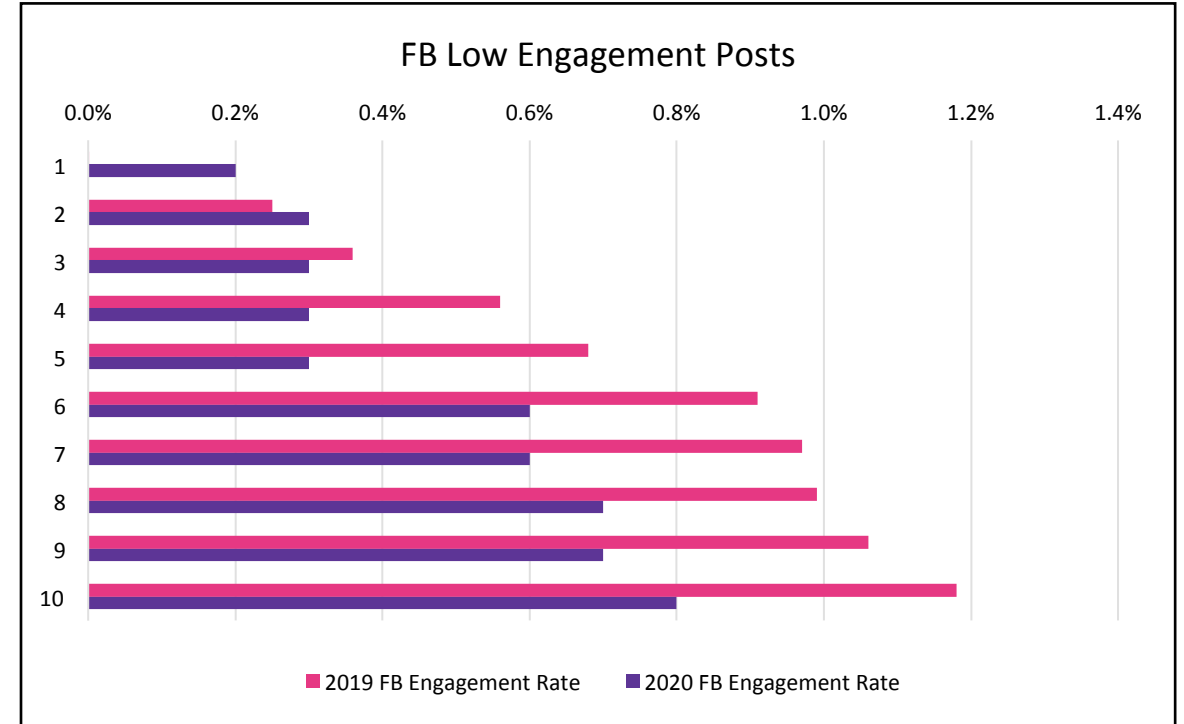
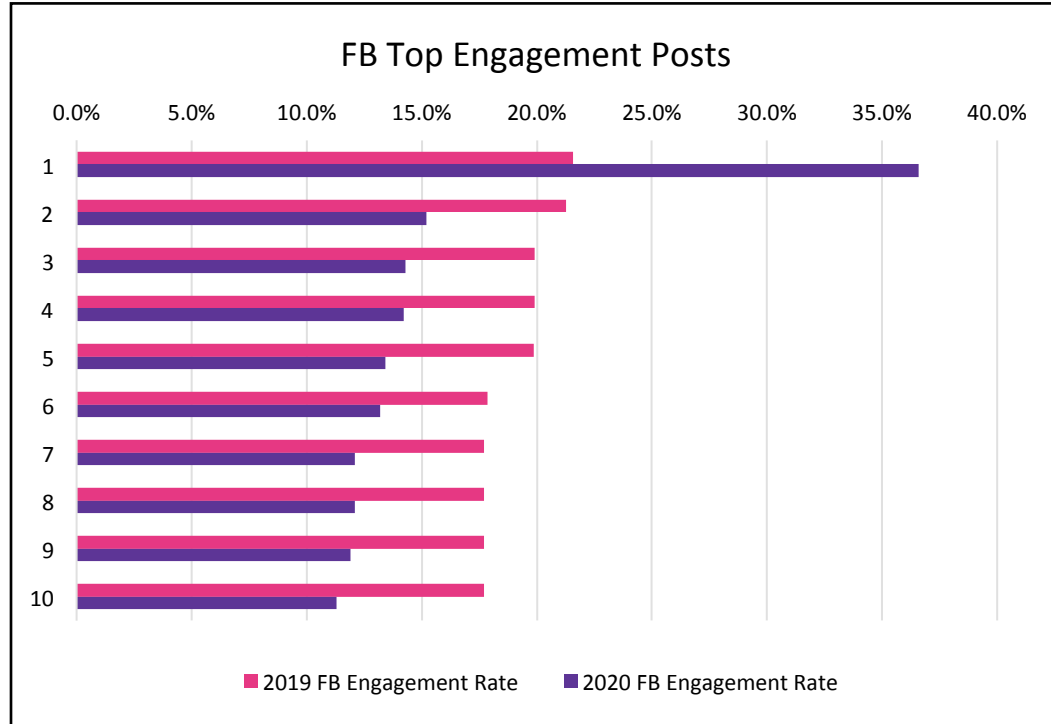
# Initial Knowledge

Post frequency went down slightly from 726 in 2019 to 771 in 2020.

2019 saw more boosted posts on Facebook than 2020 with five appearing in the 30 posts from 2019 utilized in this study and only one appearing out of 30 in 2020.

There was more access to strong visual content in 2019 due to the pandemic preventing CCA from its usual channels of content capture such as in hospital visits and an in-person Wonderball event.

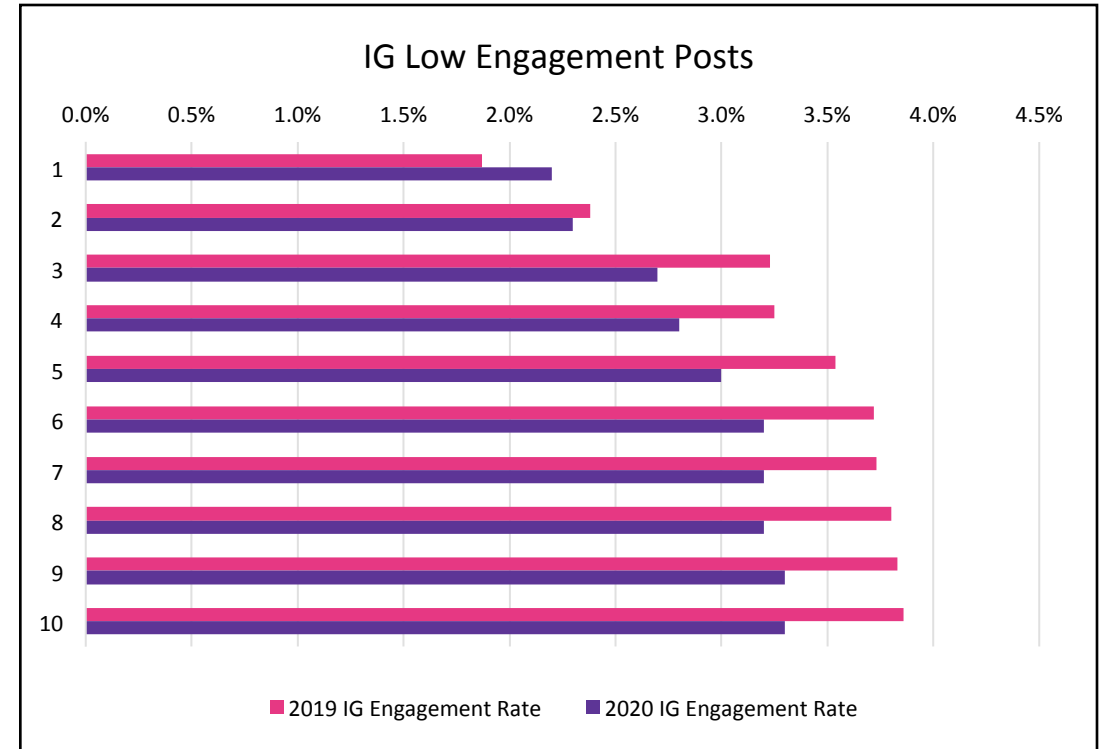
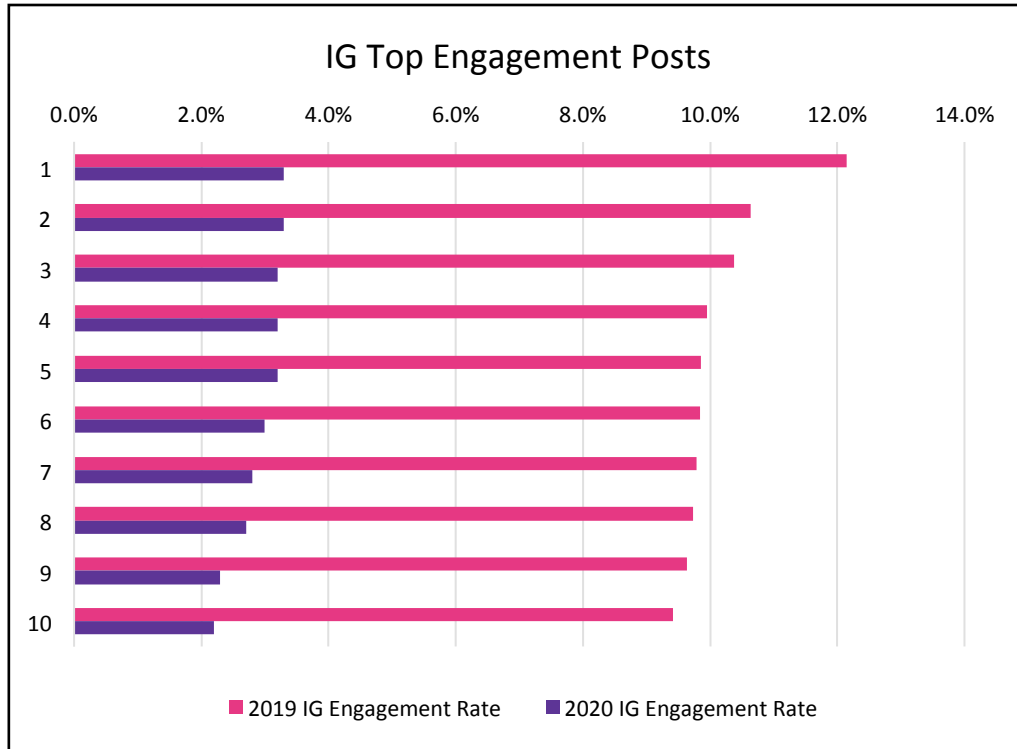
# Top & Bottom Facebook Posts – Year Over Year



2020's top performing post was a boosted, paid video post expressing gratitude for healthcare workers during the Covid-19 pandemic. 2019's high performers well outperformed 2020's, which plays a big factor in the overall higher engagement rates for the year.

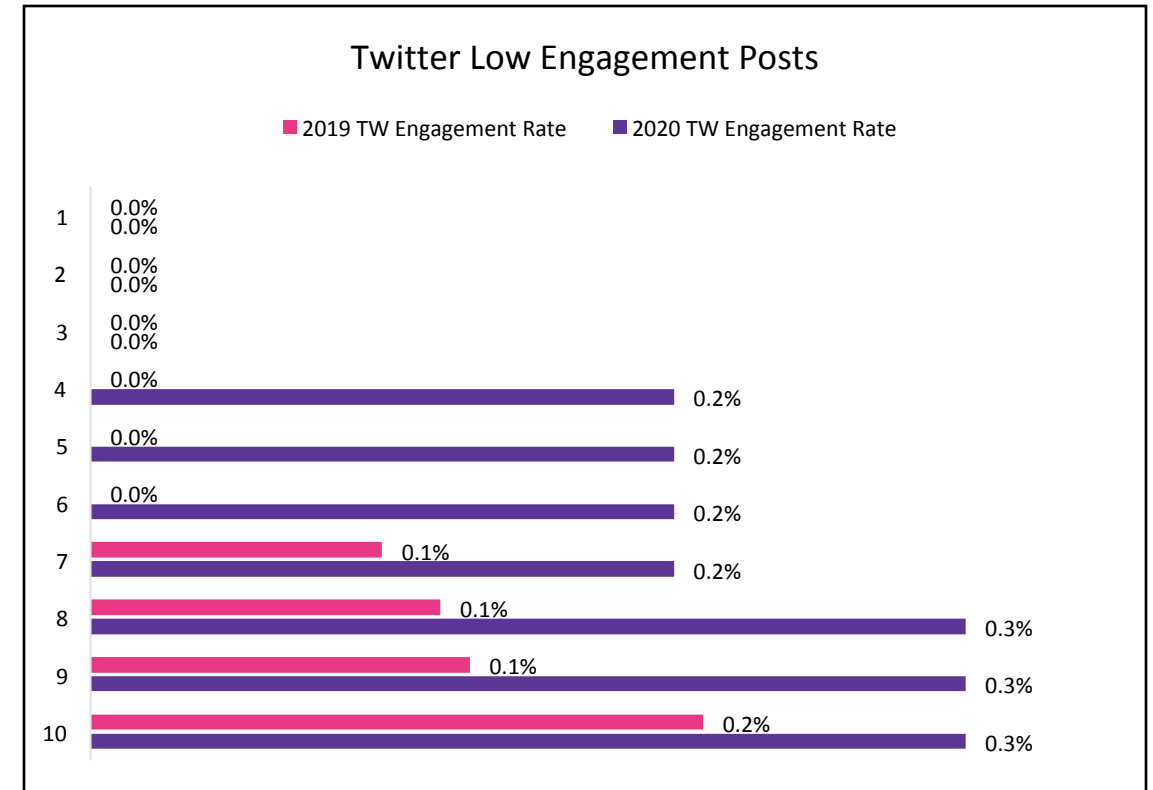
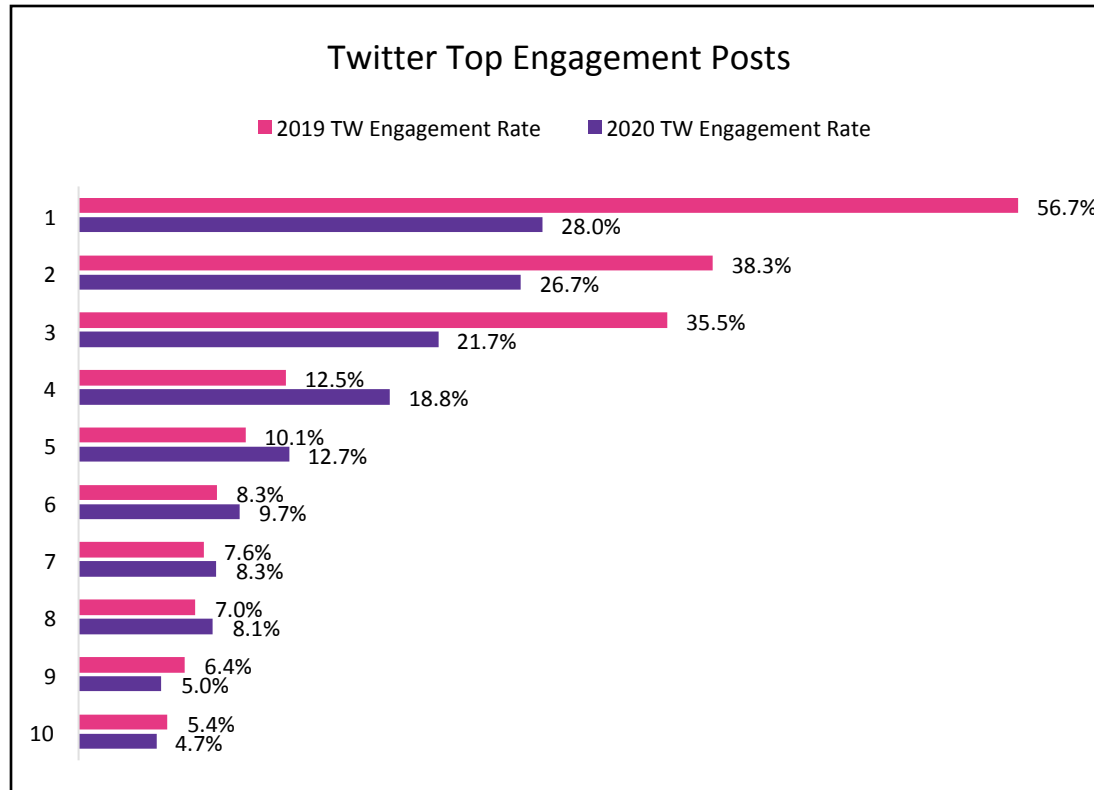
*To view posts referenced visit links on pages 11 through 16 of this report.*

# Top & Bottom Instagram Posts – Year Over Year



2020's posts hovered around 2 – 3% throughout the year, while 2019's reached upwards of 10%, playing a big part in overall higher engagement rates year over year.

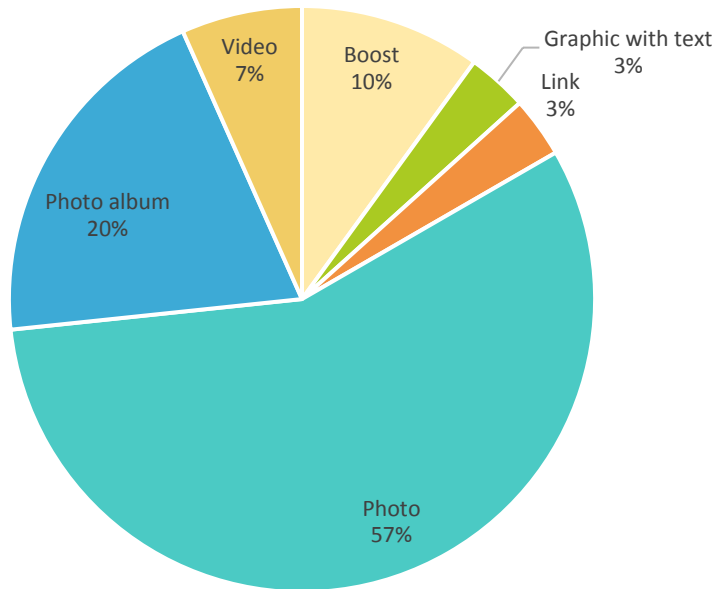
# Top & Bottom Twitter Posts – Year Over Year



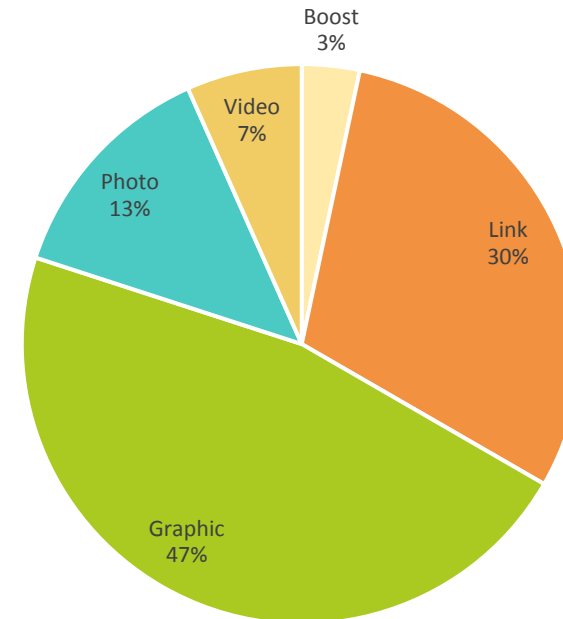
2019 saw more posts that generated zero engagement than 2020. 2020's top three posts, featuring topics related to the Covid-19 pandemic performed well above 2019's top posts. Twitter is a more text and news focused platform, so timely posts related to the pandemic, outperformed music/concert focused posts which saw themselves in the bottom performers of 2019.

# 2019 Post Breakdown By Type

2019 High Performing by Type



2019 Low Performing by Type

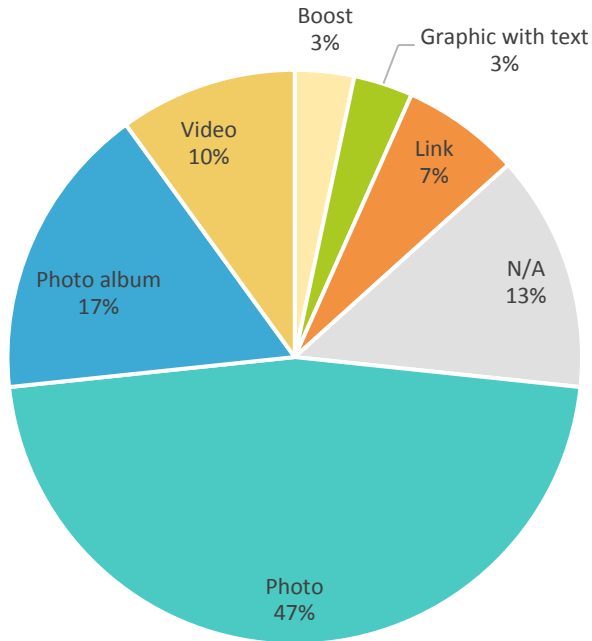


Photos, including photo albums, accounted for the highest percentage of top performing posts in 2019, while heavily designed, graphic posts with text in the imagery made up the highest percent of low performing posts. Boosted posts (three of which in the top performers included video elements).

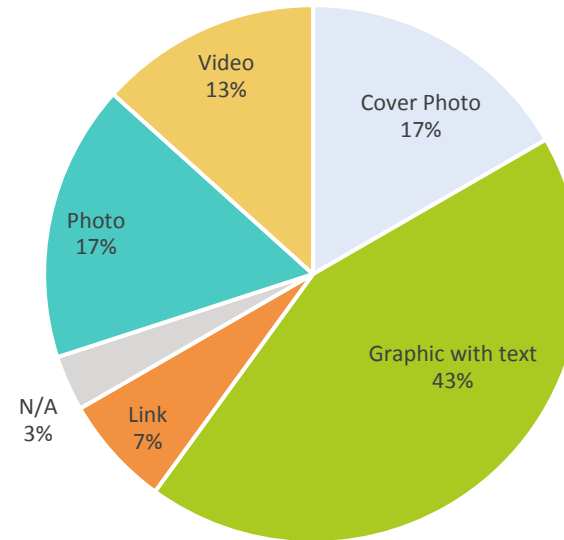
*\*For the purposes of this slide "Graphic with text" and "Graphic" refer to the same type of post.*

# 2020 Post Breakdown By Type

2020 High Performing Posts by Type



2020 Low Performing Posts by Type

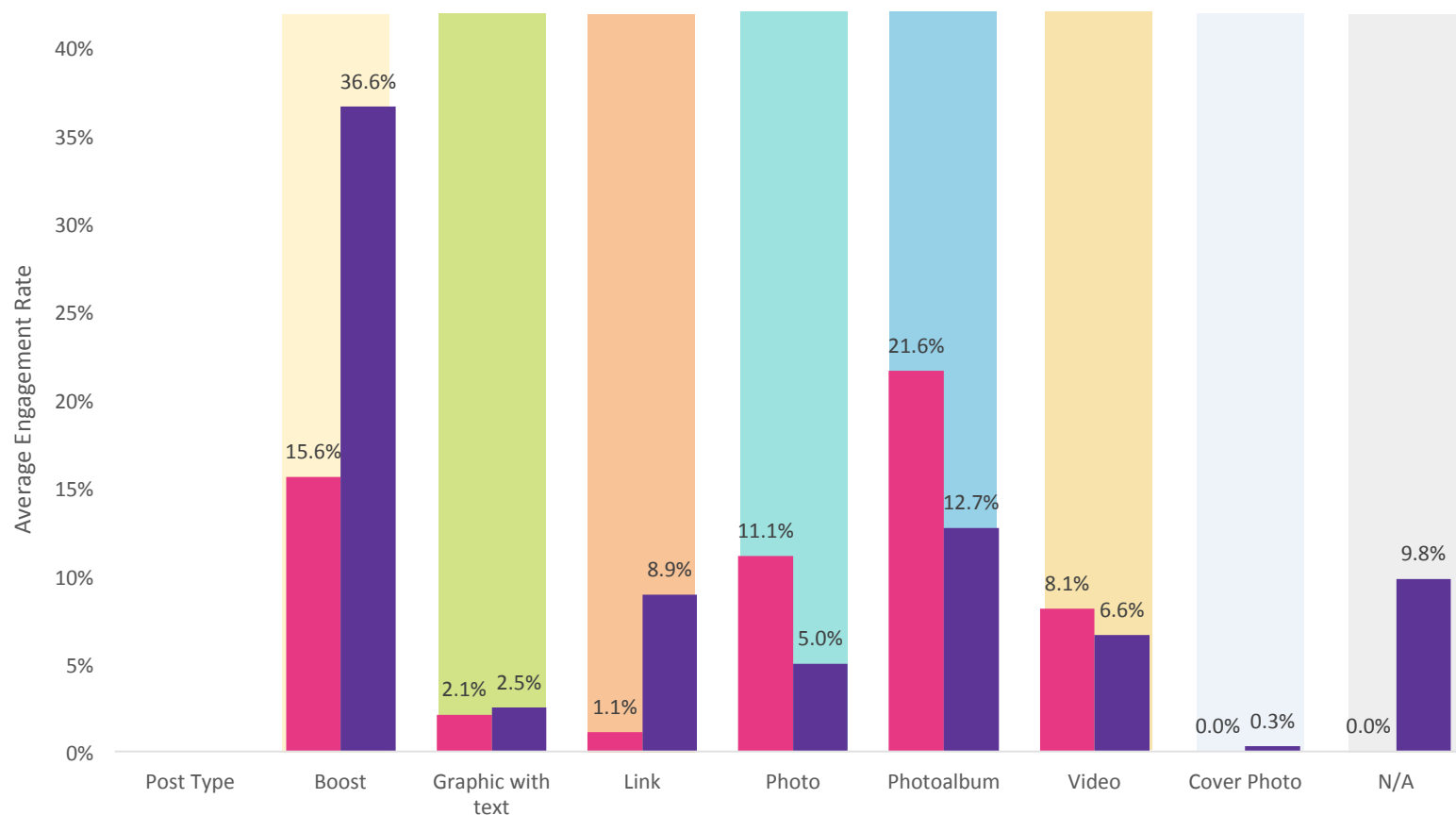


Photos and albums, accounted for the highest percentage of top performing posts in 2020, while heavily designed, graphic posts with text in the imagery made up the biggest percent of low performing posts. Cover photo updates, which were done more frequently in 2020 than in 2019 also did not perform well.

*NOTES: N/A refers to posts whose links are no longer active.*



# Post Type Performance – Year Over Year



Removing the outlier of boosts, which generate engagement via paid impressions, photo and video well outperformed the other types of content, particularly in 2019 over 2021. The boosted post in 2020 that outperformed 2019's was a gratitude video for frontline workers during the early stages of the Covid-19 pandemic.

As CCA had more opportunities to gather photo and video in 2019 a focus was placed on heavily designed graphics with text in 2020. Cover Photos were rarely if ever updated in 2019 but were updated frequently in 2020, which played a part in reducing the overall engagement rates for the year.

# Takeaways

- More boosts with higher engagement in 2019. These boosts all had lower impressions and higher engagement than the one boost in 2020 so we can assume less was spent per ad but the placement was more strategic. Without access to the accounts used to purchase these ads or the budget for the year we cannot specify how much exactly was applied per ad. With the knowledge at hand, it is recommended that a strategic approach, with small budgets per each ad/boosts placed several times throughout the year be applied to social ad buys in FY 21.
- Photos are key. Audiences engage most with photos and videos. Designed, text heavy graphics do not perform well on any platform.
- Twitter is a much more text focused platform and probably performed better in 2021 as a result of that.

# Addendum: Post Link Reference

## Facebook High Performing

2019 High FB Engagement	2020 High FB Engagement
1 <a href="https://www.facebook.com/118054245614/posts/10162927649740615/">https://www.facebook.com/118054245614/posts/10162927649740615/</a>	<a href="https://www.facebook.com/CCAJoyRx/videos/3169369363169776/">https://www.facebook.com/CCAJoyRx/videos/3169369363169776/</a>
2 <a href="https://www.facebook.com/118054245614/posts/10162734334555615/">https://www.facebook.com/118054245614/posts/10162734334555615/</a>	<a href="https://www.facebook.com/118054245614/posts/10162994653590615/">https://www.facebook.com/118054245614/posts/10162994653590615/</a>
3 <a href="https://www.facebook.com/ChildrensCancerAssociation/photos/a.10161725948370615/10161725952460615/?type=3">https://www.facebook.com/ChildrensCancerAssociation/photos/a.10161725948370615/10161725952460615/?type=3</a>	<a href="https://www.facebook.com/118054245614/posts/10163585785985615/">https://www.facebook.com/118054245614/posts/10163585785985615/</a>
4 <a href="https://www.facebook.com/ChildrensCancerAssociation/photos/a.10161725948370615/10161725957600615/?type=3">https://www.facebook.com/ChildrensCancerAssociation/photos/a.10161725948370615/10161725957600615/?type=3</a>	<a href="https://www.facebook.com/ChildrensCancerAssociation/photos/a.217708155614/10164533455220615/?type=3">https://www.facebook.com/ChildrensCancerAssociation/photos/a.217708155614/10164533455220615/?type=3</a>
5 <a href="https://www.facebook.com/118054245614/posts/10161725958080615/">https://www.facebook.com/118054245614/posts/10161725958080615/</a>	<a href="https://www.facebook.com/118054245614/posts/10163686470660615/">https://www.facebook.com/118054245614/posts/10163686470660615/</a>
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9 <a href="https://www.facebook.com/ChildrensCancerAssociation/photos/a.10162014523610615/10162014525145615/?type=3">https://www.facebook.com/ChildrensCancerAssociation/photos/a.10162014523610615/10162014525145615/?type=3</a>	<a href="https://www.facebook.com/118054245614/posts/10163342686275615/">https://www.facebook.com/118054245614/posts/10163342686275615/</a>
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# Post Links cntd.

## Facebook Low Performing

2019 Low FB Engagement	2020 Low FB Engagement
1 <a href="https://www.facebook.com/118054245614/posts/10161751519765615/">https://www.facebook.com/118054245614/posts/10161751519765615/</a>	<a href="https://www.facebook.com/118054245614/posts/10164522739130615/">https://www.facebook.com/118054245614/posts/10164522739130615/</a>
2 <a href="https://www.facebook.com/118054245614/posts/10161604808815615/">https://www.facebook.com/118054245614/posts/10161604808815615/</a>	<a href="https://www.facebook.com/118054245614/posts/10164353535440615/">https://www.facebook.com/118054245614/posts/10164353535440615/</a>
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# Post Links cntd.

## Instagram High Performing

2019 High IG Engagement	2020 High IG Engagement
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# Post Links cntd.

## Instagram Low Performing

2019 Low IG Engagement	2020 Low IG Engagement
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# Post Links cntd.

## Twitter High Performing

2019 High TW Engagement Post	2020 High TW Engagement Post
1 <a href="https://twitter.com/CCAJoyRx/status/1107764612017975296">https://twitter.com/CCAJoyRx/status/1107764612017975296</a>	<a href="https://twitter.com/CCAJoyRx/status/1300829545914920963">https://twitter.com/CCAJoyRx/status/1300829545914920963</a>
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# Post Links cntd.

## Twitter Low Performing

2019 Low TW Engagement		2020 Low TW Engagement	
1	<a href="https://twitter.com/CCAJoyRx/status/1106695327464243201">https://twitter.com/CCAJoyRx/status/1106695327464243201</a>		<a href="https://twitter.com/CCAJoyRx/status/1278039765577654272">https://twitter.com/CCAJoyRx/status/1278039765577654272</a>
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