

Social Networking

YEAR END REPORT
MARCH 31, 2010



GOALS:

- Create greater awareness of YES
- Promote YES Programs & Services
- Attract new YES Clients
- Communicate more effectively with existing YES clients who use Social Networking sites
- Advocate for youth
- Prompt and promote a donor relationship among YES clients who use these sites.

We can now state quite clearly and based on evidence that most of these goals have been met and in some cases we surpassed expectations with one exception. As stated below the unrealized goal relates to fundraising from which a further recommendation is stated. The specific targets and results below capture the success in achieving these goals.

PHASE ONE 09–10: Targets & Results

Target # 1 Total Fans on Facebook:

Target:	150	
Result:	472	* as of March 31, 2010

SUCCESS INDICATORS:

a) Attracting fans to YES on Facebook has been very successful and this in turn increases the level of awareness of YES within the community. We had no experience on which to base the target level. Our research of another agency showed that in September 2009 they had 535 friends and had been active on Facebook since October 2007. That is an average of 134 new friends every 6 months. This research supported the committee's decision that the YES Fans target was both ambitious but, within realistic limits. Results indicate that we have far exceeded our target of 150 fans. YES' approach to social networking, combining marketing/outreach with regular content and quick responses account for our ability to surpass this target.

It should be stated that Facebook has also helped increase traffic significantly to the YES website. This issue is articulated more substantially below.

b) Facebook is an excellent and free outreach/marketing tool that has enabled us to interact with youth in the spaces they occupy – digital/online environments.

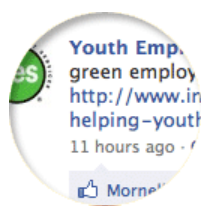
c) It helped to solidify our brand with youth audiences. Involvement in social media positions the agency as current and relevant. The absence of doing so would make an agency seem dated and out of touch. Integration with social media positions YES in a media most often used by our client base. This opinion has been backed up by comments from both our Facebook users and our Youth Empowerment Advisory Panel.

d) We obtain direct benefit from Facebook through immediate referrals but, because a large number of our clients come to YES based on referrals from friends, we also have an indirect benefit of expanding youth knowledge of YES in general. The more youth who know about YES in Toronto, the better! See more detail below “Referrals to YES from Facebook” on page 3.

e) Facebook on YES Website (www.yes.on.ca)

A Facebook widget was added into the sidebar on the YES website. This allows website users to become our fans and view our Facebook Page stream. Therefore it encouraged a good degree of ‘cross-pollination’ between the two sites and engaged the user therefore for a greater length of time.

REFERRALS TO YES FROM FACEBOOK:



It is always challenging to track the exact source of youth referral to YES. A youth who calls YES, drops in, or registers online (recorded in our intake log) may have gone online to register after an interaction on Facebook, hearing an ad on the radio, seeing a flyer, or after being referred by a friend, etc. Sometimes it takes several interactions with YES promotional media before a youth finally calls or drops in. Youth often quote several sources but, we record only one as the referral source.

The strategy of occupying as many different environments as possible is to ensure youth view/hear YES promotional media/messages, from various sources, many times (including social media) thereby creating brand recognition and legitimacy.

YES WEBSITE SIGNIFICANTLY INFLUENCED BY FACEBOOK ACTIVITY:

Monthly visits to the YES website increased by 25% since October 2009, compared to the same period in previous year. The recession and spike in youth unemployment rates no doubt contributed to this significant increase. However, closer analysis indicates that Facebook also played a significant role in this increase. A review of the traffic sources that resulted in increased activity to our website indicates that just under 17% of that traffic is generated from what we refer to as ‘Referring Sites’. (This is similar for example to when a person uses Google to search for information and is then bounced to a specific website. The referring site in this example would be Google). Facebook therefore now plays the role of a ‘referring site’.

Referring sites sent 24,198 visits via 1,321 sources to the YES website last fiscal year. Of these 24, 198 visits, and just in our first year, Facebook vaulted into sixth place, generating 1, 072 visits to our website, ahead of Workopolis for example which contributed just over 800 visits.

This is therefore a significant, compelling, yet unplanned benefit which Facebook activity now plays in generating potential clients.

When a “fan” finds YES through Facebook and Facebook drives them to our website, they complete our online registration, which then becomes captured as the referral source. Since the implementation of Facebook we have seen an increase in website referrals/activity over last year. Some of this increase as well can therefore be attributed by Facebook driving more people to our website.

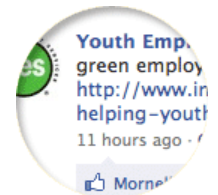
During the period (October – March) last year (2008-2009), clients indicating online/internet referral sources were as follows:

OCTOBER 2008 – MARCH 2009:

Internet: 252
Website: 54

OCTOBER 2009 – MARCH 2010:

Internet: 298
Website: 99



The following increase in YES website activity may be helpful in the context of this report. Facebook integration for the reasons stated already clearly has had an impact on these numbers.

Target # 2 Fans who interact:

Target: 25%

However, it is significant to note that YES has more fans, more posts and more interactions from fans than other agencies’ fan pages during the same period. A sample of other employment agency results below demonstrates our success.

Our Outreach Coordinator, Whitney Pyper, notably points out that given the lack of national boundaries online and through the Internet that in fact a bit of an international presence is created for YES by Facebook. As Whitney has stated, “I have had the wonderful opportunity of representing YES as an advocate for youth by assisting interprovincial and worldwide fans to connect with local resources and information to help them with their job search. I have been able to connect youth from the US, South Africa and India to resources closer to home and/or provided them with information that would assist them in contacting their local governments to ask about/for supportive programming for youth employment in their countries.”



YES.ON.CA HIGHLIGHTS 2009–2010

	2010	2009	% change
Visits	134,177	93,900	+ 43%
Page Views	1,006,580	763,711	+ 32%
Program intake through web registration	6.7%	3.4%	+ 97%
Facebook page views per day	126	–	

Our base of Fans is from the following countries:

United States	31
Kenya	4
India	2
Mexico	2
Philippines	2
South Africa	2
Bolivia	1
Brazil	1
Belize	1
United Kingdom	1
Ghana	1
Hong Kong	1
Hungary	1
Italy	1
Lebanon	1
Mauritius	1
Maldives	1
Netherlands	1
New Zealand	1
	398

