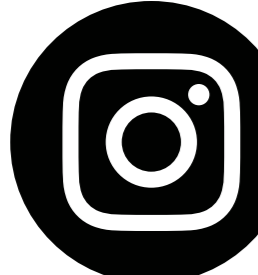


TCG ARTS


ONLINE PRESENCE AUDIT - JANUARY 2022

Current Platforms




@tcgarts

- # of Followers:** 222
- # of Posts:** 13
- Engagement Rate:** 12.54%
- Avg. Likes:** 24
- Avg. Comments:** 1
- Avg. Shares:** N/A



@TCGarts

- # of Followers:** 94
- # of Posts:** 18
- Engagement Rate:** 4.04%
- Avg. Likes:** 24
- Avg. Comments:** 0
- Avg. Shares:** 0.3




TCG Arts, Inc.


- # of Followers:** 6
- # of Posts:** 1
- Engagement Rate*:** 67%
- Avg. Likes*:** 1
- Avg. Comments*:** 0
- Avg. Shares*:** 3

** Quality of metrics may be inaccurate due to sample size of only one post.*

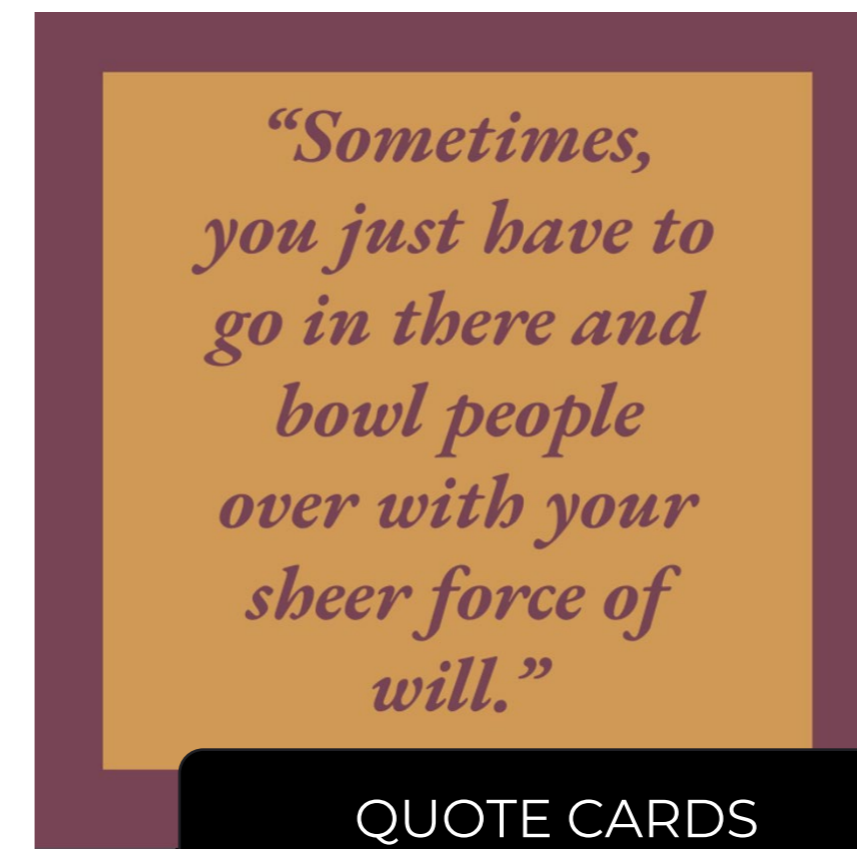
Content Breakdown

 Content Type # of Posts % of Posts Avg. Engagement

Content Type	# of Posts	% of Posts	Avg. Engagement
Announcements	4	31%	27.75
Artist Photography	4	31%	33.25
Educational graphics	3	23%	26
Quote cards	2	15%	9

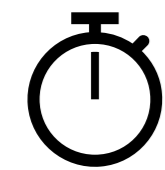
 Content Type # of Posts % of Posts Avg. Engagement

Content Type	# of Posts	% of Posts	Avg. Engagement
Announcements	6	46%	3.666666667
Artist Photography	4	31%	6
Educational graphics	3	23%	6
Quote cards	2	15%	3
Profile Updates	3	23%	2



SOCIAL MEDIA

Instagram Overview



Posting Cadence
~ 1-2 posts per week



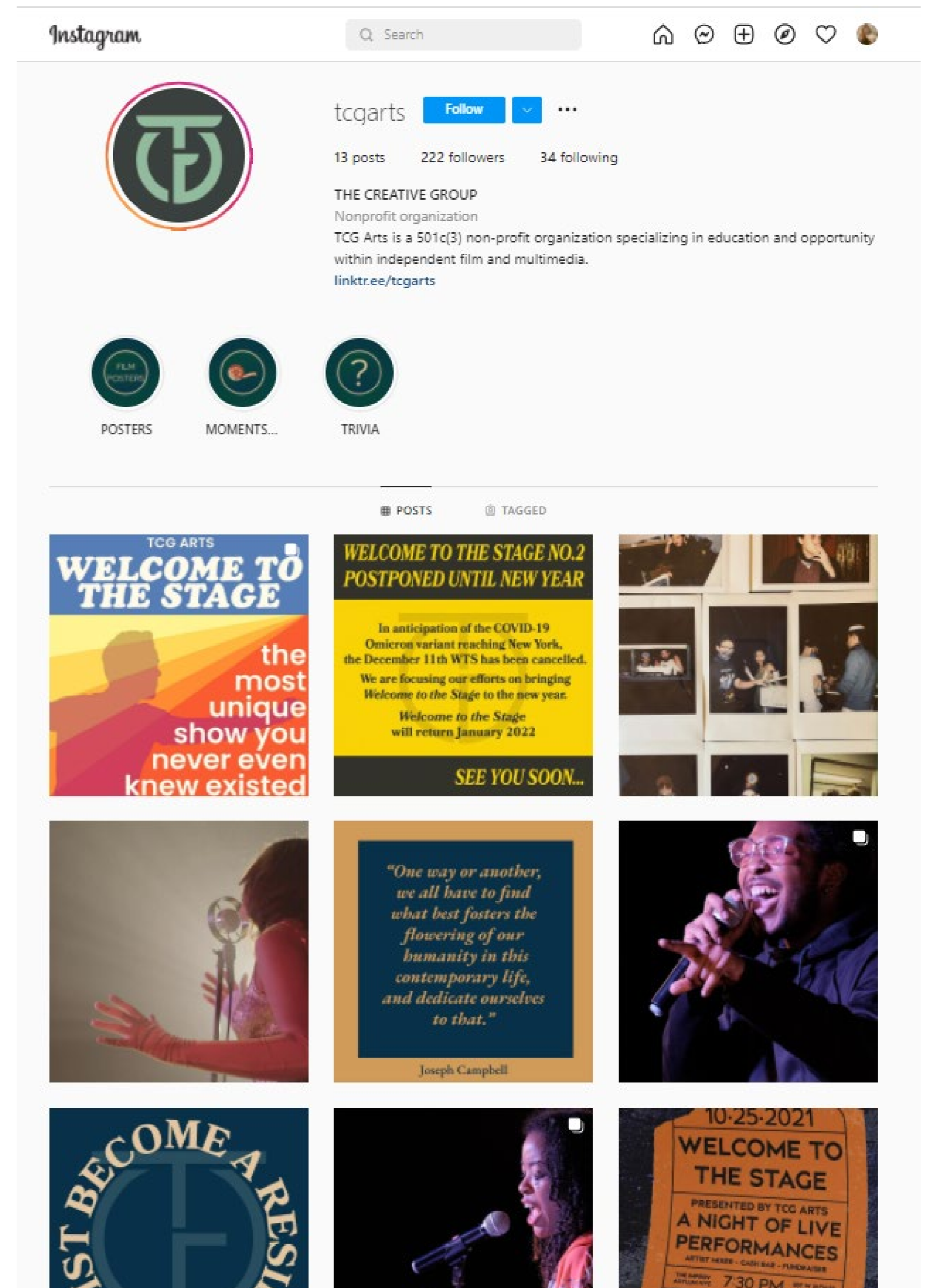
Engagement Rate
12.54%

What going well?

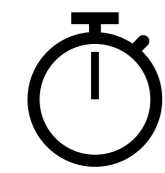
- Clean, concise bio that defines value proposition and explains organization
- Link Tree inclusion gives audience an easy-to-use portal for resources and more info
- Cohesive profile photo and story highlights
- Consistent posts and story highlights
- Diversity of content

What can be improved?

- Including a call to action in bio (donate now or become one of our resident artists)
- Modify existing story highlights (posters → our films) and add new ones (“our artists”, “behind the scenes”, etc.)
- Fine-tune tone & voice of bio and post copy -- start using relevant hashtags
- Focus on best performing content and try new types of content; keep in mind that Instagram is a platform best suited for video and photography
- Improve feed aesthetic by incorporating brand colors and feel



Facebook Overview



Posting Cadence
~ 1-2 posts per week



Engagement Rate
4.04%

What going well?

- Consistency with bio on Instagram
- Connected website, email, Instagram, and LinkedIn
- High level of responsiveness
- Consistent posts
- Diversity of content

What can be improved?

- “About” section can be more fleshed out
- Fine-tune tone & voice of bio and post copy
- Focus on best performing content and try new types of content (link posts and videos)
- Join nonprofit Facebook groups and NYC film groups
- Take advantage of Facebook fundraising tools (can add “donate” tab)
- Add CTA button for artist signup



Nonprofit Website Best Practices

● Clearly communicate the value of TCG and what it does

● Prioritize easy-to-find and use donation system

● Make it easy for resident artists to find info and apply

● Use visual storytelling and impactful photos

● Align visual identity across social media and website

● Prioritize images and video over text and provide ample white space

● Provide resources for donors and artists

● Optimize website for SEO (conduct keyword research, consistently refresh content, and fix broken links)

● Feature upcoming events (incorporate Welcome to the Stage shows and ticket portal)

● Add numbers and statistics to website (how many artists are signed on, how many films have you helped produce, etc.)

● Include a blog, news section, or an artist showcase that is consistently updated

● Connect your website with your social channels (can even embed social media widgets)