



ONLINE
& MEDIA
REPORT
2021

GLOSSARY OF TERMS

GOOGLE ANALYTICS

In order to get the most from this tool, you have to understand what you are looking at. The better you understand the terminology, the more useful Google Analytics will be for measuring the effectiveness of multiple aspects of your website – month by month and page by page – and giving you the insights needed to make improvements. Below is a glossary of essential terms for making sense of Google Analytics.

Acquisition – Acquisition metrics show where your traffic is originating from, be it Google searches, social media links, or other websites.

Average Session Duration – The average visit length of time a user spends on your website at any given time. This is a key metric for measuring the effectiveness and quality of your website.

Average Time on Page – The average time that users spend viewing a page or group of pages.

Bounce Rate – A bounce is a single page website visit, and so your site's bounce rate is the percentage of single page visits that your site has. Generally you want this number to be as low as possible, however sites with standalone pages such as blog articles tend to have lower bounce rates by nature.

Direct Traffic – Visitors that came directly to your site by typing your company website's URL into their browser's address bar or through a saved bookmark. Direct traffic generally indicates how many visitors already know your company and URL.

Event – A 'hit' that tracks user interactions, such as clicks, downloads, and video plays.

Exit Page – The last page a user visits before leaving your website.

Filter – A tool that allows you to include or exclude specific data in your reports. For example, you can exclude internal company traffic so that your employees are not included in the website metrics. You can also exclude known bots.

Goal Conversion – This is the completion of an activity on your site that is important to the success of your business, such as a completed sign up for your email newsletter. You must set this up first before Google will track a goal conversion.

Landing Page – The first page that someone visits when they come to your site. Often this is the homepage.

Organic Traffic – Users who come to your website from natural (or unpaid) search engine results.

Pages/Session – The average number of pages viewed during one visit.

Pageviews – The total number of website pages viewed. For example, if one user visited your homepage and the contact page, then that would count as 2 pageviews.

Referral Traffic – Visitors that landed on your website through a link on another website, such as Facebook or a site that references one of your blog articles.

Returning Visitors – Visitors that have previously visited your website (on the same device).

Search Traffic – Visitors that came to your website through a search engine such as Google or Bing.

Sessions – A session is a single continual active viewing period by a visitor. If a user visits a site several different times in one day, each unique visit counts as a session.

Source/Medium – Grouped together, source is the origin of traffic (such as Bing or Twitter) and medium is the category of the source (such as organic or social)

Unique Visitors – The number of unduplicated visitors to your website (each user only counted once).

Unique Pageviews – Combines the pageviews from the same user in the same session, counted as one unique pageview.

Users – The number of people that have visited your site at least once during a given time period. One user could have multiple sessions, but will still be counted as a single user.

% Exit – The ratio of exits to pageviews. This indicates how often users leave page(s) compared to how many pages they view.

SOCIAL MEDIA

Social media platforms allow their users to generate content and engage in peer-to-peer conversations. These days, creating a social media presence for your business is practically required to reach new and existing customers where they already are. Understanding the most common social media terms is crucial!

Facebook - A social networking website where users create their own profile, add friends or fans, and share content with them.

Facebook Business Page - A profile created on Facebook that acts as the official page for an organization, a brand, a charity or cause, or celebrities that want to keep their personal and public lives separated.

The Constant Contact Facebook Business Page is used to engage with customers and share marketing tips, best practices, and customer success stories.

Facebook Personal Profile - A profile created on Facebook for individual to share information about themselves and connect with friends who are also using Facebook.

Fan - People that like a Facebook Business Page.

Feed or newsfeed - The place to view the posts that are created and shared by the people, groups, or pages you follow on social media. The feed also includes ads from organizations that you may not be actively engaged with. Instagram, LinkedIn, and Twitter refer to it as a feed, while Facebook uses "news feed."

Follower - Twitter or Instagram users tap the Follow button on the profile of another Twitter or Instagram user when they want to receive their tweets/posts in their own feed.

Friend - People that follow a personal profile on Facebook.

Handle - The username used on a social media platform, usually preceded by an @ symbol. It makes it easy for people to tag your organization in a post without having to visit your specific social media profile.

Constant Contact uses @constantcontact across multiple social media platforms.

Hashtag (#) - A hashtag is used to add keywords or topics to a post on social media to help you relate your post to a larger discussion. Anyone who searches for a specific hashtag sees a list of all the posts that include the hashtag - usually the most popular posts appear at the top of the list. You can create a hashtag that is unique to your organization, or use hashtags related to current events, social movements, and pop culture.

Example: Constant Contact uses #ctctlife specifically for employees to share experiences they are having while working.

Impressions - The number of times social media users are presented with your post or ad.

Instagram - A social media platform for sharing photos and videos as posts. Instagram offers many fun filters to apply to your photos before posting.

Example: The Constant Contact Instagram page has content to help inspire our customers through customers success stories and live, virtual events.

Like - Social media users can like a post by clicking the thumbs up symbol (Facebook or LinkedIn), or the heart symbol (Instagram or Twitter). Likes are a way for users to acknowledge that they read your post without having to leave a comment. Both Facebook and LinkedIn also give the option to give more nuanced feedback on your post with additional symbols.

Link or hyperlink (also see URL) - Clickable text that brings you to another web page or document when you click on it. On a regular webpage, the text of the link doesn't need to match the URL that it is pointing to, but in a social media post, links are either the URL or a shortened URL for the new webpage.

LinkedIn - A social networking site designed specifically for the business community to connect with other business professionals. Create a business profile to let other LinkedIn users know who you are and what you do.

LinkedIn Company Page - A profile created on LinkedIn that acts as the official page for an organization, a brand, a charity or cause.

Example: The Constant Contact LinkedIn Page is used to share industry knowledge, network with other industry professionals, and connect with employees.

Organic post - Posts that created and shared without any sort of payment involved, and rely on a poster's existing audience to comment, like, or share them. Ads can look like regular posts, but they target a specific audience through a paid service.

Twitter - Twitter is a microblogging site where users can create their own profiles and share tweets with other Twitter users. All tweets are public and visible on Twitter, and can be searched. Twitter is commonly used

by businesses for sharing information and providing real-time customer service.

Example: The Constant Contact Twitter Profile is used to share marketing advice, promote services and webinars, and engage with customers.

Tweet (also see post) - A post that's publicly shared on Twitter to a network of followers. Tweets are limited to 280 characters.

URL (also see link) - (Uniform Resource Locator) is the address of for a webpage (also called a web address). You can find the URL of a web page at the top of your browser. URLs can be shared in social media posts on Facebook, Twitter, and LinkedIn, but not on Instagram.

URL shortener - A tool that truncates a URL to fewer characters. By sharing a shortened URL you have more room for other content, like text and hashtags, which is especially important for Twitter users since they have the lowest character limit per post/tweet.

YouTube - A social media platform for sharing and viewing video content. You can create a "channel" to share your videos publicly or privately. You can also create an account to track the videos you watch, "subscribe" to YouTube channels that interest you, and leave likes and comments on individual videos.

Example: The Constant Contact YouTube channel has playlists to share webinars and advice, how-to tutorials, customer testimonials, and our commercials.

EDITORIAL

Over the last number of years, SVP's National Communications team has strategically increased the Society's presence; brand awareness and digital reach; and created a strong and trusted brand across numerous online platforms.

Throughout 2021 the SVP Communications Department continued to work hard to produce digital content to inspire and motivate members, those we assist and our donors.

The pandemic was most certainly the most significant cause of digital disruption in the charity sector for the last two years. COVID-19 pushed the sector to embrace digital to stay relevant, help more people, develop new ways of working, fundraise and offer services. Championing compelling and thoughtful messaging across our various platforms, the National Communications team regularly collaborated with multiple SVP functions and departments to spread the organisation's key messages to our diverse audiences.

By the close of 2021, users on the SVP website was over **410K** users, revenue had reached more than **€4.4M**, and requests for assistance through the website had grown over **31%** on the previous year, with over **88K** people looking for SVP's assistance online.

Producing digital content and supporting users who usually have access to face-to-face services were among the top challenges for the Society. Social Media plays a considerable part in driving traffic to the website and raising awareness of what the Society does, how it can help, and how the public, in turn, can help the organisation. But this doesn't necessarily happen naturally and takes time, resources and strategic planning to ensure these results.

Social Media have always been important channels for SVP, even more so over the last two year due to all the restrictions. It has provided the Society with the opportunity to reach and engage with people, giving them a chance to be heard and supported by the organisation as well as support us.

In 2021, the SVP's various social media channels assisted in increasing online donations and it reached a combined total of **66,100 followers**.

The total number of engagements the SVP Facebook pages got in 2021 (almost **500k**) demonstrated how relevant and important all the strategies and campaigns developed were in assisting different departments such as Social Justice, Fundraising, and Retail reach their goals.

Throughout 2021 and due to the Covid-19, SVP's website was undoubtedly the most important online channel to the Society to launch its campaigns, share news and continuous up-dates, call-to-actions, and receive donations.

Faced with restrictions, people changed their habits and started to spend more time online, purchasing products and services, doing business and meeting people. SVP's operations were also massively impacted by the pandemic. Many of our services were inter-

rupted. People could not come into our charity shops, donate or through the churches during part of the year. Members could not meet in person. Those requesting help could not do so through our local offices. The SVP website became an essential tool to communicate, manage requests for assistance and receive donations, specifically during

More than just asking for a donation, the SVP website, its social media channels, Google Ads & Google My Business, etc., assisted different SVP areas/functions to build relationships, both internally and externally, which brought in tremendous support and attracted new donors that contributed massively to the Society.

With GA4 (Google Analytics latest version) being released recently and many changes to how cookies operate, 2022 is set to be another busy year for the Society. The plan is to build a new website in 2022 to become more user-friendly, streamlined and intuitive as the habits of our change.

ONLINE & MEDIA TEAM



Bruno Charneski

Online & Media Executive

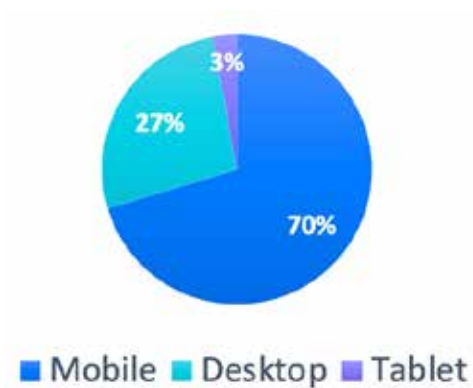
bruno.charneski@svp.ie

1 GOOGLE ANALYTICS REPORT

OVERVIEW

Google Analytics is a tracking and statistics software that provides SVP with vital insights on how visitors find our website, what they do when they get there, and information such as eCommerce and lead conversions.

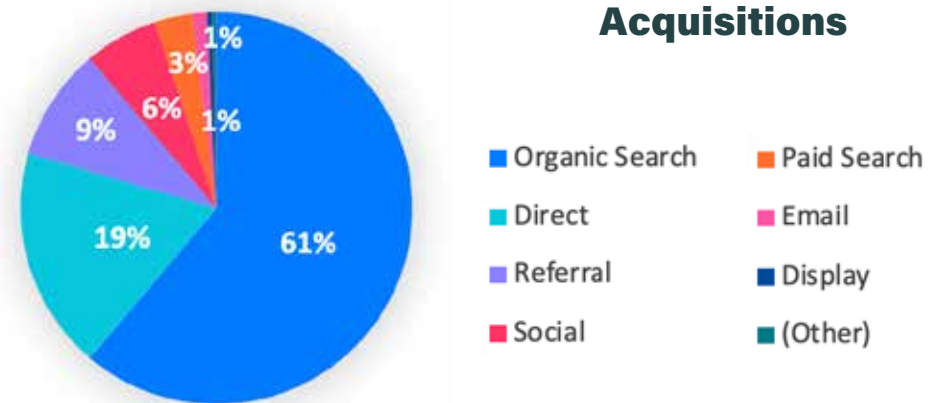
Devices



Visitors



Acquisitions



WEBSITE AUDIENCE

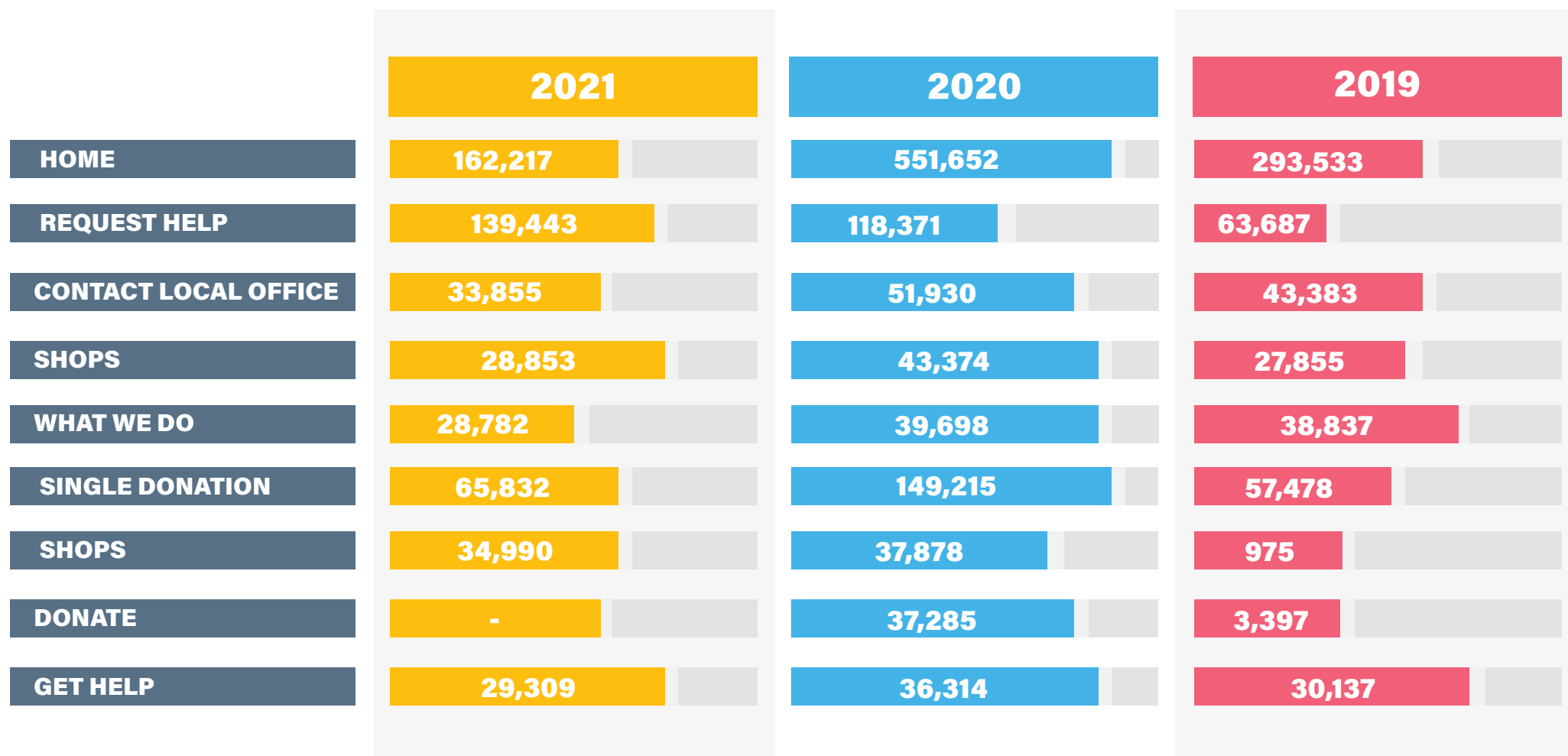
	2021	2020	2019
SESSIONS	610,708	976,378	596,393
USERS	410,616	642,319	415,889
PAGE VIEWS	1,621,361	2,666,306	1,689,153
AVG SESSION	3	2	2
BOUNCE RATE	38%	46%	50%

WEBSITE VISITORS

	2021	2020	2019	
NEW	VISITORS	401,182	634,319	409,321
	REVENUE	€ 1,341,015.14	€ 744,462.25	€ 239,752.33
RETURN	VISITORS	209,526	342,059	187,072
	REVENUE	€ 2,350,908.43	€ 3,640,821.53	€ 1,039,860.03
TOTAL	VISITORS	610,708	976,378	596,393
	REVENUE	€ 3,691,923.57	€ 4,385,283.78	€ 1,279,612.36

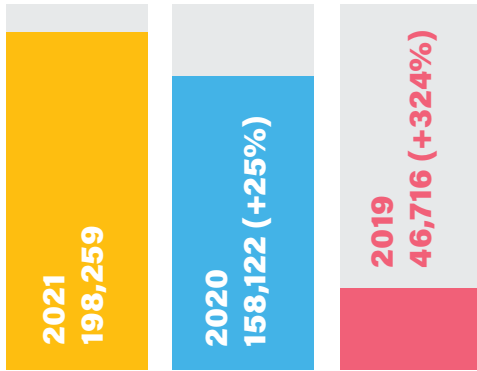
WEBSITE PAGES

Throughout 2021, SVP website was, without doubt, the most important online channel to SVP to launch its campaigns, spread its news, call to actions, as people requesting assistance and of course, receive donations.

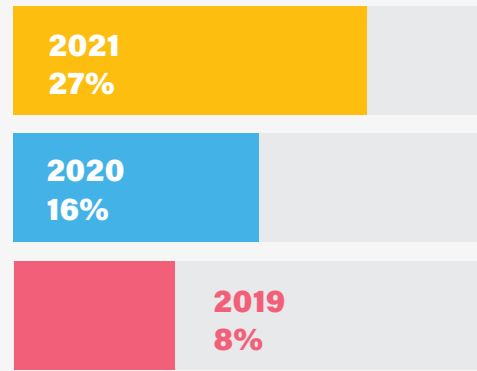


WEBSITE GOALS

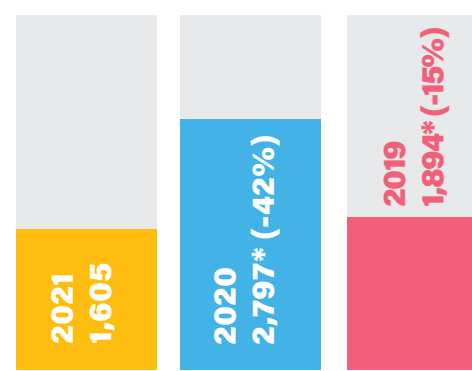
Goal Completions



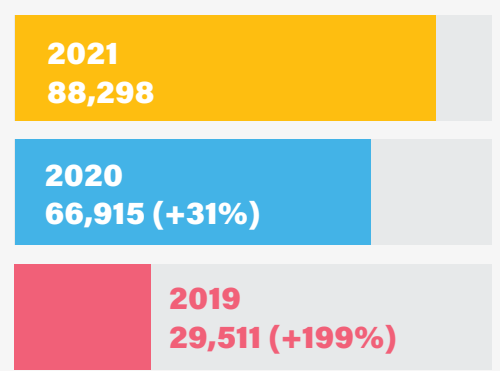
Goal Conversion Rate



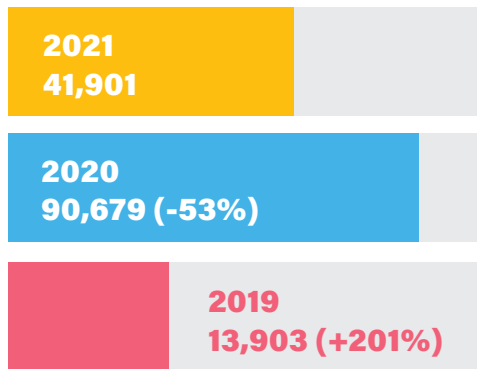
Volunteer



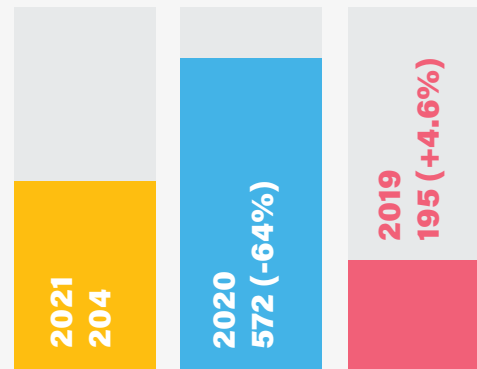
Requests for Assistance



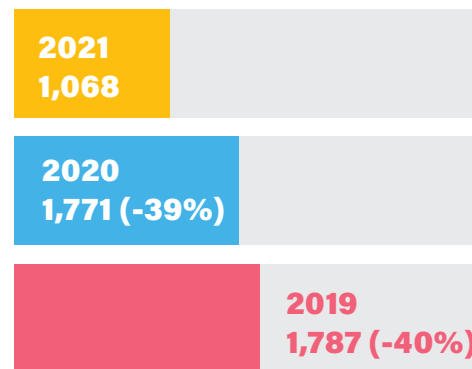
Single Donation



Regular Donation



Jobs



*2020
(1,743 + Shop Vol 606 + Other Vol 448)

*2019
(1,436 + Shop Vol 281 + Other Vol 177)

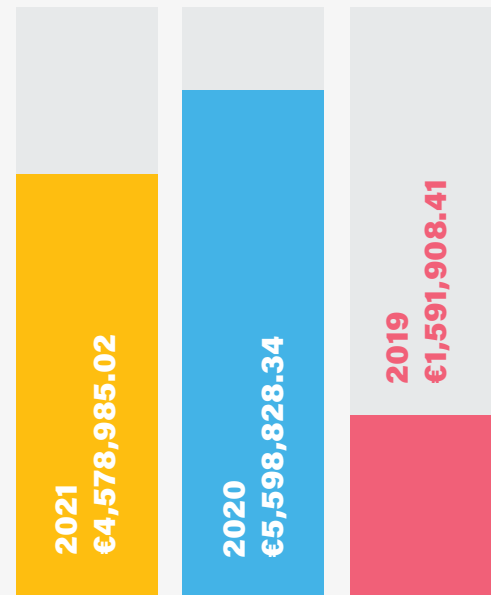
WEBSITE DONATIONS

Online donations have been increasing for the Society over the last decade with certain dips but overall the momentum has been building. When you compare 2019 to 2021 (as 2020 was an anomaly and nearly all charities did particularly well in 2020) the growth is 187%.

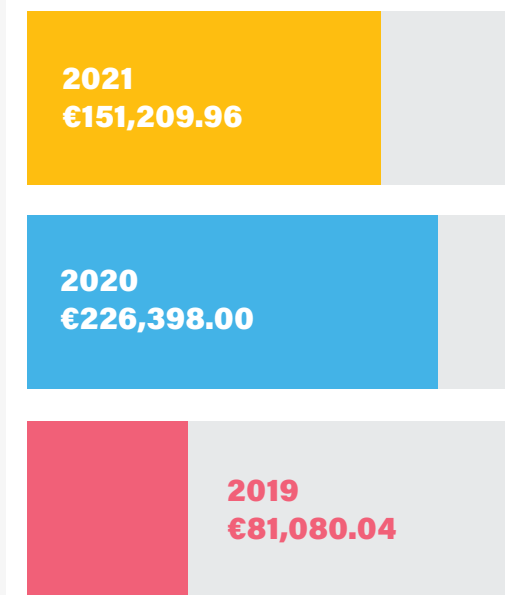
Full Website Donations

	2021	2020	2019
Virtual Hampers	€55,510.00	€80,395.00	€27,175.00
Fundraisers	€129,809.26	€338,141.44	€37,125.53
Single Donation	€4,242,455.80	€4,953,893.90	€1,446,527.84
Total	€4,427,775.06	€5,372,430.34	€1,510,828.37

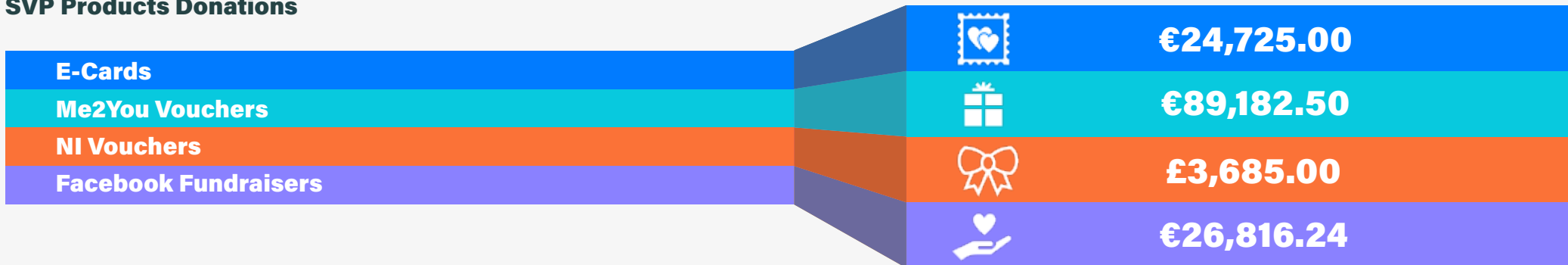
Single and Regular Donations



Direct Debits Donations



SVP Products Donations



2 ONLINE CHANNELS REPORT

EZINES

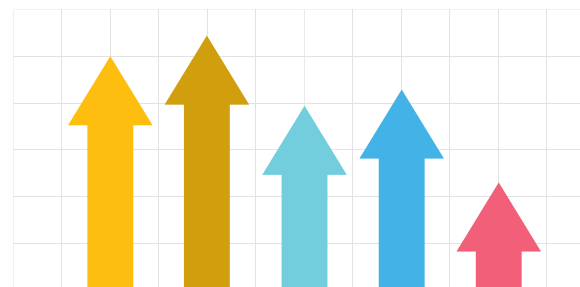
An electronic newsletter, whether delivered via a Website or an email newsletter.



Sent Ezines

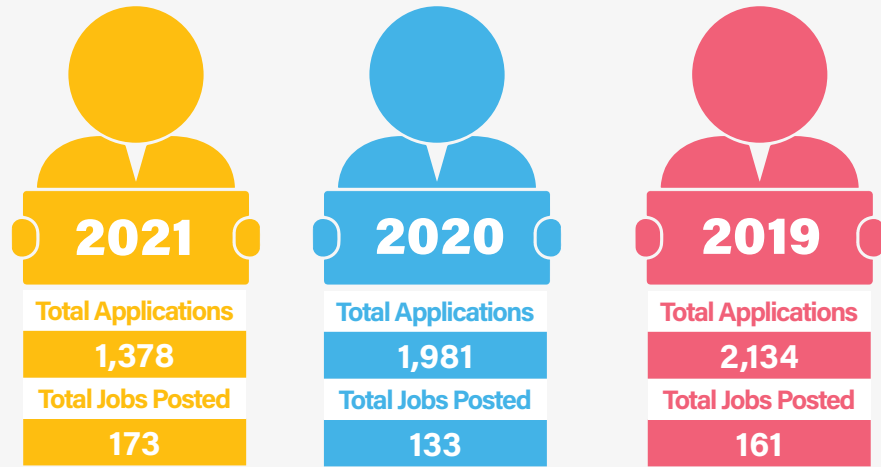
Fundraising	35
Social Justice	8
Membership	12
Communications	11
National President	5
Safeguarding	2
Internal Auditor	1
HR	3
Social Housing	2
TOTAL SENT	79

Total of Donor Contacts



Dec 2021	47,473
Jun 2021	46,422
Dec 2020	38,374
Jun 2020	31,613
Dec 2019	17,592

ONLINE JOB APPLICATIONS



INSTAGRAM INFLUENCERS



2021	Total
Influencers contacted	137
Answers	35
Shared on their stories	27
Gift Vouchers (day)	10K
Reach	621K
Main Profiles	Total
ystyleireland	155k
stylemercury	136K
gizalaugh	90k
gailsrails	32K
celinesstyle diary	27,5K

DEVICES



Desktop
31,694 (63.10%)

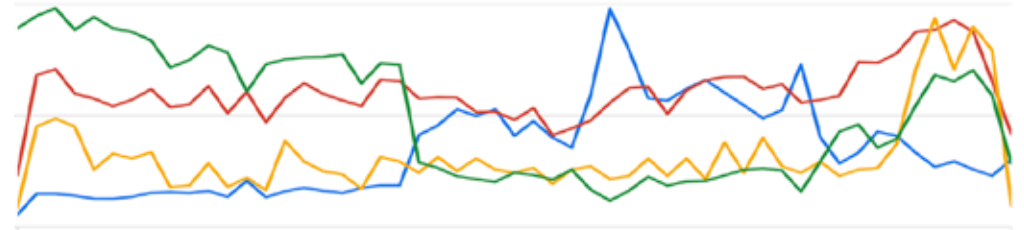
Brand	Members	Percent
Gmail	23,960	46.30%
Yahoo Mail	3,189	6.20%
Apple Mail	2,119	6.00%

Mobile
19,462 (36.90%)

Brand	Members	Percent
iPhone	13,047	25.50%
Android	5,324	9.30%
Chrome	477	0.90%

GOOGLE ADS REPORT

GOOGLE ADS PERFORMANCE



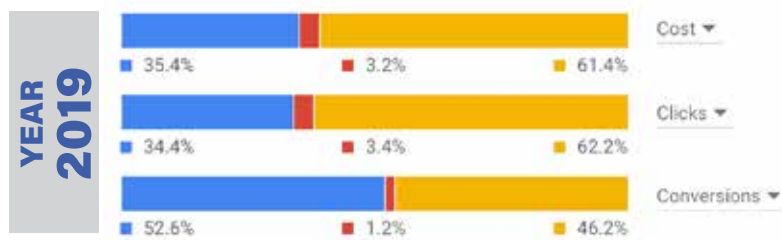
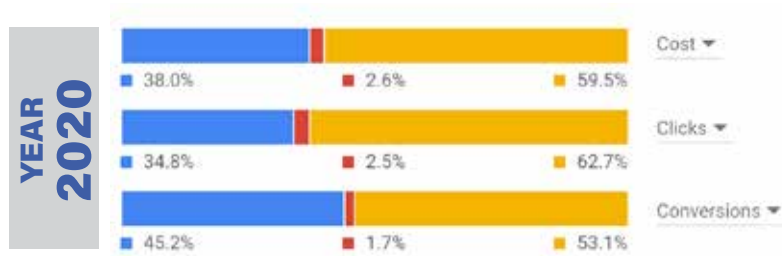
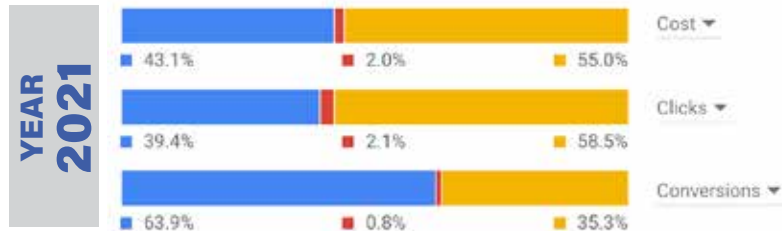
Google Ads is a paid advertising platform that falls under a marketing channel known as pay-per-click (PPC), As a charity SVP receive \$10k in kind per month to run these types of Ads.

SEARCH ADS	2021	2020	2019
Revenue	€ 35,716.64	€133,362.84 (-73%)	€73,726.73 (-51%)
Impressions	425,524	192,773 (+120%)	122,329 (+247%)
Clicks	31,989	38,298 (-16%)	21,536 (+48%)
Conversions	2,385	4,444 (-46%)	2,339 (+2%)
CTR	7.54%	19.87%	17.60%

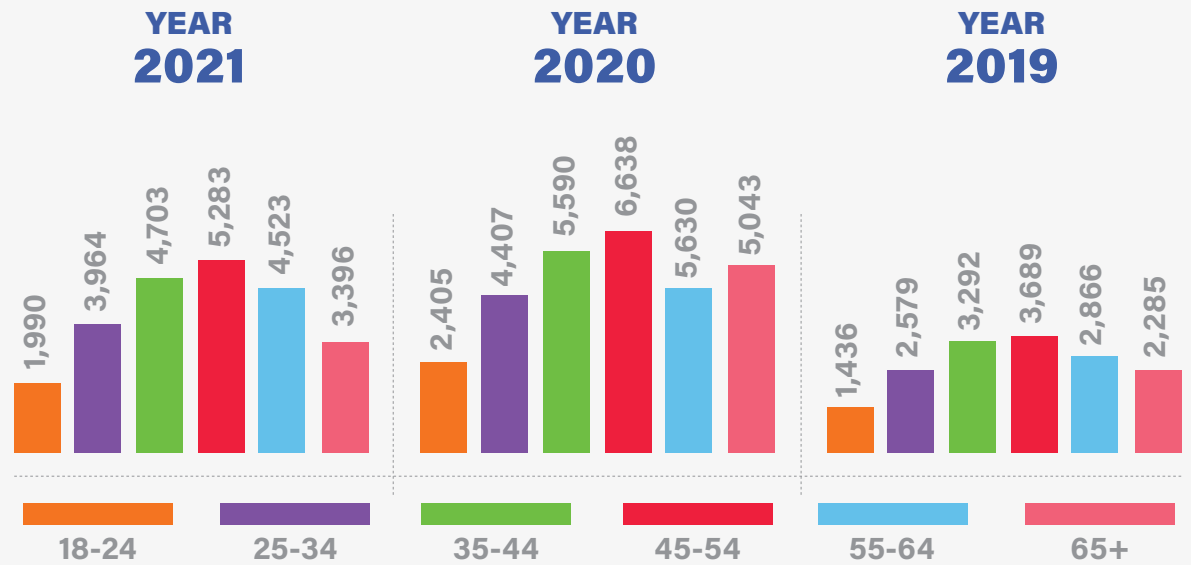
DEVICES OVERVIEW

As you may see below, last year, computer devices were the top device used, but similar to the previous year, the number of people using smart-phones increased further. Those users represented almost 63.9% of all the conversions SVP ads got through the tool.

📱 Mobile phones
📺 Tablets
💻 Computers



DEMOGRAPHICS / AGE



Most-shown search ads 2021

● Charity Shops ● Shops

Charity Shop | Thrift & Furniture Shop | Society of St Vincent de Paul

Ad www.svp.ie/shops (061) 317327

Learn about why donating to Vincent's Charity Shops will help your community.

Brews Hill Vincent's charity shop would welcome your visit and donations!

Volunteer Stories · Helping Self-sufficiency · Promoting Social Justice · Become a V...

Service catalog: Thrift Shop, Furniture Shop, Donations are Welcomed

Donate to our shops

Single donation

Become A Volunteer

Regular donation

Ad	Impressions	Clicks	CTR
● Enabled	29,159	4,192	14.38%

Searches & Words 2021

Searches

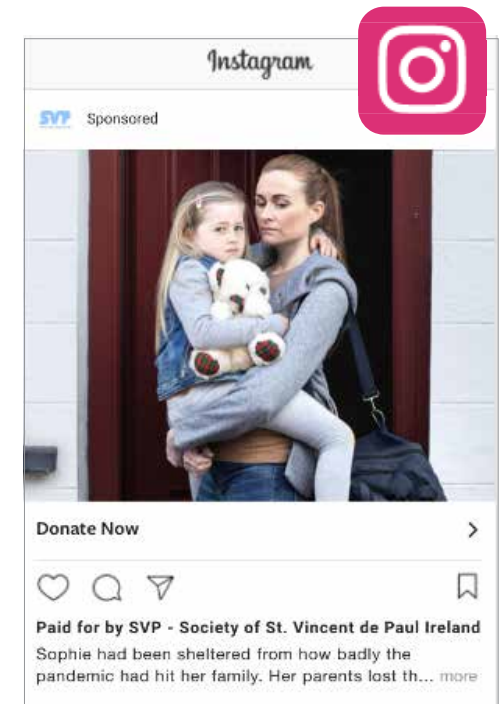
Words



4 PAID ADVERTISING

SOCIAL ADVERTISING

Throughout the year the Comms Team created and implemented paid social adverts on Facebook and Instagram to a broad and target audience, increasing the awareness of our message and donations.



Total 2021	
Impressions	2,362,013
Reach	615,207
Clicks	14,085
Total Spend (excl VAT)	€ 10,257,99

Including boosted posts, campaigns and tests

ANNUAL APPEAL

SVP - Society of St. Vincent de Paul Ireland
Sponsored · Paid for by SVP - Society of St. Vincent de Paul Ireland · 19

"We've a fella who lost his job. He was a taxi driver but the work dried up. He and his family, three kids, are now homeless. They've been placed in a one bedroom flat. For a lot of these families, it's about survival right now..." — SVP Volunteer, Noel.

Our volunteers visit families in emergency homeless accommodation and those at risk of becoming homeless. Your Christmas donation today could help families like these in Galway with food, winter jackets and presents for the children.



SVP/ANPEAL
Please donate today
Not affiliated with Facebook

[DONATE NOW](#)

SVP - Society of St. Vincent de Paul Ireland
Sponsored · Paid for by SVP - Society of St. Vincent de Paul Ireland · 19

Sophie had been sheltered from how badly the pandemic had hit her family. Her parents lost their jobs. They have already sold furniture just to pay for food. Now they face losing their home.

Reality hit for Sophie when she had to pack up her cherished belongings. Where will they go? How will they choose between food or staying warm? That is unless Sophie's mother picks up the phone to SVP... and YOU are there to answer.

Your donation today could help families in Dublin with basics like food and fuel. You could give them some breathing space to pay their bills and keep their home. You could help them get back on their feet.

In this, a year filled with sorrow, you can put a smile back on Sophie's face. You could save families in Dublin from impossible choices this winter.



SVP/DONATE
Please donate today.
Not affiliated with Facebook

[DONATE NOW](#)

Impressions	807,633
Reach	263,430
Total Spent	€ 4,573.29
Link Clicks	2,987
Results (Click on Donate Button)	945
Cost per Results	€ 4.84
Total of Investment + VAT (23%)	€5,625.15
Revenue via FB Ads*	€10,225
ROI	81.77%

GIFT CARDS

SVP - Society of St. Vincent de Paul Ireland
Sponsored · Paid for by SVP - Society of St. Vincent de Paul Ireland · 19

We need your help to make sure children have toys under the tree this year. Give the gift of choice, the magical gift you can give a child in need this Christmas!

This message is kindly supported by **Só Hotels**.



SVP/VIRTUALGIFTS
Donate a Gift Voucher
Not affiliated with Facebook

[DONATE NOW](#)

SVP - Society of St. Vincent de Paul Ireland
Sponsored · Paid for by SVP - Society of St. Vincent de Paul Ireland · 19

We would love your help to make sure children have toys under the tree this Christmas.

This year, with SVP Virtual Gift Appeal, you can buy a voucher from **svp.ie/giftvouchers** and this support will ensure that families have the gift of choice this Christmas.

This message is kindly supported by **Supernac's**.



SVP/VIRTUALGIFTS
Give the gift of choice
Not affiliated with Facebook

[DONATE NOW](#)

Impressions	944,318
Reach	239,497
Total Spent (exc VAT)	€2,900.67
Link Clicks	4,499
Cost per click	€ 0.46

SPECIAL APPEAL

SVP - Society of St. Vincent de Paul Ireland
Sponsored · 19

Right now many families are losing everything as lives continue to be shattered by this pandemic. Please donate to help your neighbours today with basics like food, fuel and school.



SVP/SPECIALAPPEAL
Support our Special Appeal
Not affiliated with Facebook

[DONATE NOW](#)

SVP - Society of St. Vincent de Paul Ireland
Sponsored · 19

Sophie had been sheltered from how badly the pandemic has hit her family. Her parents lost their jobs. But now they face losing their home and Sophie will have to pack up her cherished belongings.



SVP/SPECIALAPPEAL
Support our Special Appeal
Not affiliated with Facebook

[DONATE NOW](#)

Impressions	522,113
Reach	156,694
Total Spent (exc VAT)	€ 2,479.92
Link Clicks	4,701
Results (Click on Donate Button)	152
Cost per Results	€ 15.30

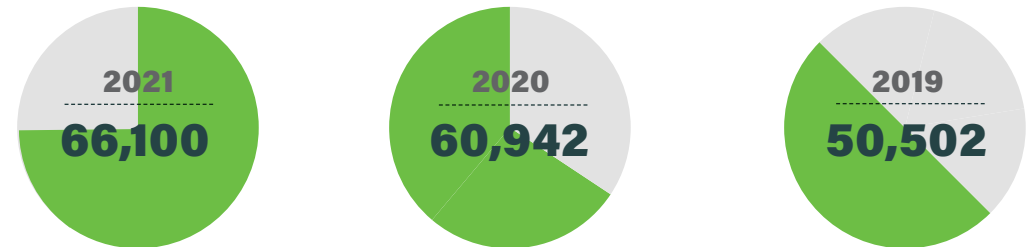
* Users who clicked on *Donate Now* on SVP landing page, may not include conversions from people who have opted out of tracking on iOS 14.

5 SOCIAL MEDIA REPORT

SM OVERVIEW

We all know that Social Media has become the most important channel to communicate and engage users with the SVP brand and its social campaigns. Below is an overview of how SVP on-line channels performed and improved along 2021.

Total Audience



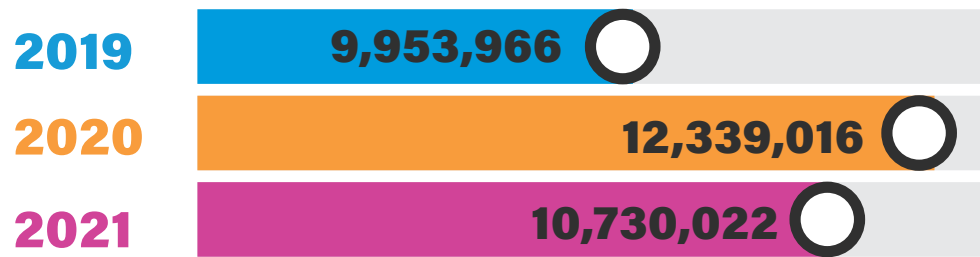
Net Audience Growth



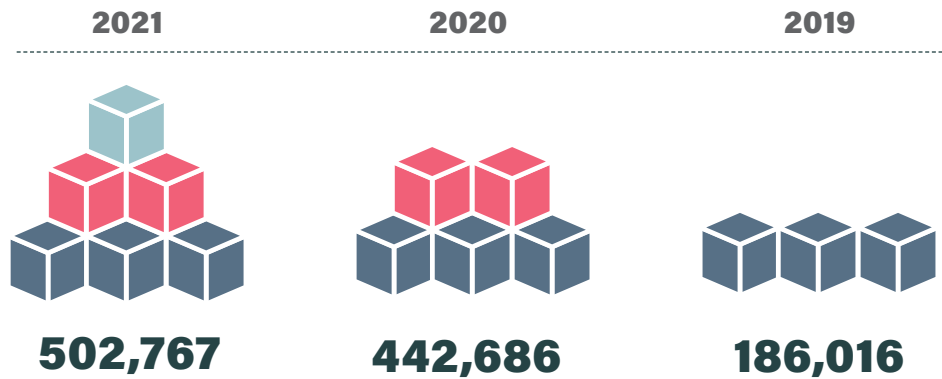
Post Clicks



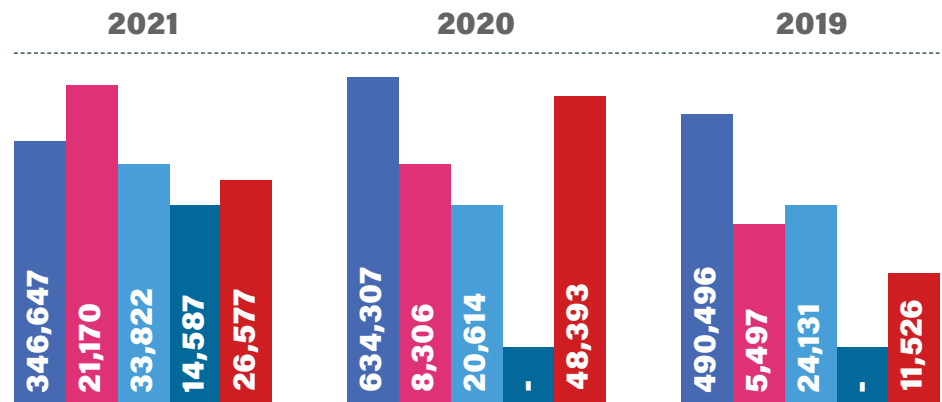
Total Impressions



Total Engagements



Total Video Views



ALL CHANNELS



	Impressions	Engagements	Audience
2019	6,352,916	143,814	32,715
2020	8,342,598	359,634	38,264
2021	8,263,872	459,621	40,740



	Impressions	Engagements	Audience
2019	2,031,930	8,056	2,249
2020	896,646	14,785	4,565
2021	897,986	10,420	5,660



	Impressions	Engagements	Audience
2019	1,381,559	24,961	12,450
2020	2,879,028	58,062	13,845
2021	1,330,727	22,076	14,260



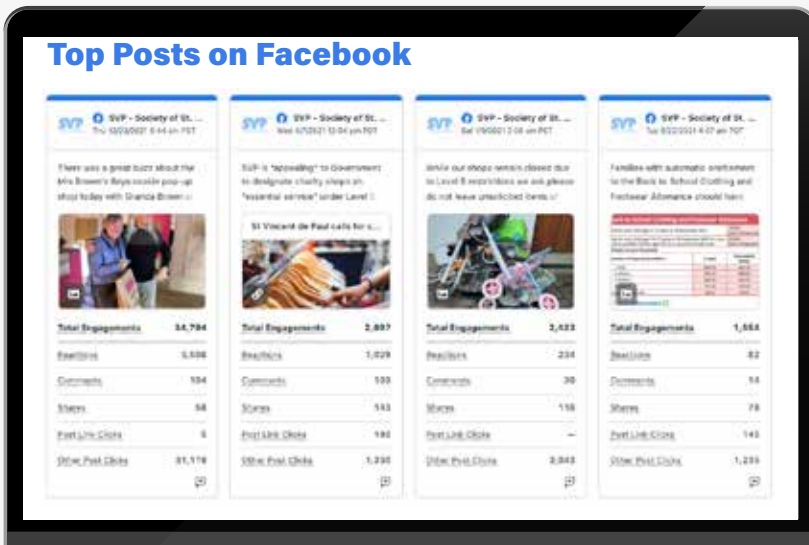
	Impressions	Engagements	Audience
2019	187,561	9,185	3,088
2020	220,744	10,205	4,268
2021	237,437	10,650	5,450



	Impressions	Click Through Rate	Watch Time
2019	64,945	5.6%	345.3
2020	127,999	4.5%	1,457.4
2021	100,941	4.8%	1,054.0

FACEBOOK

SVP's Facebook page provides a platform where all our different audiences can engage and communicate with the Society such as send messages or queries about looking for help. It also assisted in increasing online donations, and demonstrated how relevant and essential all the strategies and campaigns developed were in assisting different departments such as Social Justice, Fundraising, and Retail in reaching their goals.



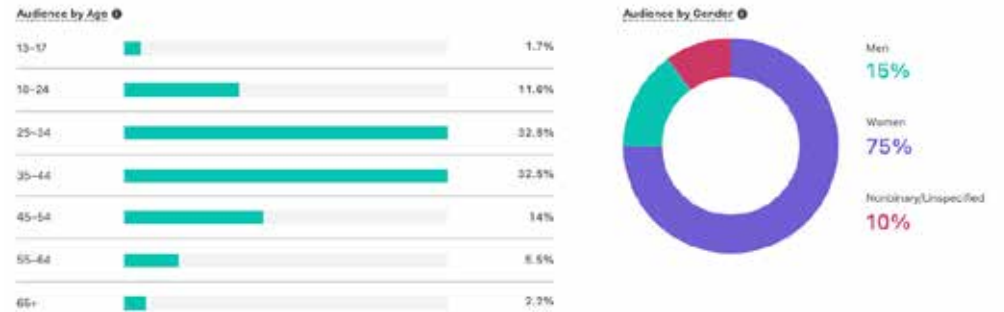
Video Performance on Facebook



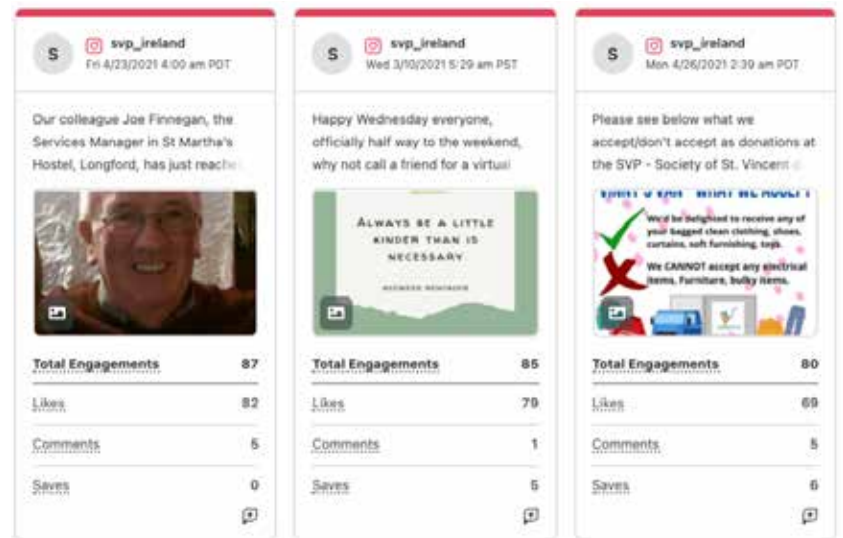
INSTAGRAM

Drive awareness and engagement for our campaigns, to share our mission, advocate for support, solicit donations, and show impact.

Audience Demographics on Instagram



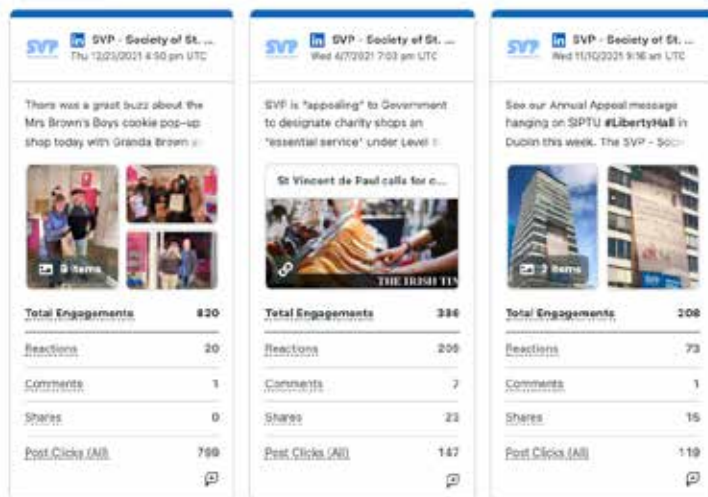
Top Posts & Stories on Instagram



LINKEDIN

Specifically designed for career and business professionals to connect, LinkedIn has over 722 million professionals who use the channel to make contacts and promote their business. This channel has become extremely important to SVP as we engage with business professionals and companies and the impressions, engagement, and followers have consistently increased year on year.

Top Posts on LinkedIn



Audience Demographics on LinkedIn

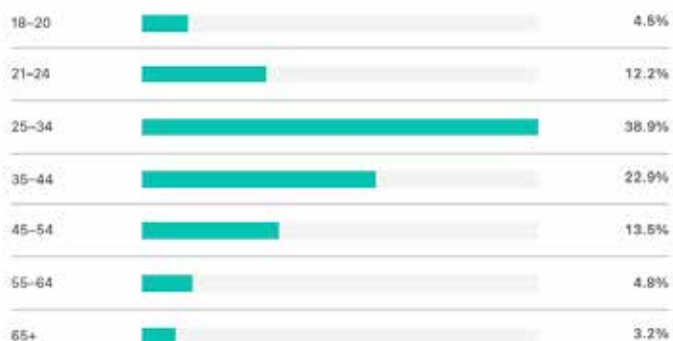
Entry-level	601
Senior	391
Director	109
Manager	77
Training	26
Chief X Officer (CXO)	17
Owner	17
Vice President (VP)	12
Partner	3
Unpaid	1

TWITTER

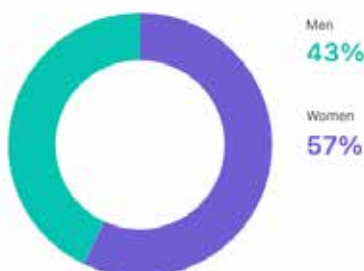
It's an important tool specially for Social Justice, it allows SVP to reach broad audiences, network with other organizations and gain visibility for the cause.

Audience Demographics on Twitter

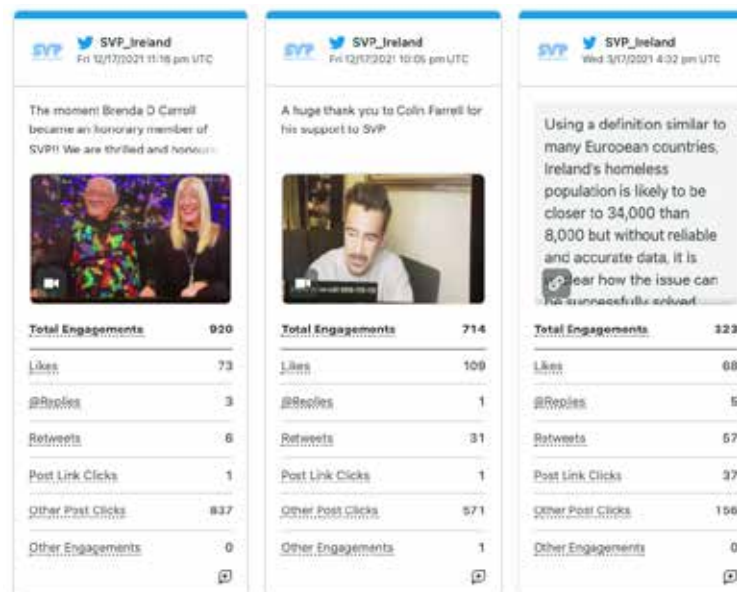
Audience by Age



Audience by Gender



Top Posts on Twitter

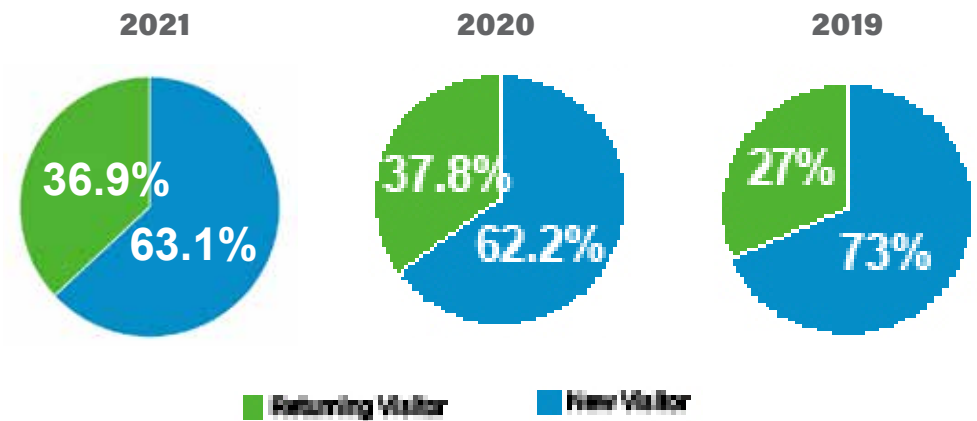


6 ANNUAL APPEAL REPORT

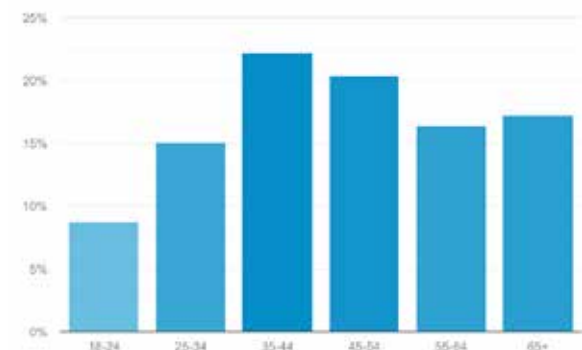
FROM 17/11/2021
UNTIL 31/12/2021

AUDIENCE OVERVIEW

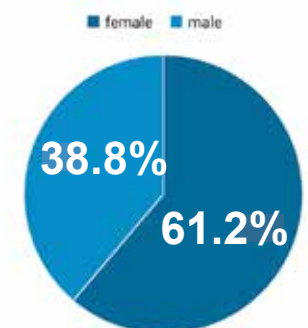
This is where everything about users is analyzed, from demographics to interests. All this information is grouped together based on any combination of attributes that is meaningful to the business. All this data helps us to



Age



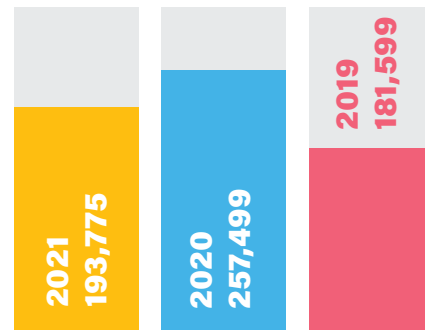
Gender



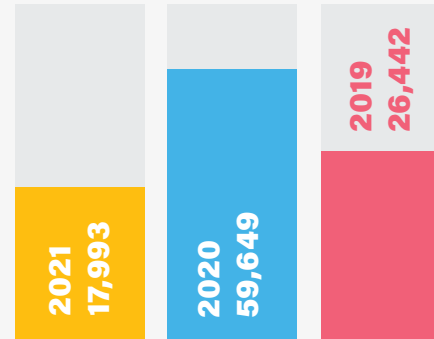
GOALS

improve our content or navigation on our web-site, and consequently, increasing the chances of them converting by looking for help, volunteering or donating or how they can help SVP achieve its goals.

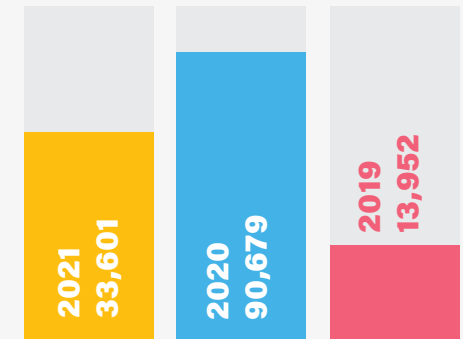
Sessions



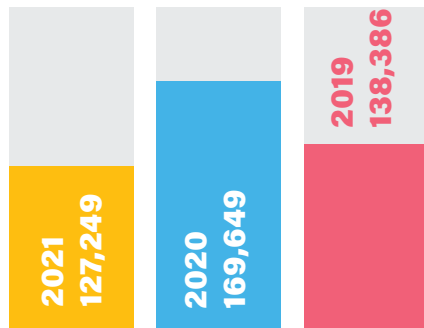
Requests for Assistance



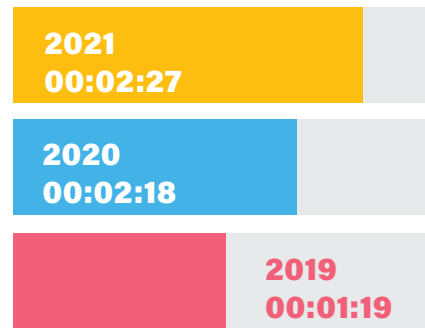
Single Donation



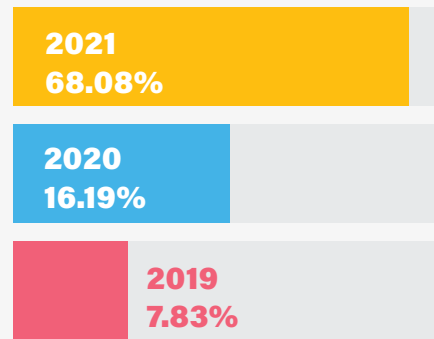
Users



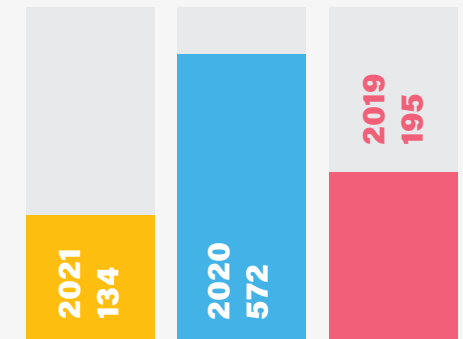
AVG Sessions Duration



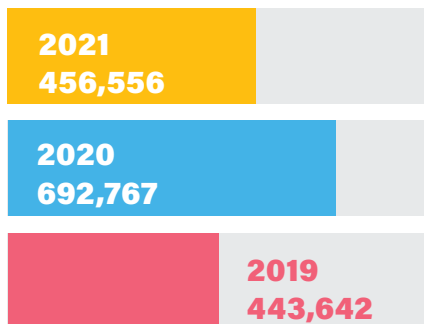
Goal Conversion



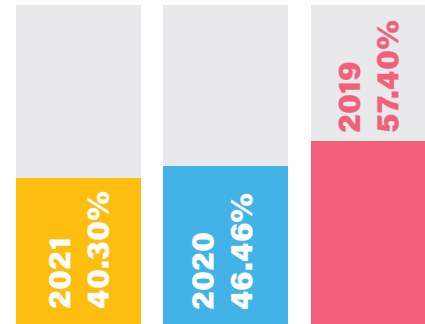
Regular Donation



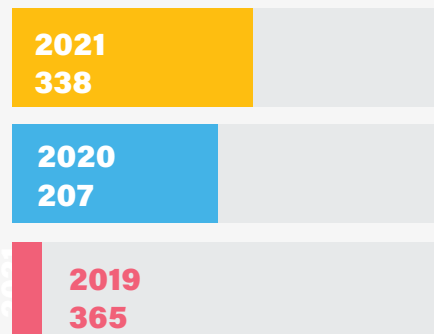
Pageviews



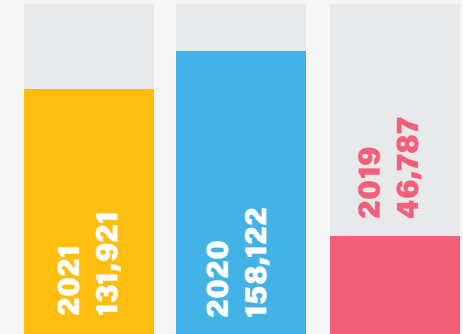
Bounce Rate



Volunteers



Goal Completions



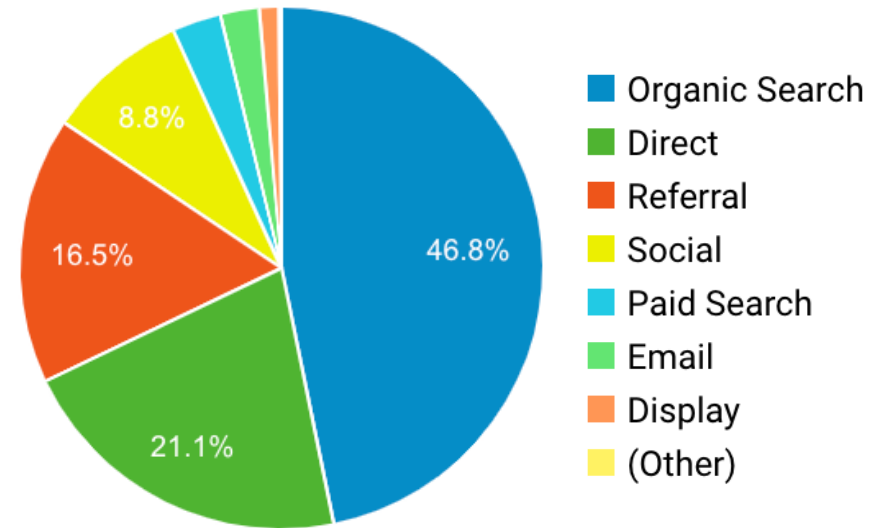
WEBSITE DONATIONS

The Communications team supported all these activities promoting each of the initiatives, the main appeal campaign and online fundraisers.

Full Website Donations

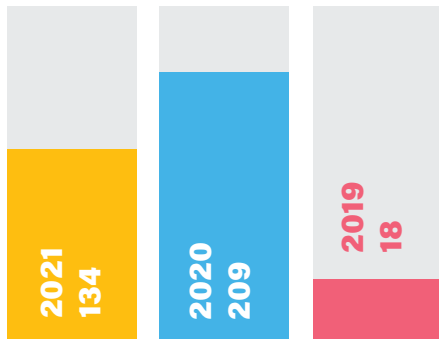
	2021	2020	2019
Virtual Hampers	€55,510.00	€80,395.00	€27,175.00
AA Fundraisers	€102,842.26	€252,481.94	€3,460.20
AA Single Donation	€3,266,486.43	€2,516,102.13	€1,164,822.32
Total	€3,424,838.69	€2,848,979.07	€1,195,457.52

Top Channels in 2021

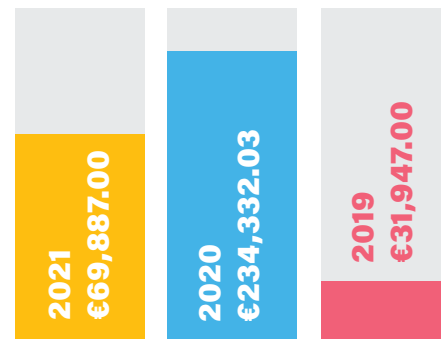


ONLINE FUNDRAISERS

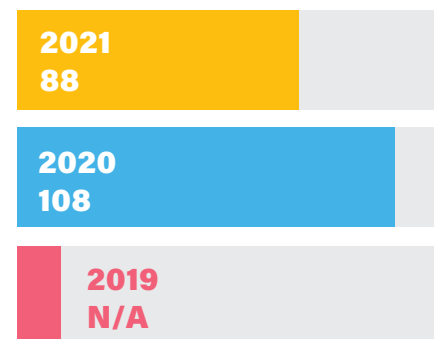
Annual Appeal Fundraisers



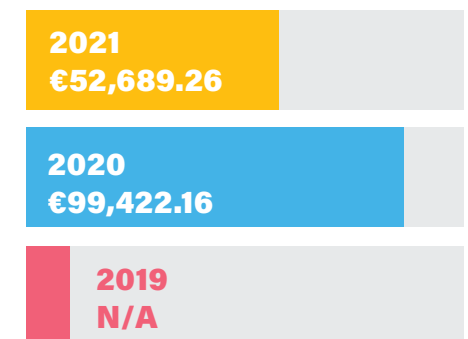
Annual Appeal Fund Results



Conference Fundraisers

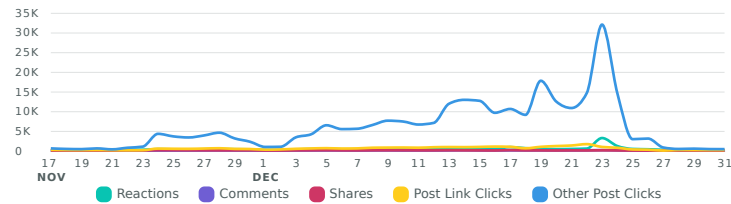


Conference Fund Results



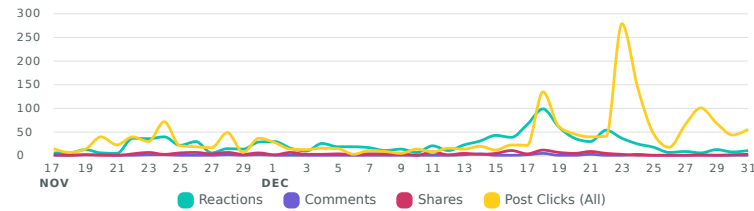
SOCIAL MEDIA

Facebook Campaigns



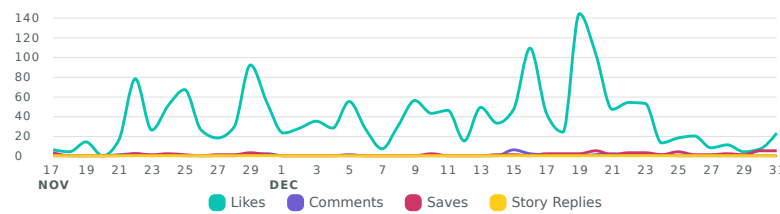
Engagement Metrics	2021	2020	2019
Total Engagements	315,975	109,775	66,562
Reactions	18,536	17,164	12,782
Comments	1,209	1,383	798
Shares	2,817	4,340	3,020
Post Link Clicks	24,733	21,813	6,791
Other Post Clicks	268,680	65,075	43,171
Engagement Rate (per Impression)	6.1%	2.8%	1.8%

LinkedIn Campaigns



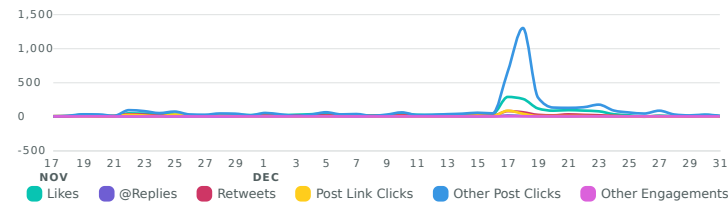
Engagement Metrics	2021	2020	2019
Total Engagements	2,927	1,721	2,280
Reactions	1,038	773	1,069
Comments	20	20	15
Shares	133	165	153
Post Clicks (All)	1,736	763	1,043
Engagement Rate (per Impression)	5.4%	3.9%	4.1%

Instagram Campaigns



Engagement Metrics	2021	2020	2019
Total Engagements	1,768	4,216	3,151
Likes	1,685	4,035	3,033
Comments	26	32	33
Saves	57	122	78
Story Replies	0	27	7
Engagement Rate (per Impression)	0.4%	1.6%	0.2%

Twitter Campaigns



Engagement Metrics	2021	2020	2019
Total Engagements	7,093	11,814	10,250
Likes	1,828	1,924	2,890
@Replies	51	47	48
Retweets	653	694	995
Post Link Clicks	337	454	780
Other Post Clicks	4,223	8,694	5,536
Other Engagements	4	1	1
Engagement Rate (per Impression)	1.7%	1.7%	1.8%

GOOGLE ADS

2021.....11.46%
2020.....25.35%
2019.....22.36%

CLICK-THROUGH RATE

2021.....45.0K
2020.....29.5K
2019.....25.5K

IMPRESSIONS

2021.....617.00
2020.....1.34K
2019.....1.05K

CONVERSIONS

2021.....170
2020.....474
2019.....364

PHONE CALLS

SOCIAL MENTIONS

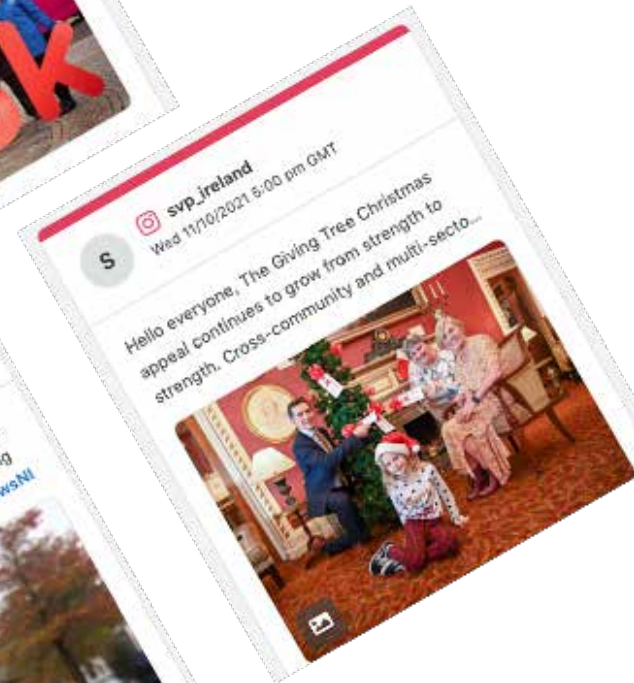
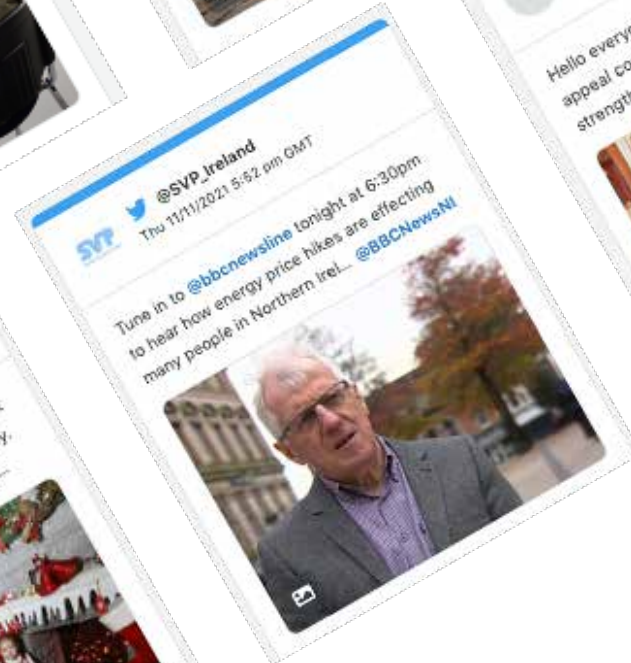
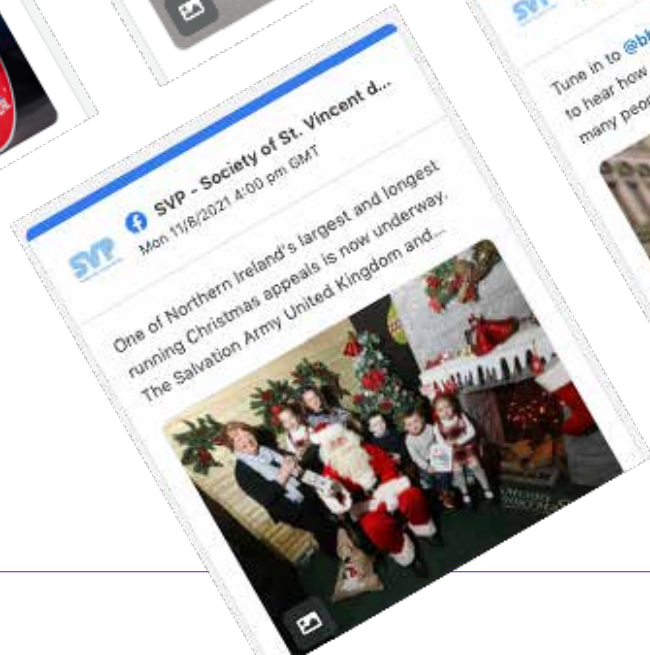
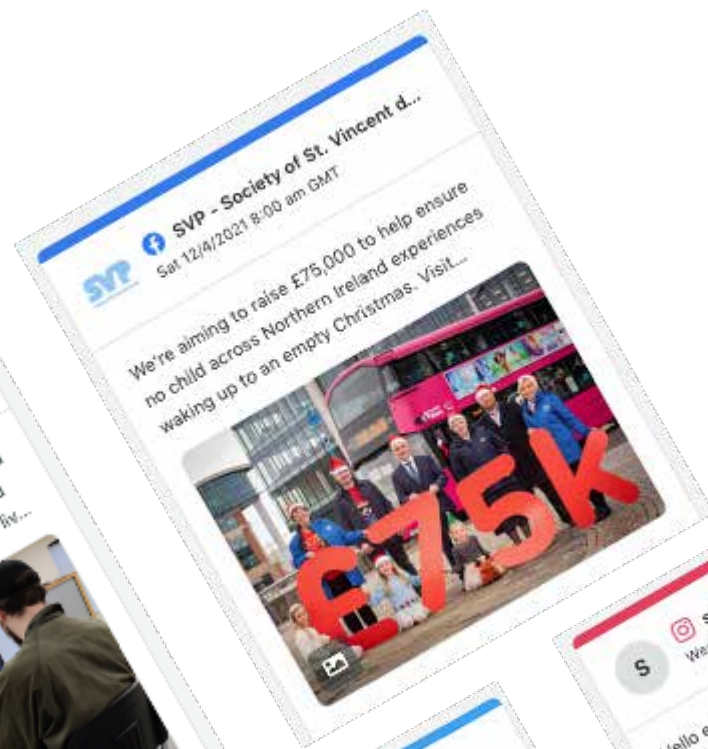
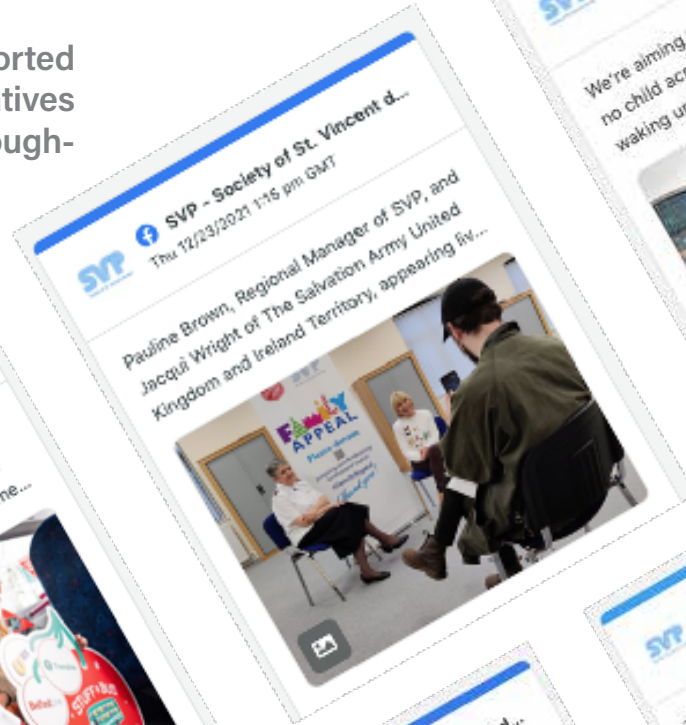
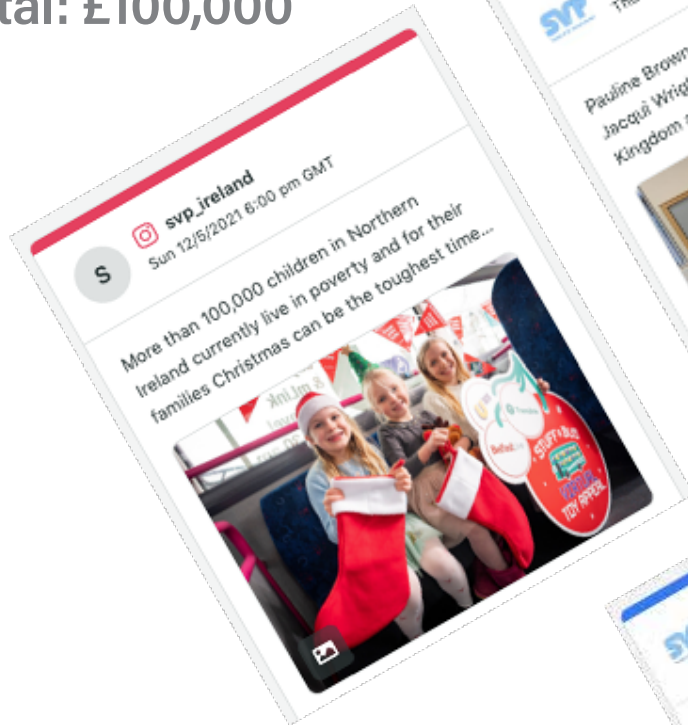
Just a small sample of the mentions SVP received during the Annual Appeal.



STUFF ON A BUS

The Communications Team supported many of the various regional initiatives and activities on social media throughout the campaign period.

Total: £100,000



SUPPORT FUNCTIONS

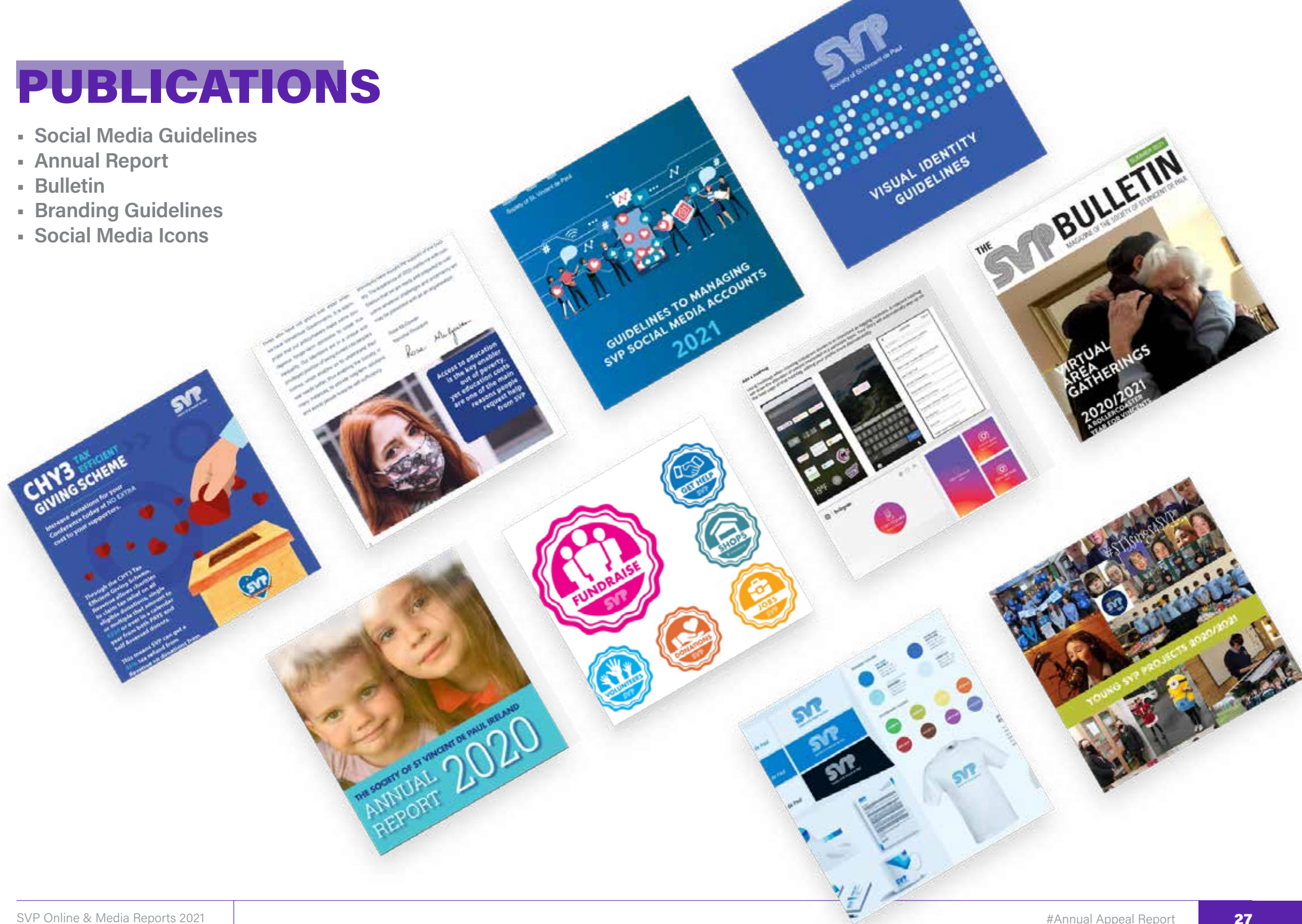
A sample of some of the materials and support the Comms Team provided throughout the year to the various functions and departments

- Covid Video
- PBS and Budget 2021
- HR Induction Presentation & Surveys
- HR SharePoint Handbook and Icons
- HR Employee Book
- Safe Guarding Symposium
- Membership Stats
- Retail Strategy Plan
- Retail Support Social Media and Click & Collect



PUBLICATIONS

- Social Media Guidelines
- Annual Report
- Bulletin
- Branding Guidelines
- Social Media Icons





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