



CHIME THROUGH THE YEARS: THE FEMALE FABRIC SERIES REPORT  
July 2020

Curated by CHIME Managing Editor Mariane Pearl, CHIME Through the Years: The Female Fabric is a culminating content series of stories from the CHIME journalism platform archives. The series featured 100 stories from CHIME's collection of powerful, first-person narratives from women since 2013, sourced and edited by Mariane.

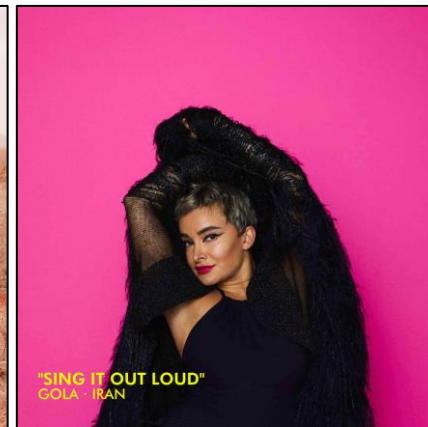
Among the selections were stories of resilience, unity and change in the face of inequalities, including displacement, cultural barriers, political persecution, FGM, domestic violence, acid attacks and other violence against women, and more.

From June 12 - July 20, 2020, a digital campaign on CHIME's website and social media channels showcased the series, beginning with an editorial piece by Mariane about the critical need to share women's first-hand experiences, challenges and triumphs, especially during this unprecedented time when progress towards gender equality is at risk.



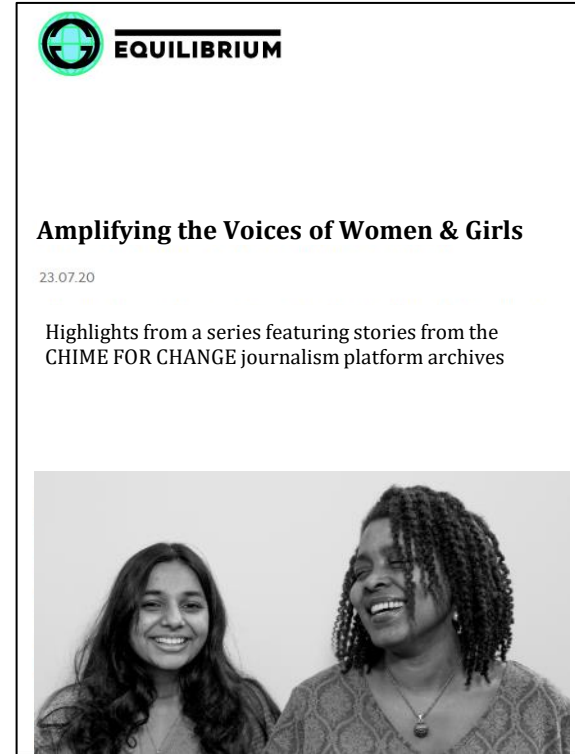
## HIGHLIGHTS

- CHIME Through the Years: The Female Fabric contributed to **864 new followers** on Instagram and a **24.3% increase** in engagements (e.g. likes, comments, shares, etc.)
- Series generated a **16.3% increase** in Twitter impressions
- Repost on Instagram by **Iranian musician Gola**, who was also featured in the CHIME zine, amplified the series; Gola's post generated 149 likes, a 154% increase from average and the highest number of post likes in the series
- Series launch post on Facebook featuring an excerpt from an **editorial piece by Mariane Pearl** reached the most people (10,815) & generated the most engagements (1,335) and post clicks (655)



## RECOMMENDATIONS

- **Amplify content from “CHIME Through the Years”** to drive traffic to Equilibrium website and provide additional flexible content for Equilibrium Instagram. Key dates & angles for Equilibrium:
  - **‘Best Of’ Through the Years:** Feature the 5 highest performing stories from the series on Instagram and the website
  - **International Day for the Elimination of Violence against Women (Nov 25):** Feature a selection of stories related to violence against women to mark this awareness day; potential to release a new story each day for “16 Days of Activism against Gender-Based Violence” campaign that occurs each year starting on Nov. 25 and culminating on December 10, International Human Rights Day
- Opportunity for CHIME & Equilibrium to **further engage key existing relationships** (e.g. Gola, Kulsum Shadab Wahab) with future collaborations - e.g. IG “takeovers” or Q&As



## TOTAL FOLLOWERS

Instagram fans accumulated



# 35,836

Followers

% Change  
May 2020

+1.3%

>> 674

% Change  
#25for25 Series

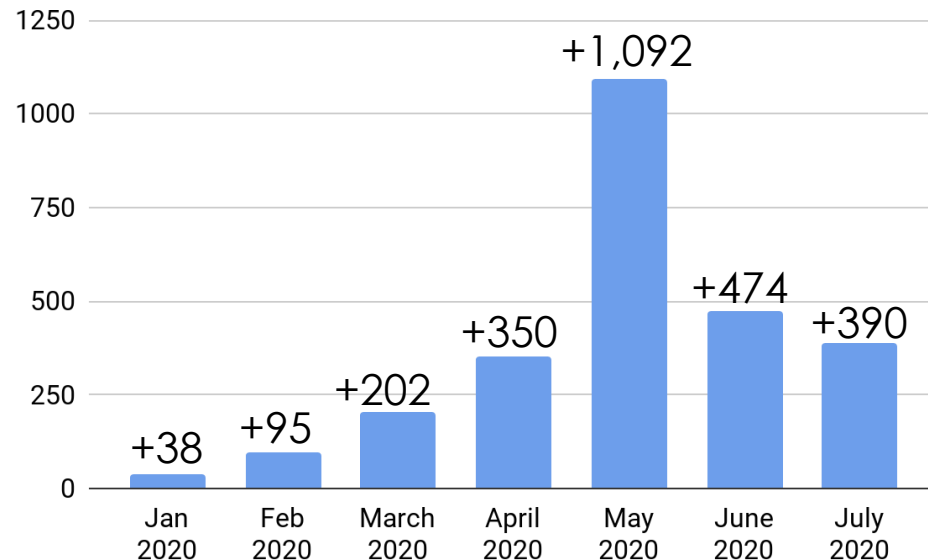
+0.5%

>> 2,080







## INSIGHTS

- Most followers gained to date in 2020 was in May, largely attributed to #StandWithWomen campaign launch & promotion
- Second highest months for net follower gain in June & July 2020, correlating with CHIME Through the Years series and additional CHIME promotion via Equilibrium and Adam Eli's channels

## TOTAL FOLLOWERS GAINED MONTHLY



## ACTIVITY

			% Change May 2020	% Change #25for25 Series March 2020
	Likes	2,683	+34.2%	+27.9%
	Profile Visits	395	-19.7%	+16.9%
	Shares	126	+16.7%	+61.5%
	Collection Saves	76	+2.7%	+55.1%
	Comments	58	+75.8%	-4.9%
	Website Clicks	54	+125%	+134.8%

## ENGAGEMENT RATE

The number of engagement actions divided by followers



0.3%

Engagement Rate\*  
Reference Rate: 2.15%

% Change  
#25for25 Series

+50%

>> 0.1

\*Lower than reference rate likely due to similar CTAs & daily posting for 30+ days in the series, which may have affected the Instagram algorithm

## ENGAGED USERS

Number of unique users who clicked anywhere in posts



3,392

Engaged Users

% Change  
May 2020

+24.3%

>> 663

% Change  
#25for25 Series

+28.2%

>> 746





## TOP PERFORMING POSTS



June 28

149 likes\*

1,977 people reached\*

34 profile visits

7 shares, 3 saves



June 26

118 likes

1,657 people reached

5 profile visits

2 comments, 2 saves



June 12

117 likes

1,818 people reached

37 shares\*

20 profile visits, 2 saves



June 23

109 likes

1,623 people reached

15 profile visits

8 shares, 5 saves



July 10

107 likes

1,794 people reached

15 profile visits

3 shares, 2 saves

\*Highest series metrics on Instagram



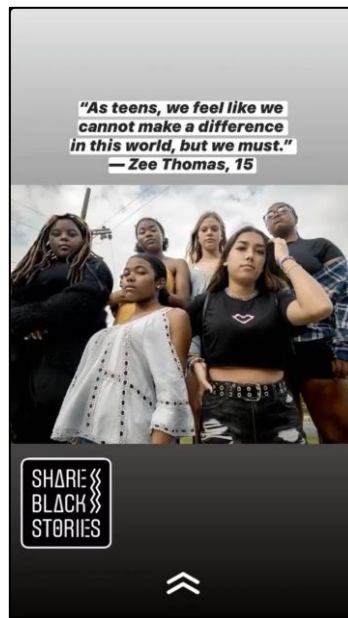
## TOP STORIES &amp; MENTIONS



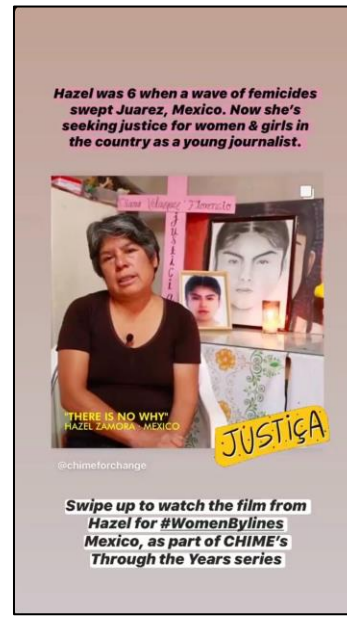
Repost from Iranian musician Gola (110K followers)



335 impressions  
230 people reached  
2 profile visits, 1 link click



215 impressions  
210 people reached  
1 link click



165 impressions  
142 people reached  
1 link click



137 impressions  
133 people reached  
5 post taps





## TOTAL PAGE LIKES

Total number of users who are 'fans' of a page



# 321,744\*

Total Likes

% Change  
May 2020

-0.3%

<< 891

% Change  
#25for25 Series

-0.5%

<< 1,861

## TOTAL PAGE FOLLOWERS

Total number of users who only receive page updates in news feed



# 316,973\*

Total Followers

% Change  
May 2020

-0.2%

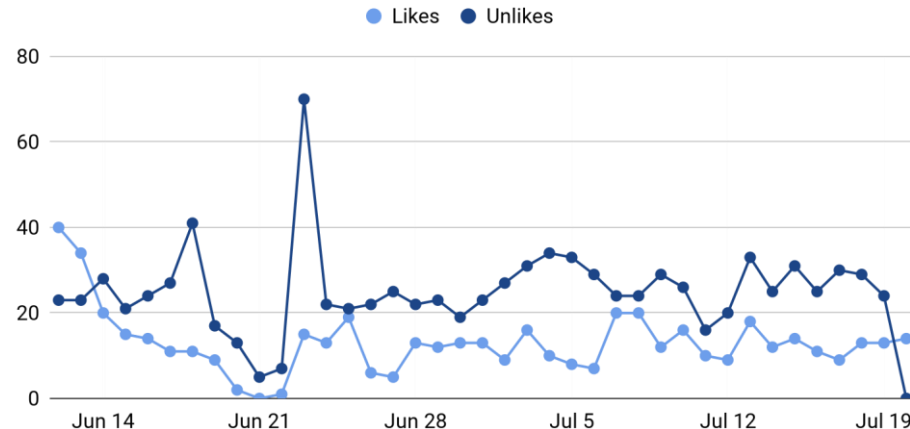
<< 842

% Change  
#25for25 Series

-0.5%

<< 1,773

## TOTAL PAGE LIKES CHART





**June 23:** Highest number of page unlikes during the series; 91.7% were due to deactivated or memorialized Facebook account removals



\*Number of page likes and followers decreased due to Facebook-wide removals of deactivated or memorialized accounts



## TOTAL INTERACTIONS

		% Change May 2020	% Change #25for25 Series
 Likes	170	+17.2%	-83.1%
 Comments, Reactions, Shares	779	+1631%	-16.2%

## AVERAGE INTERACTIONS

		% Change May 2020	% Change #25for25 Series
 Likes	4	+33.3%	-87.8%
 Comments, Reactions, Shares	21	+600%	-32.2%

## PAGE ENGAGEMENTS

Number of people who clicked anywhere on page



2,261

Clicks on Page

% Change  
May 2020

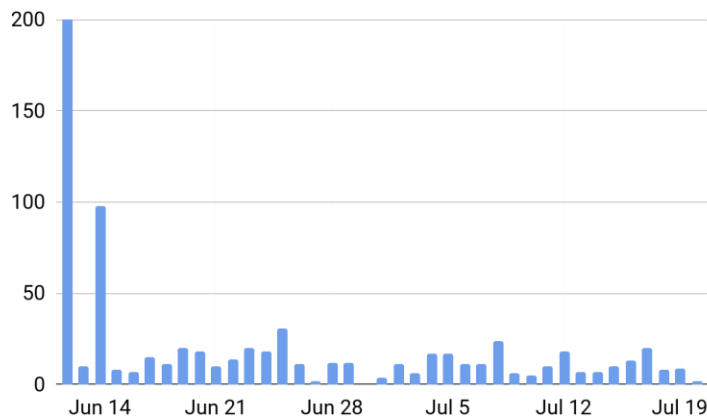
+139.5%

&gt;&gt; 1,317

% Change  
#25for25 Series

+8.4%

&gt;&gt; 175

**June 12:** Series launch post received most engagement (655 clicks)

## TOTAL POST REACH



106,516  
Fans Reached

% Change  
May 2020  
**+139.7%**  
>> **62,078**

% Change  
#25for25 Series  
**+4.9%**  
>> **4,944**

## CLICKS ON PAGE CTA

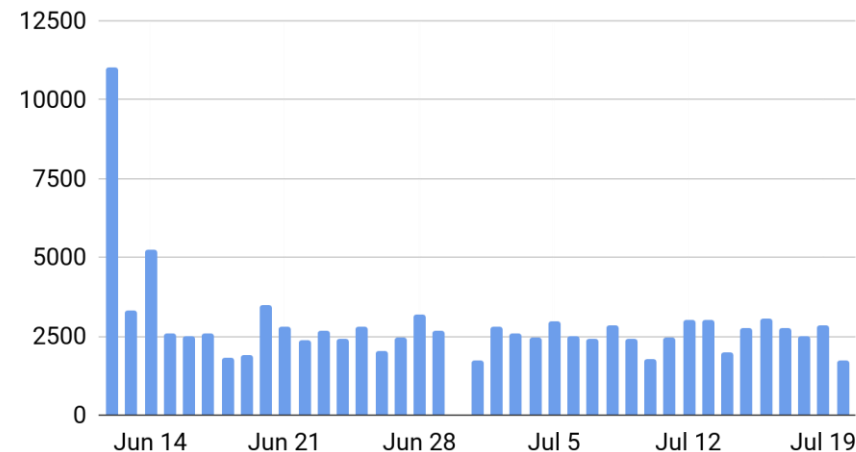


1,168  
CTA Clicks  
(logged in)

% Change  
May 2020  
**+177.4%**  
>> **747**

% Change  
#25for25 Series  
**-62.8%**  
<< **1,975**

## POST REACH BY DATE



**June 12:** Series launch post reached the most people (11,041)



**Average Organic  
Post Reach**

2,379

**+144.3%**  
% Change  
May 2020

**-32.1%**  
% Change  
#25for25 Series



## TOP PERFORMING POSTS



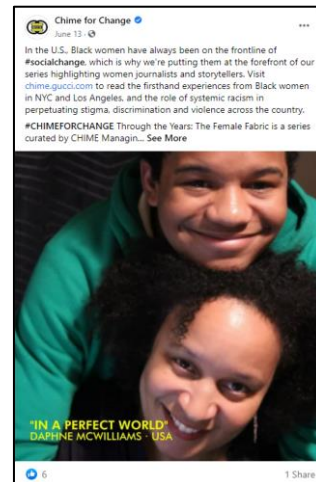
June 12

10,815 people reached\*  
1,335 engagements\*  
655 post clicks\*  
680 reactions, comments, shares\*



June 14

5,226 people reached  
116 engagements  
98 post clicks  
18 reactions, comments, shares



June 13

3,304 people reached  
18 engagements  
10 post clicks  
8 reactions, comments, shares



June 28

3,201 people reached  
23 engagements  
12 post clicks  
11 reactions, comments, shares

\*Highest series metrics on Facebook



## TOTAL FOLLOWERS

Total number of Twitter accounts that follow CHIME



# 67,908

Followers

% Change  
May 2020

-0.8%

<< 577

% Change  
#25for25 Series

-1.6%

<< 1,142

## TOTAL PROFILE VISITS

Total number of times a user clicked on CHIME's profile



# 1,285

Profile Visits

% Change  
May 2020

+79.2%

>> 568

% Change  
#25for25 Series

+44.1%

>> 393

## TWEET IMPRESSIONS

Total number of times a CHIME tweet appeared in a user's timeline



# 66,347

Impressions

% Change  
May 2020

+14.5%

>> 8,413

% Change  
#25for25 Series

-53.3%

<< 75,795

## ENGAGEMENT RATE

The number of engagement actions divided by followers



# 1.0%

Engagement Rate

Reference Rate: 0.5 - 1%

% Change  
May 2020 &  
#25for25 Series

+0.3%





## TOP PERFORMING TWEETS

**June 16**

7,643 impressions\*  
 267 engagements\*  
 9 likes, 3 retweets  
 9 profile clicks, 1 reply

**June 18**

3,340 impressions  
 101 total engagements  
 14 likes, 3 retweets  
 11 link clicks, 2 profile clicks

**June 14**

1,894 impressions  
 71 total engagements  
 3 likes, 4 retweets  
 2 hashtag clicks, 1 profile click

**June 17**

1,650 impressions  
 36 total engagements  
 1 like, 2 profile clicks  
 21 media engagements

\*Highest series metrics on Twitter



**Key takeaway:** Although the number of users / sessions was lower during this period, the quality of engagement from active users was higher as the average session duration was longer, and the average pages per session was higher.

## TOTAL USERS

Total number of unique visitors to the site



# 8,608

Users

% Change  
May 2020

**-15.9%**

**<< 1,633**

% Change  
#25for25 Series

**-7.5%**

**<< 698**

## TOTAL SESSIONS

The number of times visitors are actively engaged on the site



# 9,905

Sessions

% Change  
May 2020

**-15.3%**

**<< 1,793**

% Change  
#25for25 Series

**-5.7%**

**<< 600**

## TOTAL USERS CHART



### INSIGHTS:

- **June 25:** 422 users; correlates with published stories from Sahar Speaks, featuring a collection of written pieces from Afghan women journalists
- **July 11:** 456 users; correlates with published pieces from ConnectHER, featuring a curated set of films from young women filmmakers

## AVERAGE SESSION DURATION

Amount of time spent in each session



# 58

Seconds

% Change  
May 2020

**+13.6%**

**>> 7**

% Change  
#25for25 Series

**+24.2%**

**>> 12**



## TOTAL NEW USERS

Total number of new unique visitors to the site



# 8,404

New Users

% Change  
May 2020

-16.1%

<< 1,617

% Change  
#25for25 Series

-5.7%

<< 535

## AVERAGE PAGES PER SESSION

The average number of pages viewed during a session



# 1.46

Pages

% Change  
May 2020

+3.6%

>> 0.05

% Change  
#25for25 Series

+4.5%

>> 0.06

## TOTAL PAGE VIEWS

Total number of pages visited on the site



# 14,478

Page Views

% Change  
May 2020

-12.2%

<< 2,022

% Change  
#25for25 Series

-1.4%

<< 213

## AVERAGE SESSIONS PER USER

The average number of sessions per user, including returning users



# 1.15

Sessions

% Change  
May 2020

+0.7%

>> 0.01

% Change  
#25for25 Series

+1.9%

>> 0.02



## MOST VISITED WEBSITE STORIES



### CHIME THROUGH THE YEARS: "BEND IT LIKE ISHA" BY ISHA JOHANSEN

Football is part of my existence: genetically, culturally, and historically. In a nutshell, it is in my DNA. Today, as the founder of one of the most successful premier league clubs in Sierra Leone called FC JOHANSEN, I use football to empower and inspire our youth and our womenfolk.

**June 18**

312 pageviews

04:29 average time on page



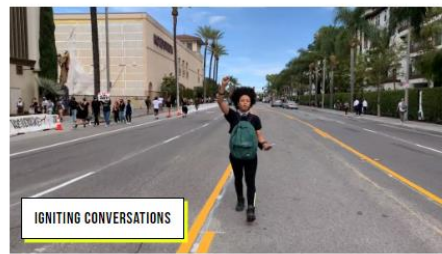
### CHIME MANAGING EDITOR MARIANE PEARL PRESENTS "CHIME THROUGH THE YEARS: THE FEMALE FABRIC"

Hope might soon become the most sought-after currency as, under the COVID-19 pandemic, the world cracks under the weight of its incoherencies. "Blessed are the cracks as they let you see the light," wrote Nietzsche. There will be plenty of urgent needs to meet in the near future, and the cracks are manifold, but perhaps [...]

**June 12**

243 pageviews

03:04 average time on page



### CHIME THROUGH THE YEARS: "CORONA #IRL" BY GLOBALGIRL MEDIA

GlobalGirl Media mobilized its reporter alumna base to produce a video series documenting COVID-19 from young women's point of view, titled Corona #IRL (In Real Life). The full impact of these times cannot be documented without the perspective of our youth, especially those from under-reported populations and regions.

**June 17**

150 pageviews

02:12 average time on page



### CHIME THROUGH THE YEARS: "THERE IS NO WHY" BY HAZEL ZAMORA

Hazel was six years old when a wave of femicides swept the town of Juarez. Girls and young women between the ages of 15 through 25 were being raped and murdered. Now 25 years old, and a young journalist, Hazel is assigned the killing of young women as a beat.

**July 18**

76 pageviews

07:35 average time on page



