Quarterly Performance Report (January 1 – March 31, 2010)

www.vijanafm.com
admin@vijanafm.com

vijanaFM

Purpose of this report:

1. To track the last three months' progress with respect to:
   - (a) The main website (who is visiting the site?);
   - (b) The blog (what is being written and commented about on the blog?); and
   - (c) Vijana FM's Facebook fanpage (who are our fans and what do they do on our wall?).

2. To formulate goals based on current results to improve our overall performance.

Goals based on data below (for April – June 2010):

1. Website goals:
   - (a) Decrease bounce rate [work on intuitiveness and aesthetic design]; and
   - (b) Increase average time on site [investigate feasibility of installing webradio on site].

2. Blog goals:
   - (a) Facilitate growth in response from Tanzania [cater blog articles to Tanzanian youth];
   - (b) Aim at building regular posts consistently over time rather than short bursts; and
   - (c) Tag by language and medium to every post.

3. Facebook goals:
   - (a) Increase number of fans [suggest fanpage to more friends within our network]; and
   - (b) Increase average interactions per post [post more frequently, adjust post format].

Current Contributing Staff and Roles:

| Name (Lastname A-Z)	Positions	Focus at Vijana FM
Khairoon Abbas	Content author, Editor	Public health, education, environment
Rehema Chachage	Content author	Arts, photography
Nafis Hasan	Social media consultant	Social media, advertising
Taha Jiwaji	Content author	Technology, social media, mobile devices
Al-Amin Kheraj	Content author, Operations	Music, education
Bahati Mabala	Content author	Music, bongo flava in Tanzania
Aliya Mamodaly	Research consultant	Monitoring and evaluation
Gillsant Mlaseko	Content author	Entrepreneurship, technology, social media
Stephanie Morillo	Content author	Arts, media, education
Neechi Mosha	Content author, Graphic design	Design, technology
Steven Nyabero	Content author	Various, including human rights and sports
Ahmed Salim	Content author	Politics, Tanzanian 2010 elections
Nicholas Stacey	Content author	South Africa, entrepreneurship

Website Data (as of March 31, 2010):

The following data – courtesy of Google Analytics – is for our website (www.vijanafm.com), not our blog (vijanafm.blogspot.com).

Summary:

Total visits:	2065
Absolute Unique visits:	1097
Pageviews:	7816
Avg. Pages Visited:	3.78
Bounce rate:	47.51%
Avg. Time on Site:	00:04:43
% of New Visits:	51.82%

Site visit map:
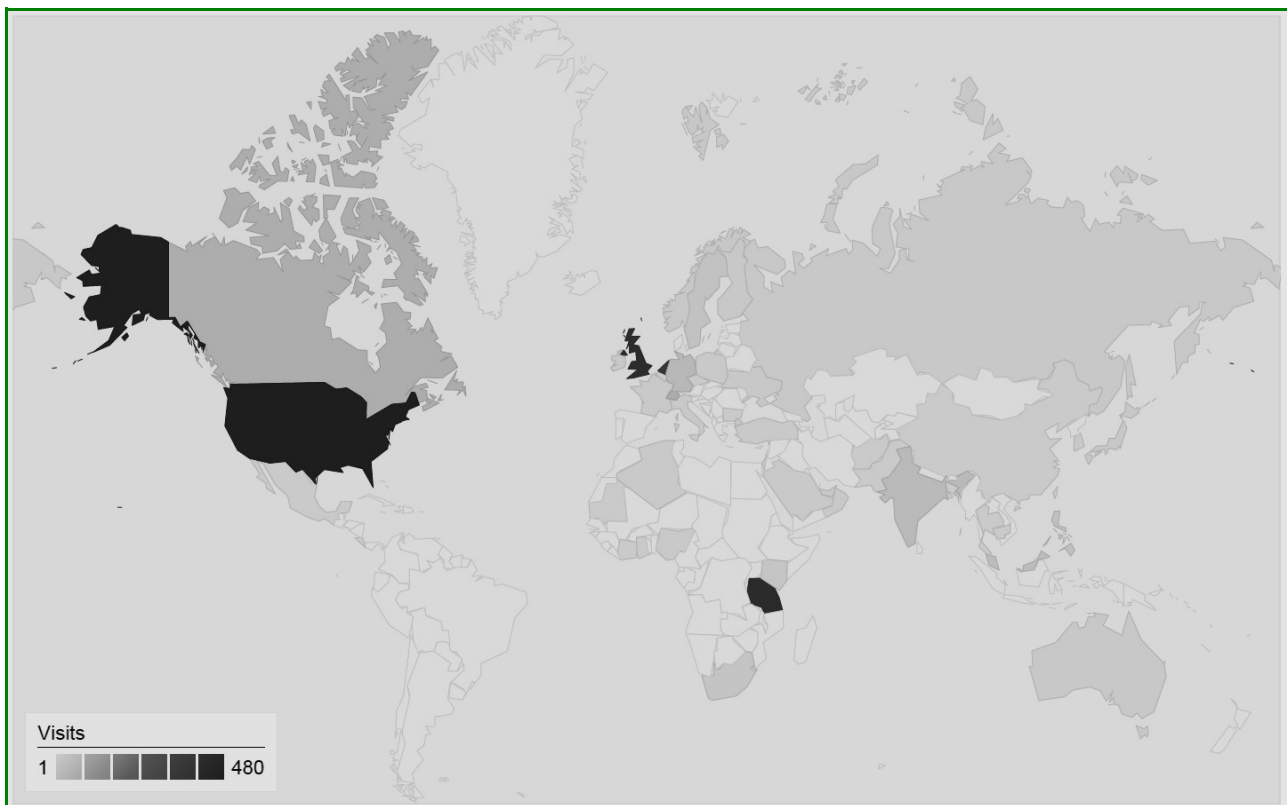
Top five countries visiting:

Country	# of Visits	Avg. Pages Visited	Avg. Time on Site	% of New Visits	Bounce Rate
United States	480	3.62	00:02:39	43.12%	49.17%
Tanzania	415	3.28	00:03:46	88.43%	51.81%
United Kingdom	408	4.89	00:04:27	45.34%	38.48%
Netherlands	355	3.58	00:11:29	11.83%	45.92%
Canada	63	6.89	00:03:54	55.56%	28.57%

Top five pages visited:

Sources	Pageviews	% of Total Pageviews
Homepage (index.html)	2985	38.19%
Studio crew (crew.html)	1511	19.33%
About (about.html)	637	8.15%
Resources (resources.html)	569	7.28%
Contact (contact.html)	310	3.97%

Top five referring sites:

Sources	Visits	% of Total Visits
Direct (none)	718	34.77%
Issa Michuzi Blog	538	26.05%
Vijana FM Blog	517	25.04%
Google search	73	3.54%
Facebook referral	48	2.32%

Top five keywords:

Keywords	Visits	% of Total Visits
vijana fm	36	48.65%
www.vijanafm.com	9	12.16%
vijanafm	7	9.46%
khairoon abbas	3	4.05%
neechi mosha	3	4.05%

Top five browsers accessing www.vijanafm.com:

Keywords	Visits	% of Total Visits
Firefox	993	48.09%
Internet Explorer	609	29.49%
Chrome	349	16.90%
Safari	96	4.65%
Opera	7	0.34%

Blog Data (as of March 31, 2010):

Summary:

Total Posts	56
Total Comments	97
Avg. Comments per Post	1.73
Total Tagged by Language	11
Total Tagged by Medium	24

Percentage of Posts Per Month

January 30%
February 19%
March 51%
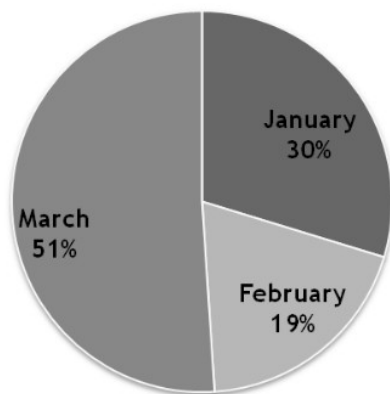
Top Five Countries Tagged

Kenya 10%
Africa 14%
East Africa 19%
Global 19%
Tanzania 38%
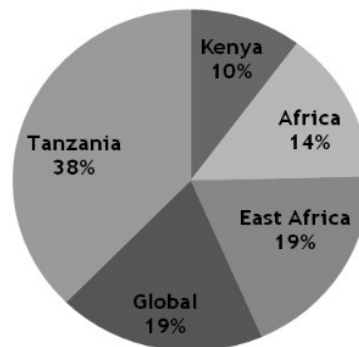
Number of Comments Per Month

■ Number of Comments

March 86
February 1
January 10
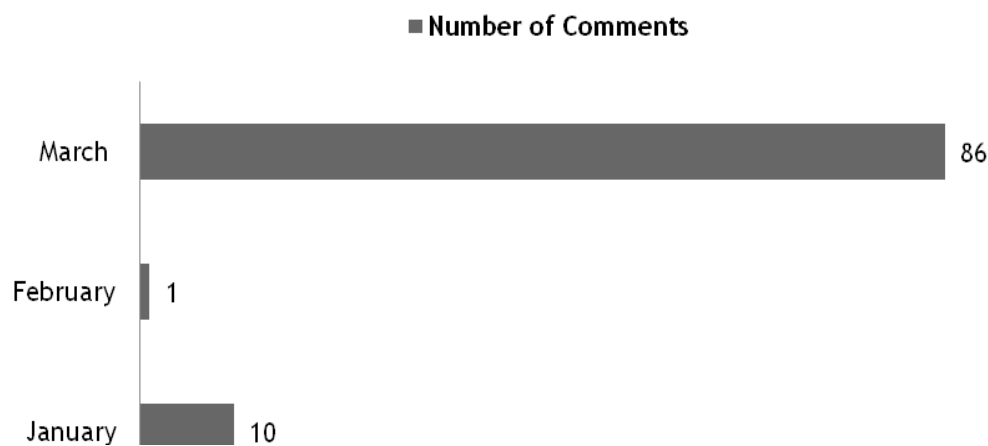
Total Post Frequency by Location

Location	Number of Posts
South Africa	0
Zimbabwe	0
Cote d'Ivoire	1
Guinea	1
Libera	1
Mozambique	1
Sierra Leone	1
Uganda	1
Ghana	3
Kenya	7
Africa	10
East Africa	13
Global	13
Tanzania	26
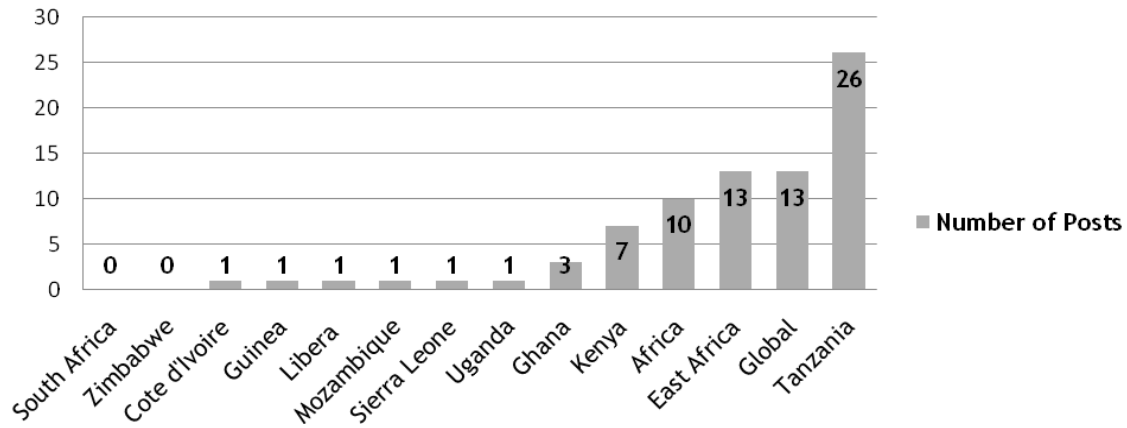
Top Five Posts With Comments

Number of Comments

	Post	Number of Comments
1	Elimu nje ya nchi: Tuambie hali halisi	9
2	Hasheem Thabeet down for a 'stint' in D-..	7
3	MTV's Staying Alive…Inahitaji Pongezi	6
4	World Bank Institute Presents "EVOKE"..	6
5	Tupeleke macho yetu Mara!	6
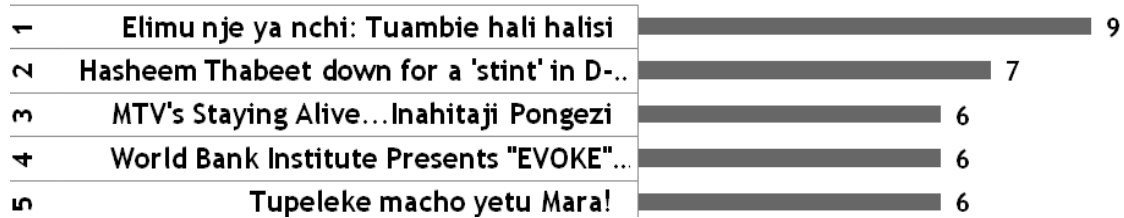
Top Five Categories

Number of Tags

| Category	Number of Tags
Tanzania	26
Entrepreneurship	17
Education	15
Music	14
Global	13
East Africa	13
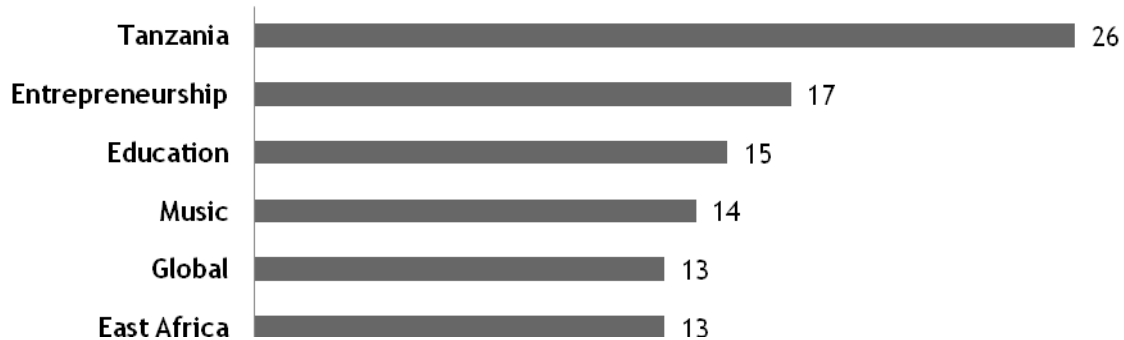
NOTE: We have only recently begun tagging posts by language (Swahili or English) and by medium (audio, visual, or print). The following two diagrams only represent what has been collected in March 2010.

Total posts tagged by language: **11 posts (out of 56 total posts since January 2010)**
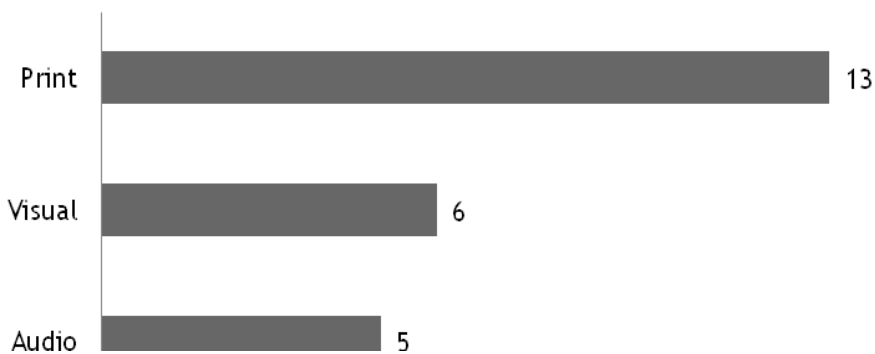
Total posts tagged by medium: **24 posts (out of 56 total posts since January 2010)**

Total Post Frequency by Language

Swahili
45%

English
55%
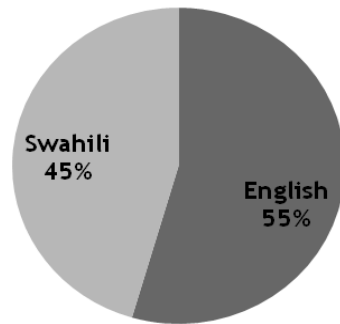
Post Frequency by Medium

■ Number of Posts

Print — 13

Visual — 6

Audio — 5

Facebook Data (as of March 31, 2010):

The following data – courtesy of Facebook Page Analytics – is for our Facebook fanpage.

Summary:

Total fans:	164
Pageviews	1177
Unique Pageviews	492
Interactions per post	31.05

Top five age groups of fans (as of March 30):

Keywords	Number of Fans	% of Total Fans
Male 25-34	64	39.02%
Male 18-24	44	26.83%
Female 18-24	29	17.68%
Female 25-34	21	12.80%
Male 35-44	2	1.22%

Top five locations of fans:

Nationality or country of location	Number of Fans	% of Total Fans
Tanzania	49	29.88%
United States	42	25.61%
United Kingdom	24	14.63%
Canada	15	9.15%
Germany	9	5.49%

Interaction breakdown:

	# (unit varies)
Total interactions (wall posts, comments, likes)	**26 interactions** (17 comments; 7 likes; 2 wallposts)
Interactions per post	**31.05%** interactions (comments, likes, or wallposts) per post
Page views	**1177** pageviews
Unique page views	**492** unique pageviews