vijanaFM
Soma. Sikiliza. Angalia. Changia.

Quarterly Briefing
(21st June – 30th September, 2010)

Released on 7th November, 2010

Contents:

Foreword:

Vijana FM seeks to be a media-based platform that the youth can use to share, exchange, and develop ideas for sustainable development in East Africa. The content for this platform is meant to be by the youth from their perspectives, and for the youth. As a result, this platform incorporates two fields: Media and education.

This incorporation is not possible without an evaluative and introspective system. Vijana FM seeks to assess its work in order to identify its strengths, weaknesses, opportunities, and risks relative to conventional research on educative media.

This is the third of four briefings planned for our first year of operation. The purpose of this briefing is twofold:

1. To track cumulative and quarterly progress with respect to activity on www.vijana.fm;

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

Thank you for your continued enthusiasm and support towards the Vijana FM project. You will notice that the number of visits and comments has significantly increased since we have moved to Wordpress. We have managed over 400 posts into production over the last 11 months – congratulations, and thank you once again.

Comments, questions, and suggestions are always welcome.

Operations   4th November 2010
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Contributing staff and roles:

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Definitions:

Website data definitions:

Total visits: Total number of times the website recorded a visit, either by a human or a searchbot.

Searchbot: Software created by search engines like Google that "crawl" the Internet for new websites.

Absolute unique visits: Total number of non-repeated, new visits to the website.

Pageviews: Total number of pages visited.

Average pages visited: Pageviews divided by total visits.

Bounce rate: Out of total visits, those visitors who visit one page only, and then bounce off elsewhere.

Average time on site: Total spent on the website divided by total visits to the website.

Percentage of new visits: Out of total visits, those visitors who were new and not returning.

Traffic sources: Other websites with links to our website.

Keywords: Words used to generate search results that lead visitors to our website.

Browser: Software used to access Internet web pages, e.g.: Internet Explorer, Mozilla Firefox, etc.

Blog data definitions:

Total posts: Total number of published articles on the blog.

Total comments: Total number of published comments to posts. Includes later-deleted comments.

Tag: A word that is attached to a post and can be clicked on later to browse posts with the same tag.

Category: A higher-level tag, such as language and medium.

Average comments per post: Total number of comments divided by total posts.

Total tagged by language: Total number of posts with one or more language tags (i.e.: Swahili, English)

Total tagged by medium: Total number of posts with one or more medium tags (i.e.: Audio, Print, Visual)

Percentage of total posts: Proportion of total posts across the blog.

Percentage of total comments: Proportion of total comments across the blog.

Location tags: Tags which refer to a geographical area.

Facebook data definitions:

Total fans: Total number of people on Facebook who like our Facebook Fanpage.

Pageviews: Total number of times the Fanpage was visited.

Unique pageviews: Total number of non-repeated, new visits to the Fanpage.

Post: A status or link posted onto the Fanpage wall by Fanpage admins.

Like/Likes: Facebook terminology for expressing affiliation.

Posts with interactions: Total number of posts that were posted, commented on, or liked by fans.

Location: The geographical location of fans based on their profile information.
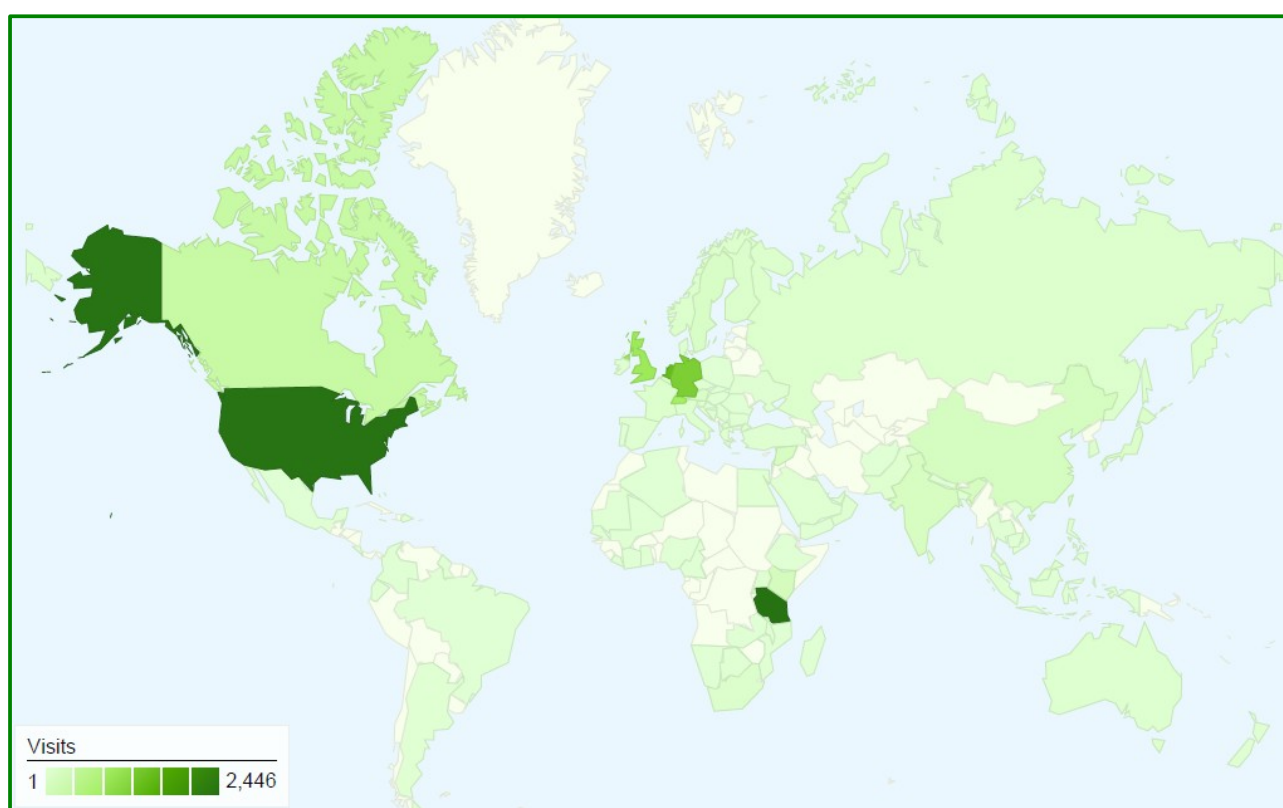
Interaction: Can be a wall post, a comment, or a like.

Web analytics (21ˢᵗ June – 30ᵗʰ September, 2010):

Summary:

Total visits:	11,580 visits
Absolute unique visits:	4,883 visits
Pageviews:	43,912 views
Avg. pages visited:	3.79 pages/visit
Bounce rate:	49.50 %
Avg. time on site:	8.36 mins/visit
% of New visits:	42.00 %

Site visit map:

Top five countries visiting, ranked in order of number of visits:

Country	# of Visits	Avg. Pages Visited	Avg. Time on Site	% of New Visits	Bounce Rate*
Tanzania	2,446	1.96	00:03:38	61.49%	67.58%
United States	2,426	2.73	00:04:26	41.88%	48.31%
Netherlands	1,423	10.99	00:28:07	12.58%	14.34%
Germany	1,197	4.16	00:09:15	13.78%	44.36%
United Kingdom	887	3.26	00:04:59	63.81%	46.45%

Top five pages visited:

Sources	Pageviews	% of Total Pageviews
Homepage (vijana.fm)	10,766	24.52%
Blog (vijana.fm/blog)	10,352	23.57%
About (vijana.fm/about)	742	1.69%
Blog pg 2 (vijana.fm/blog/page/2)	576	1.31%
Vijana wa Tanzania Tuamke (vijana.fm/2010/07/21/vijana-wa-tanzania-tuamke/)	555	1.26%

Top five traffic sources:

Sources	Visits	% of Total Visits
Facbook (facebook.com)	4,092	35.34%
Direct (vijana.fm)	2,406	20.78%
Google search (google.com)	1,781	15.38%
Old Vijana FM blog (vijanafm.blogspot.com)	421	3.64%
Issa Michuzi (issamichuzi.blogspot.com)	304	2.63%

Top five keywords:

Keywords	Visits	% of Total Visits
vijana fm	294	15.83%
natasha shivji	61	3.28%
africa's leaders of tomorrow	52	2.80%
vijana wa tanzania tuamke	52	2.80%
january makamba	49	2.64%

Top five browsers accessing www.vijana.fm:

Keywords	Visits	% of Total Visits
Firefox	5,263	45.45%
Internet Explorer	2,904	25.08%
Google Chrome	2,286	19.74%
Safari	689	5.95%
Opera Mini	252	2.18%

Blog analytics (31st August 2009 – 4nd November 2010):

Summary:

Total posts	497
Total comments	1007
Avg. comments per post	2.03 comments/post
Total tags	118
Total categorized by language	447
Total categorized by medium	463

Category breakdown:

Category	# of Posts	% of Total Posts
English	259	52.11
Swahili	188	37.83
Audio	57	11.47
Print	220	44.27
Visual	186	37.42

Top five tags:

Tag name	# of Posts	% of Total Posts
Tanzania	203	41 %
Global	91	18 %
Education	78	16 %
Entrepreneurship	77	15 %
Africa	68	14 %

Top five commented-on posts (only since 21st June 2010, when we switched to Wordpress):

	Post title (Author)	# of Comments	Categories	Tags
1	Vijana wa Tanzania tuamke!	32	Swahili, Print	Politics, Tanzania, Youth
2	Education for self-reliance	16	Swahili, English, Print	Africa, Education, Politics, Tanzania
	Brain drain good for Africa?	16	English, Audio, Print	Africa, Economy, Employment, Politics
	What happens after JK?	16	English, Print	Elections, Leadership, Politics, Tanzania
3	Kigamboni	15	English, Visual	Development, Tanzania
4	Letter to the editor: The case against voting for Chadema	14	English, Print	Governance, Letter, Tanzania
5	The Economist and Tanzania's Election	13	English, Print	East Africa, Elections, Kenya, Tanzania, Youth
	Tunawasilisha TZelect: Chombo cha Ushahidi	13	Swahili, Print, Visual	Governance, Measuring value, Politics, Tanzania
	Mdahalo: Baregu v. Kinana	13	Swahili, English, Audio	Governance, Politics, Tanzania

Studio crew feedback:

An internal survey was sent to the studio crew on 20 October 2010 to obtain feedback on Vijana FM. The survey was collected on 31 October 2010.

Average posting per week:
- 85% post 0-2 times
- 15% post 3-5 times

Average commenting per week:
- 61% post 0-2 comments
- 31% post 3-5 comments
- 8% post 6-8 comments

Blogging platform:
- Based on the survey, all agreed that Wordpress is easy to use.

How to increase readership:
a) Maintain quality of content: Requires a collective consciousness.
b) Increase marketing to school and university groups in Tanzania.
c) Engage more with social networks online (Facebook, Youtube, Digg, etc.).
d) Partner with blogs and/or other media platforms (TED, Mxcarter, Mwananchi, etc.).
e) Increase variety of content published each week.

Goals for 1st October – 31st December 2010:

Based on this briefing, a suggested list of goals is as follows:

- **Website and blog goals:**

   (1) Decrease bounce rate from 49.5% to 39.5%. This involves making content actionable by using interactive diagrams, questions, etc.

   (2) Increase percentage of posts tagged by language (Swahili, English) from 90% to 92%, and percentage of posts tagged by medium (audio, print, visual) from 93% to 95%. This involves remembering to always tag your posts by language and medium.

- **General goals:**

   (3) Devise a consistent and user-friendly reporting style, using the LFA model.