

The Hand That Feeds

Social Media Roundup and Stats



Introduction

Extending the reach of The New Optimists Narrativium III project, StopFoodCrime dialogue was the primary objective of the social media engagement to accompany The Hand That Feeds musical song cycle commissioned by The New Optimists as a result of the government report by Professor Chris Elliott following an enquiry carried out after the UK Horsemeat scandal.

Online Presence, Platforms and associated statistics

The New Optimists website - <http://newoptimists.com/>

After discussions about the publishing location of project generated media and recognising the legacy value of the media created during the Narrativium III project, it was decided to place blog posts on the existing New Optimists blog using a category label "StopFoodCrime" as there was no other place for audience to view New Optimists content in long form. The idea behind positioning the projects blog posts on the main New Optimists site (while identifying and developing an online audience) will keep the organisation's narrative in one

place ensuring the full spectrum of The New Optimists interests are collectively documented and development can take place beyond the delivery of a specifically funded project, in this case Narrativium III.

The New Optimists Blog - <http://newoptimists.com/blog/>

Category containing The Hand That Feeds posts - StopFoodCrime

<http://newoptimists.com/category/narrativium-2/stopfoodcrime/>

13 posts between April 4th and 14th May 2016, 1 post prior to that in March and a follow up post on June 2nd. The New Optimists website during the last 60 days at the time of compiling this report on July 4th received **1,069 visit and 1,651 page views**. The most recent post "Food crime musical: Live audience of 2.5K & #StopFoodCrime trending #3" on June 2nd has to date received 30 views.

During the month leading up to the performance 2 posts were published a week written by the production's cast and creative team. Links to these posts were then posted to Facebook and Twitter audiences.

More detailed statistics via Google Analytics may be available from the website's host Replenish New Media.

New website www.narrativium.org

As the third project to take place under the Narrativium Projects banner, movement towards creating an identity for the project was started. The www.narrativium.org domain name was acquired and a basic wordpress install was created on servers hosted by Replenish New Media. It currently consisted of a [Home Page about the project's conception and origin](#), a page for each of the narrativium projects

ONE - <http://narrativium.org/narrativium-i/>

TWO - <http://narrativium.org/narrativium-ii/>

THREE - <http://narrativium.org/narrativium-iii/>

Plus blog articles containing [the Press Release](#), [downloadable promotional graphics](#) and the [call out for social media volunteers](#) and ground ushers. The "StopFoodCrime" category RSS

blog feed from The New Optimists main site was featured on the pages here on the Narrativium site.

The Narrativium project pages' content is taken from the existing information held on The New Optimists main site and some assets revealed in online searches during the research phase of PCM and Caron Lyon's involvement in Narrativium III including the report from the Birmingham Food Council's Elliott Report Review Workshop and subsequent update document. [See 'Social Media - Issuu'](#)

At this time there are no analytics accessible to PCM to enable the provision of insight to the web traffic received by this Narrativium web site.

PCM creative 'digital scrapbook' page - <http://www.pcmcreative.com/new-optimists.html>

PCM Social Media Feeds - <http://www.pcmcreative.com/narravitium.html>

These pages and pages like these are created by PCM to monitor web content and collect together assets into one place. The pages 'new-optimists' and 'narrativium' during the publicly active phase of the project **received 235 page views**.



Above: Page view graph for new-optimists page on PCM

190 views can be attributed to the information page 'new-optimists'. 60 views were as a direct result of finding the page using a link or typing directly into the address bar. **44 views were the result of a link being clicked in twitter (t.co) or from links resulting from Hootsuite (ht.ly)**. 45 views resulted from the hosting platform Weebly (PCM's site host and CMS provider) featuring the page to its members.

For the full breakdown of traffic (Source/Medium) and where it came from below are two tables with the related data. These pages were unpromoted existing only for reference and

as a depository location for social media feeds and tagged user-generated social media assets. Embeds include Storify, Instagram, Steller, YouTube, AudioBoom and RSS feed.

(below) Traffic data from PCM scrapbook pages referenced above

Page ?	Source/Medium ?	Page Views ? ↓	Unique Page Views ?
		190 % of Total: 21.59% (880)	157 % of Total: 22.95% (684)
1. /new-optimists.html	(direct) / (none)	60 (31.58%)	53 (33.76%)
2. /new-optimists.html	weebly.com / referral	45 (23.68%)	34 (21.66%)
3. /new-optimists.html	google / organic	25 (13.16%)	18 (11.46%)
4. /new-optimists.html	t.co / referral	23 (12.11%)	18 (11.46%)
5. /new-optimists.html	ht.ly / referral	21 (11.05%)	18 (11.46%)
6. /new-optimists.html	l.facebook.com / referral	4 (2.11%)	4 (2.55%)
7. /new-optimists.html	m.facebook.com / referral	4 (2.11%)	4 (2.55%)
8. /new-optimists.html	devotedanddisgruntled.com / referral	3 (1.58%)	3 (1.91%)
9. /new-optimists.html	outlook.office.com / referral	2 (1.05%)	2 (1.27%)
10. /new-optimists.html	equity.org.uk / referral	1 (0.53%)	1 (0.64%)

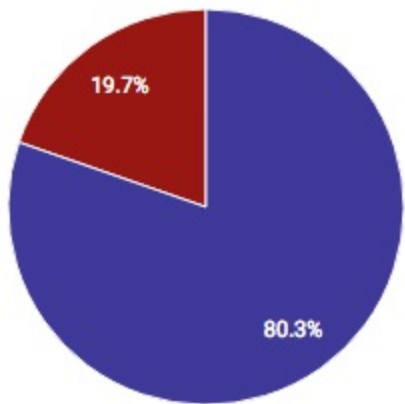
Page ?	Source/Medium ?	Page Views ? ↓	Unique Page Views ?
		45 % of Total: 5.11% (880)	27 % of Total: 3.95% (684)
1. /narravitium.html	google / organic	17 (37.78%)	7 (25.93%)
2. /narravitium.html	weebly.com / referral	16 (35.56%)	10 (37.04%)
3. /narravitium.html	(direct) / (none)	8 (17.78%)	6 (22.22%)
4. /narravitium.html	newoptimists.com / referral	2 (4.44%)	2 (7.41%)
5. /narravitium.html	devotedanddisgruntled.com / referral	1 (2.22%)	1 (3.70%)
6. /narravitium.html	ht.ly / referral	1 (2.22%)	1 (3.70%)

Extending The Audience

The performance was livestreamed to YouTube - <https://youtu.be/N2reAckRCVg>

During the livestream it was viewed 132 times with an attention of 4 mins at a time. In total it was watched for a total of 503 minutes.

YouTube Livestream

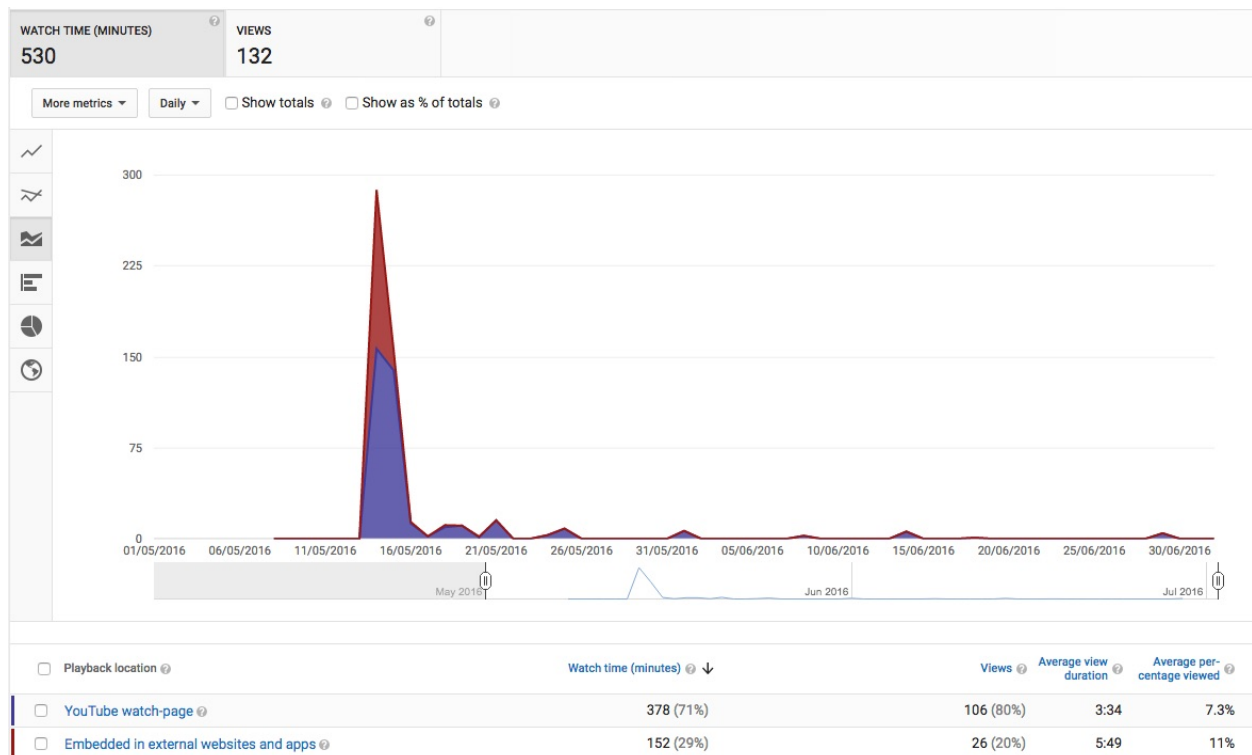


Viewing Statistics

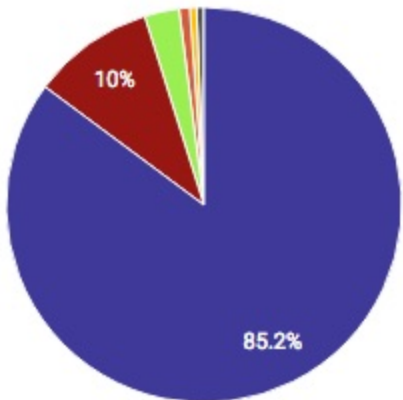
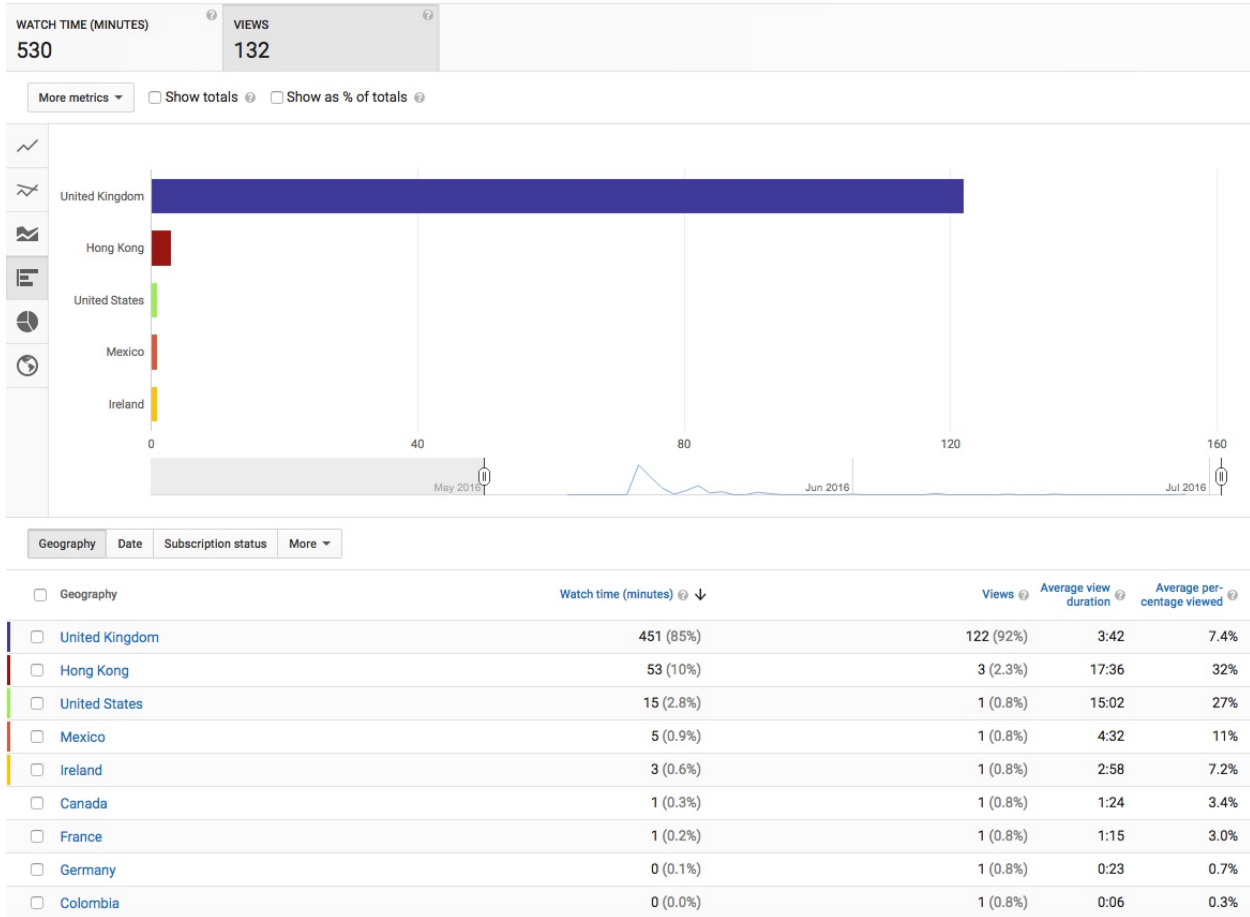
A larger proportion watched on YouTube's site (80%) but those who watched on an external website or via an app (20%) watched for longer.

See the brown segment of the pie chart comparing it to the brown spike on the graph below.

NB: The livestream was embedded in the PCM digital scrapbook page with Reframed.tv intergration.



Watch Time - Geographics



The largest audience watching the livestream came from the UK (122 views) who collectively watched 451 minutes for 3.42 minutes at a time accounting for 85% of the total viewing time.

Hong Kong (see Eventbrite audience data) accounted for 10% of the total viewing time with only 3 views where 17.36 minutes were watched at a time. Giving Hong Kong 32% of the total engagement.

In the US one connection watched for 15 minutes taking 27% of the total audience's attention across the livestream as a whole.

Audience Retention



Relative audience retention (shown above) illustrates how the livestream retained viewers by comparing it to all YouTube videos of similar length.

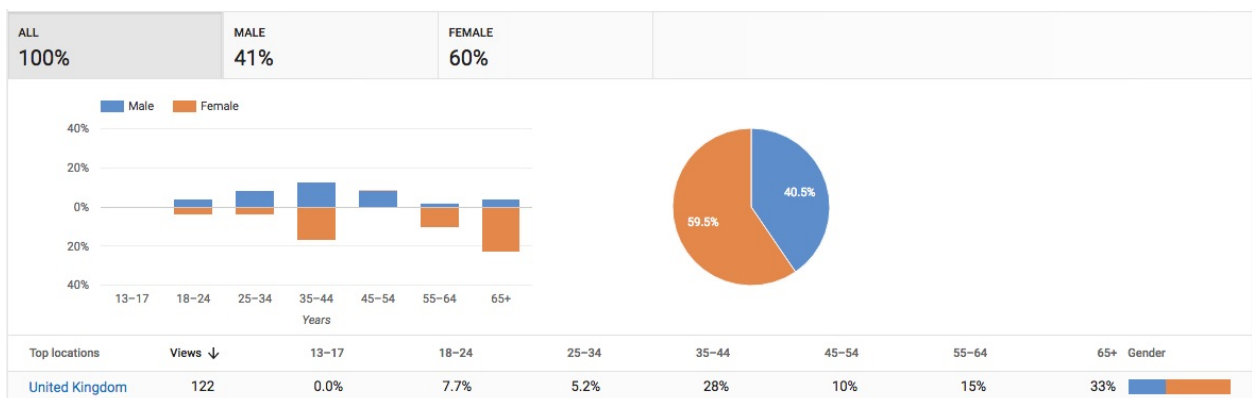
The first 'above average' peak corresponds to the mini eBook tweet for Two Chefs.

The final 'above average' peaks corresponds to the final eBook tweet and a flurry of audience tweets. (See Storify)

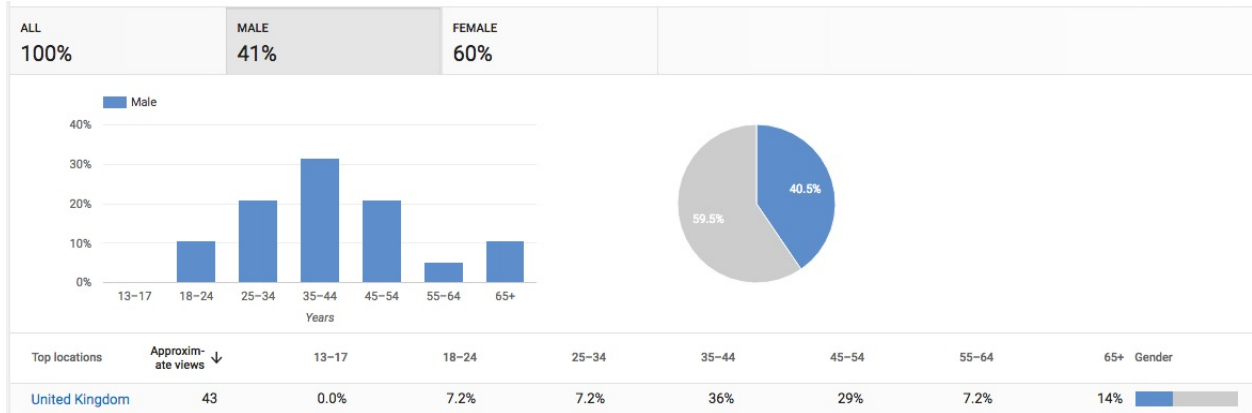
All the peaks correspond to the times surrounding the mini eBook tweet outs from [Steller](#).

Demographics

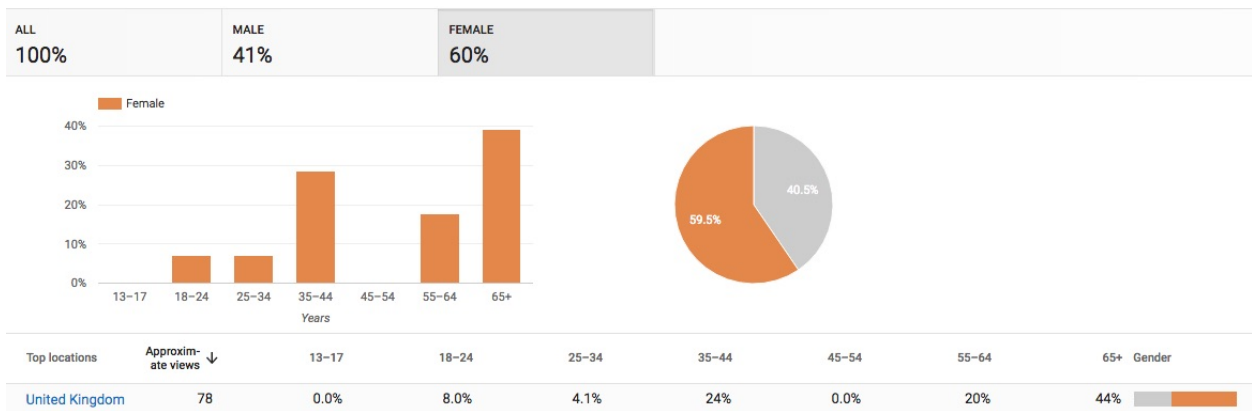
More women than men watched with the 45 - 55 female demographic being absent and 20% of the audience made up from the male 45 - 55 demographic. The largest audience segments were Men (36%) and Women (24%) aged 35 - 44 with the women aged 65+ segment being 44%. These figures are only analysing the UK audience.



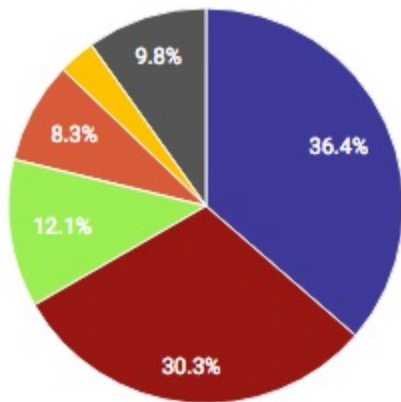
Male



Female



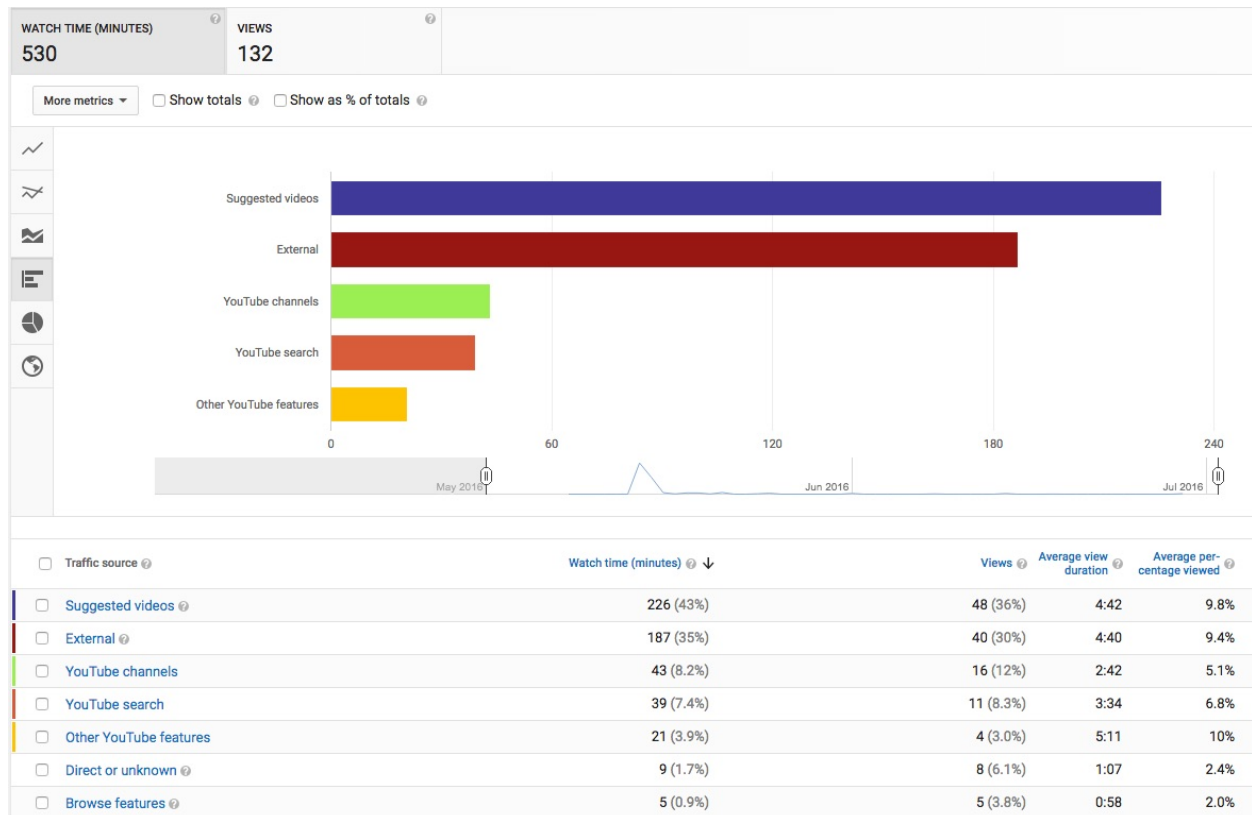
Traffic Sources



36% of viewers were alerted to the livestream by their 'suggested videos' while being logged into their YouTube accounts.

30% watched 'External' (outside of YouTube an embed was included in the PCM scrapbook page)

8.3% watched after searching YouTube



Devices

Time Watched vs. Views Received

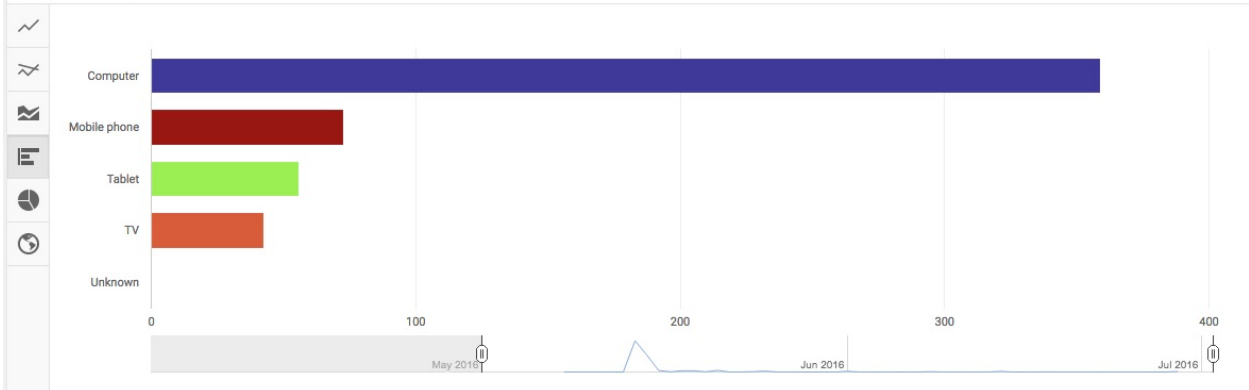
There is an interesting relationship between how many watched and for how long in all the gathered data. In the first presented analytic "Viewing Statistics" viewers watched for longer when watching on a website or app away from YouTube. What devices the audience chose to watch is interesting too.

Greater time amassed by viewing on a Computer, yet the connection attributed to the devices shows, Computer (60 viewers) and Mobile Phone (50 viewers) a slightly more even divide.

Showing up in the statistics are 17 watching on Tablet devices and 2 watching for 42 mins on TV. ([possibly via streaming media technologies like ChromeCast](#))

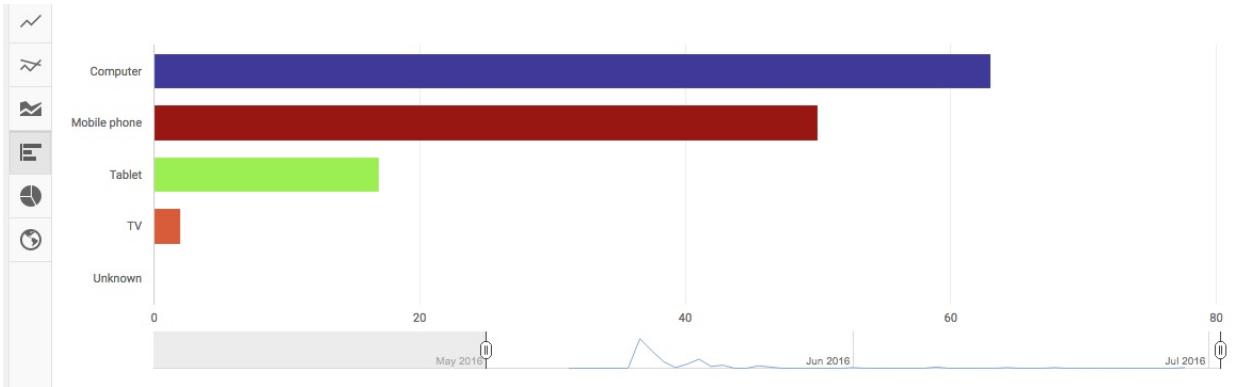
WATCH TIME (MINUTES) **530** VIEWS **132**

More metrics Show totals Show as % of totals



Device type Operating system

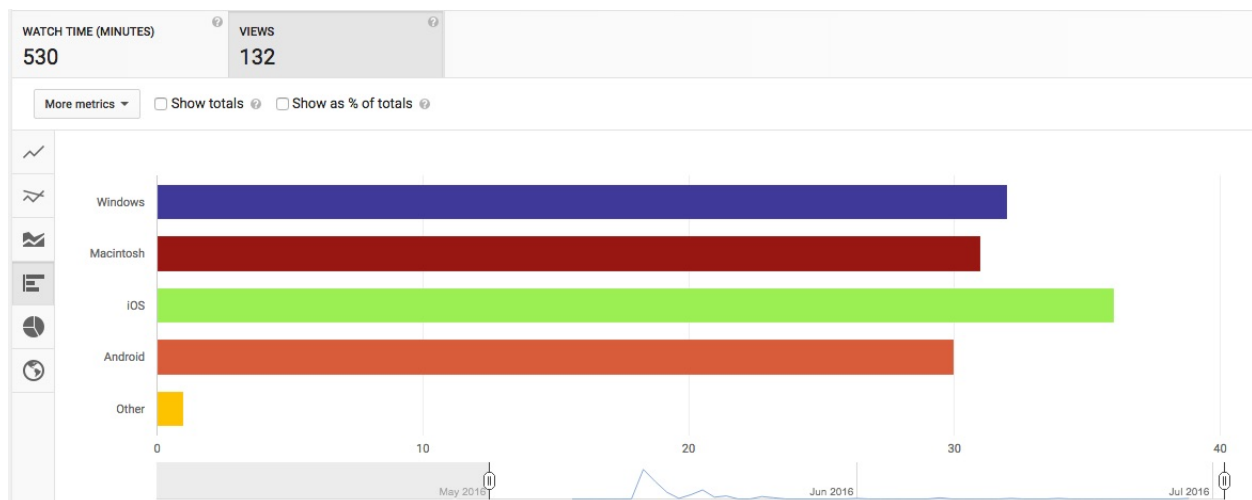
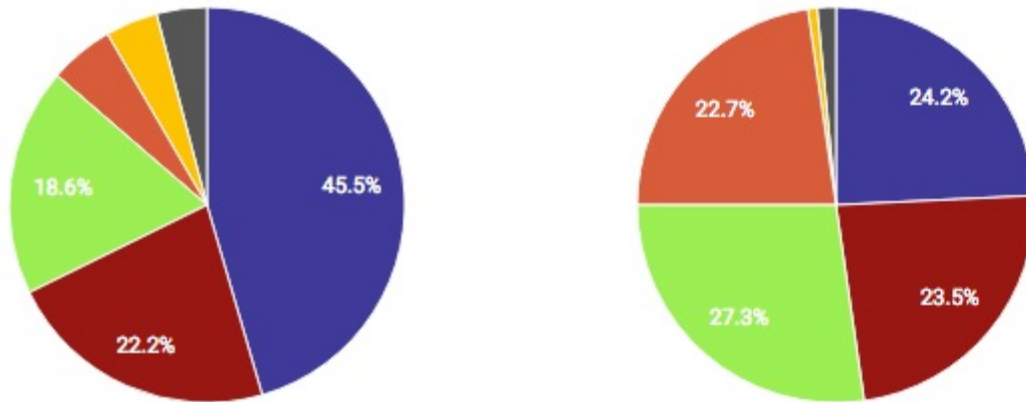
<input type="checkbox"/> Device type	Watch time (minutes) ↓	Views	Average view duration	Average percentage viewed
<input type="checkbox"/> Computer	359 (68%)	63 (48%)	5:41	12%
<input type="checkbox"/> Mobile phone	73 (14%)	50 (38%)	1:27	2.9%
<input type="checkbox"/> Tablet	56 (11%)	17 (13%)	3:16	6.4%
<input type="checkbox"/> TV	42 (8.0%)	2 (1.5%)	21:13	38%
<input type="checkbox"/> Unknown	0 (0.0%)	0 (0.0%)	N/A	N/A

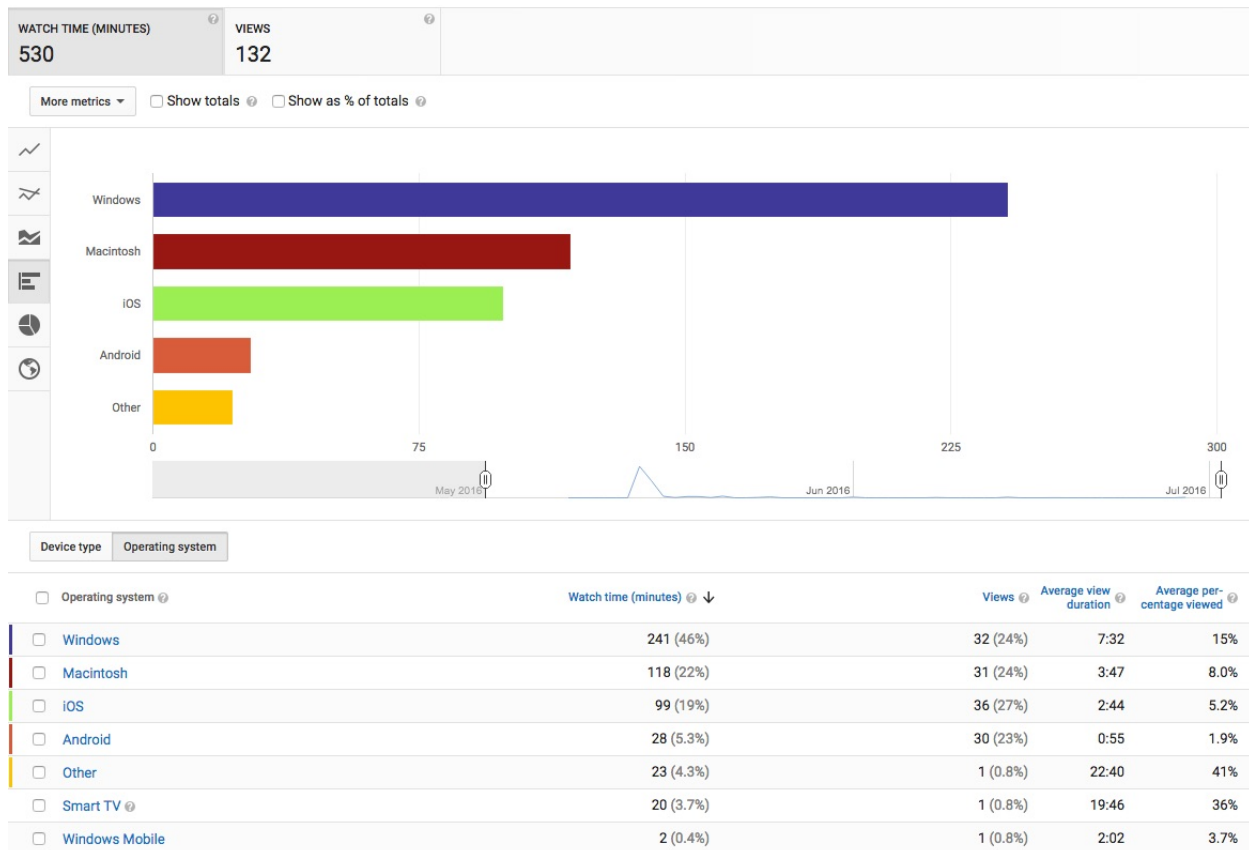


Operating Systems

Time Watched vs Views Received

Again with operating systems Windows taking a lion share of the time watched but Mac and iOS taking 51% of the viewing figure. (number of people watching)





Reaching out to New Audience and Retention

Recognised from the begin was the nature of the audience for this performance. There were no seats to sell and no target required audience capacity. The location of the performance area was in the main thoroughfare of Birmingham’s Bullring Shopping Centre. To reach out to an online audience took on two imperatives. One to encourage physical attendance and secondly to disseminate the information about FoodCrime to a wider audiences. To address this the following platforms were used.

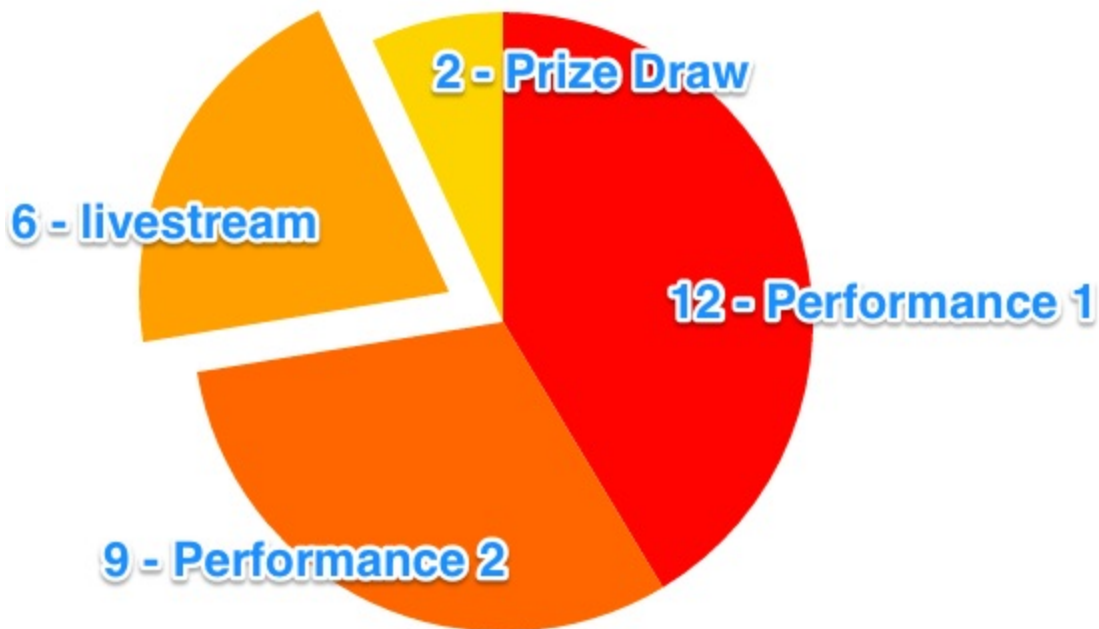
Eventbrite - [Event Page LINK](#)

Traditionally used to sell or promote events distributing a limited number of tickets Eventbrite has its own audience and an established mechanism to promote events across Facebook, Twitter and using its own embeddable elements for websites and blogs.

To encourage those intending to physically attend a 'goodie bag' was conceived to close the interest-participation loop and observe its success. This loop tracks awareness, engagement, sign up and turn out. It also provided a platform for promotional dialogue about the performances as well as the project's concept and origins.

This was primarily conceived to form the basis of a legacy audience in the absence of an existing audience database.

- 29 people registered an interest by signing up for a ticket.
- 175 tracked visits with 303 visits to the event page in total
- 129 visits and 6 sign ups came from The New Optimists website blog tracked link
- 4 visits from the tracked link in the press release
- 36 visits to the event page and 7 sign ups came directly from searches carried out in Eventbrite.



Details of the 29 sign ups include

- Name
- Email
- Postcode

A sign up from Hong Kong to watch the livestream can be tracked into the YouTube live stream figures.

Identified via data...

W Mok from Hong Kong watched for 53 minutes in 3 sessions (possibly refreshed browser window) watching on average for 17.36 mins at a time throughout the duration of the live stream to YouTube.

CITY ↓	ATTENDEES	ORDERS
Birmingham	9	7
Bristol	3	2
Central District (Hong Kong)	1	1
Coventry	3	2
London	4	1
Smethwick	3	1
Solihull	1	1
Stourbridge	1	1
Wolverhampton	1	1
Total	29	19

Goodie Bag

90 Goodie Bags were prepared containing

- Information flyer plus a tangerine and pear donated by Birmingham Indoor Market
- Postcards from Vamos Theatre Company
- 25% voucher for Cafe Rouge in the Bullring



-
- A voucher for a Glass of complimentary wine at Chaophraya - Thai Restaurant
 - 2 for 1 burger vouchers from Handmade Burger Co

30 Bags contained a copy of the book 'Sorting the Beef from the Bull' donated by the author's publisher.

These were all given away to those coming to collect them after signing up via the eventbrite page and the remaining bags being handed out by the volunteers who were gathering feedback on the street between and after performances.

2 books were retained to be used as prizes in a prize draw amongst all the people who signed up online. These have yet to be drawn and dispatched.

A £50 gift voucher was donated by Chaophraya - Thai Restaurant
and

An Afternoon Tea for Two was donated by Browns

The recipients of these gifts are yet to be drawn and announced.

Digital Swag

To those signing up and unable to attend physically the concept of digital swag was offered. The idea behind this was to collect together resources and reports relating to The Hand That Feeds performance, The Narrativium Projects and the Elliott Review to the audience. The contents and compilation of the download has never been formally finalised.

A suggestion would be a PDF document with links to

- Issuu eBook stacks - <https://issuu.com/newoptimists/stacks>
- Steller mini eBooks - <https://steller.co/newoptimists/foodcrime-the-musical>
- Information about the prize draw and a date for the draw
- Information with discount code for the Sorting the Beef from the Bull book offer

As of the writing of this report this has not been actioned. If no further discussion takes place regarding the Digital Swag it will be actioned on September 1st 2016

Steller

From the beginning the idea of releasing information relating to each of the 9 songs in real-time was suggested. This was realised using a storytelling app called Steller.

All 9 mini eBooks [can be found here](#), are embedded in the [Narrativium III project page](#), on the PCM scrapbook page and will be included as a link in the Digital Swag PDF.

Social Media

The approach to the social media was to quantify the existing profile of The New Optimists and build upon that foundation. Following the performance, legacy was the primary consideration, making The Hand That Feeds (Narrativium III) available on demand while ensuring The Narrativium Project foundation is consolidated as a whole and capable of being developed when necessary in the future.

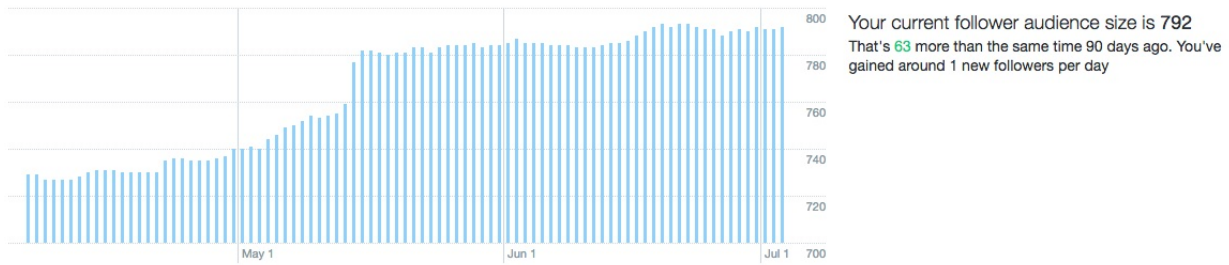
Twitter

Twitter metrics have been gathered using Tweetreach and Twitter's native account analytics. [Tweetreach report used for this report can be downloaded HERE](#)

@NewOptimists account stats for April and May 2016

During April and May 2016 The New Optimists gained 60 new followers. The snapshot graph below clearly shows steady build with a peak following the performance on May 14th.

APR 2016 SUMMARY		MAY 2016 SUMMARY	
Tweets	Tweet impressions	Tweets	Tweet impressions
49	8,554	126	31.1K
Profile visits	Mentions	Profile visits	Mentions
459	21	1,178	70
New followers		New followers	Tweets linking to you
16		44	4



Snapshot taken 5 July 2016 from twitter.com

Twitter Audience 'health check' over 4 months

Data taken 1 March 2016

Account	friends (reciprocal following)	followers (who listens to you)	following (who you listen to)
@newoptimists	246 - @newoptimists follows 246 accounts and they follow @newoptimists back.	724 - but 478 accounts follow @newoptimists that @newoptimists doesn't follow them back.	610 - @newoptimists is following 364 accounts, but they're not following @newoptimists back

Data taken 5 July 2016

@newoptimists	320 - @newoptimists follows 320 accounts and they follow @newoptimists back.	792 - but 472 accounts follow @newoptimists that @newoptimists doesn't follow them back.	708 - @newoptimists is following 388 accounts, but they're not following @newoptimists back
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Quantitative and Qualitative Growth

Watching, Listening to or Engaging with an audience on Twitter requires different administrative attentions. PCM, on this occasion focused on engagement potential therefore the 'friends (reciprocal following)' metric is the one worked upon directly using tools [Friend or Follow](#) and [Follow Tool](#).

The New Optimists gained 74 followers who can be contacted via Direct message. 60 new followers were gained over the monitored period engaging 14 followers previously not capable of dialoguing with the organisation directly using twitter's direct messaging.

Interest

A tweet appearing in anyone's Twitter stream contributes to the reach statistics calculated by Tweetreach. On the hastag #StopFoodCrime this was 108,156 with an exposure when interacted with by the reader via retweets or likes of 403,807 impressions.

Interaction

Actively clicking on The New Optimists Twitter profile link is the best metric we have (on this occasion) to provide evidence of direct interest the Twitter audience had in the absence of a specific strategically placed 'call to action'. **Visits to @NewOptimists profile page from March - June was 1,809.**

This breaks down as follows

- June - 93
- May - 1,178
- April - 459
- March - 79

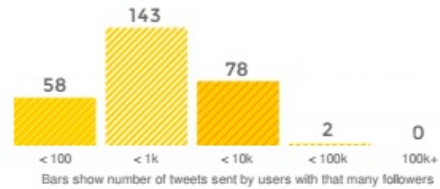
TWEETREACH SNAPSHOT FOR
#StopFoodCrime

ESTIMATED REACH

118,164
 ACCOUNTS REACHED

EXPOSURE

403,807 IMPRESSIONS

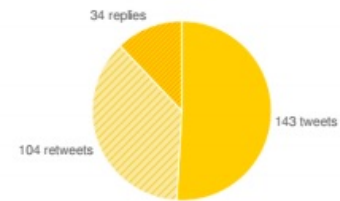


ACTIVITY

281
 TWEETS

87
 CONTRIBUTORS

10
 DAYS



The numbered list below shows the top 30 of 87 engagers with their contributing reach through the tweets they posted or retweeted. (BhamFoodCouncil listed at 47 with a reach of 1k)

1. pcmcreative - 80.8k	16. Pussia_Galore - 3.9k
2. thedancingflea - 66.4k	17. nickykylegarden - 3.7k
3. newoptimists - 52.5k	18. dosticen - 3.6k
4. BrumHour - 29k	19. TwoTowersAle - 3.4k
5. podnosh - 17k	20. passionpreserve - 3.4k
6. doctorblooz - 13k	21. paula_mcintyre - 2.7k
7. beatfreaks - 12.1k	22. mdoiness - 2.7k
8. Defnetmedia - 11.2k	23. matthewlcannon - 2.5k
9. NCASS_UK - 8.2k	24. QUBFoodProf - 2.4k
10. Graerose - 6.3k	25. ClaudiaMElizond - 2.4k

11. MKMRogers - 6.3k	26. ernmander - 2.3k
12. mezipacker - 6.3k	27. gallimaufrey777 - 2.3k
13. FulltotheBrum - 5.8k	28. urban_formation - 2.3k
14. stanscafe - 5.6k	29. BrownsBHam - 2.3k
15. GavinWJYoung - 5.1k	30. RJCrayton - 2.1k

Top Tweets in May (from Twitter's native analytics)

NewOptimists @newoptimists
 The Hand That Feeds - musical intro video is now online - <http://bit.ly/1r1ea5t> #StopFoodCrime ^Cj



Impressions	1,688
Media views	4
Total engagements	34
Link clicks	9
Retweets	7
Detail expands	7
Media engagements	4
Likes	4
Profile clicks	3

Top mention earned 52 engagements



Jonathan Holloway
 @JHollowayPlays · May 14

.@newoptimists @Graerose loved my day trip to Brum to C The Hand That Feeds. Stirling work. X pic.twitter.com/frfJOyBOCu



↩ 1 ↻ 2 ❤ 6

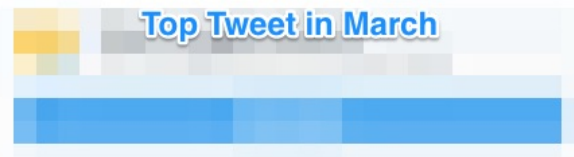
Tweets were collated from the day showing the audience's participation through Twitter. Tweets from March through to the the performance and a few days beyond are drawn

together in a Storify document created by Mez Packer, The Hand That Feeds lyricist.
<https://storify.com/mezpacker/the-hand-that-feeds>

At the time of compiling this report it had received 202 views

Top Tweets from March, April & June. (from Twitter's native analytics)

NewOptimists @newoptimists
@ActorMiles @Graerose @mezpacker @saracolman
@KILNensemble @VamosTheatre @pcmcreative More on
#StopFoodCrime by @FT <http://on.ft.com/1SqoOvz>



Impressions	1,262
Total engagements	35
Detail expands	14
Link clicks	8
Profile clicks	6
Retweets	3
Likes	3
Replies	1

Top mention earned 10 engagements



SouthOfEngland
@hernameis__RIO · Mar 7

OMG I can't believe it - all my worlds have collided 😊 #FoodCrime : The Musical.
@newoptimists
newoptimists.com/2016/03/06/sto...

🔗 2

NewOptimists @newoptimists
New Blog Post: What is Food Crime? Birmingham is leading the way. <http://bit.ly/1qAWj57> #StopFoodCrime #foodfraud ^Cj



Impressions	889
Total engagements	7
Retweets	4
Likes	1
Hashtag clicks	1
Profile clicks	1

Top mention earned 25 engagements



Nicola Temple

@nicolatemple · Apr 25

So...the flyer for the **#foodfraud** musical came across my desk today. See you there **@newoptimists!** pic.twitter.com/JTFJZmkiru



↩ 3 ↻ 5 ❤ 4

NewOptimists @newoptimists
#StopFoodCrime musical seen by thousands, yay!
<http://bit.ly/1UnwSf5> @jammy_vloggers @TheWingsFamily My favourite song: Vodka Rap



Impressions	755
Total engagements	13
Retweets	5
Likes	4
Link clicks	3
Detail expands	1

Top mention earned 1 engagements



Wings-PerformingArts

@Wperformingarts · May 18

Thankyou so much **@newoptimists** for letting our staff members get involved with your live show! We cant stop singing the songs! James O'Hare

❤ 1







































Other Social Media

Facebook Page - <https://www.facebook.com/newoptimists/>

Likes growth from March - May

- March - 113
- April - 118
- May - 177

■ Reach: Organic/Paid ▼
■ Post Clicks ■ Reactions, comments & shares ▼

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/05/2016 20:02	 First full day of rehearsals. The flyers are very happy yellow.			1.3K 	60 46 	Boost post
29/04/2016 12:46	 The Hand That Feeds - musical intro video is now online - https://			1.1K 	54 23 	Boost post
22/04/2016 14:24	 Our producer Charlotte. Look out for posters in The Bullring @ B			667 	35 30 	Boost post
03/05/2016 11:40	 Are you Social Media Savvy? Do you love posting and sharing to			588 	19 8 	Boost post
11/05/2016 11:55	 On Saturday, at this time we will be ready to perform for the first ti			401 	20 51 	Boost post
05/05/2016 20:48	 The #StopFoodCrime creative team meeting the Chior at Castle			359 	44 11 	Boost post
07/06/2016 13:03	 #StopFoodCrime musical seen by thousands, yay! https://t.co/2g			307 	9 12 	Boost post
09/05/2016 14:59	 Just delivered, We have 30 copies of Sorting the Beef from the B			298 	5 8 	Boost post
11/05/2016 21:40	 Planning to see the #StopFoodCrime show on Saturday? Passin			296 	10 10 	Boost post
29/04/2016 12:14	 On our very first production day back in March the company hear			253 	18 12 	Boost post
08/05/2016 19:28	 #StopFoodCrime... Is it really what it says on the tin? Profit vs Pr			241 	8 3 	Boost post
14/05/2016 21:40	 Our #StopFoodCrime creative team each wrote a blog post to sh			185 	8 5 	Boost post

Facebook Page screenshot taken from Insights > Posts > Reach

Instagram

An Instagram account was created for The New Optimists during this Narrativium III project
No metrics are available.

Periscope

The second performance of The Hand That Feeds was livestreamed through livestreaming app Periscope. The recording is hosted on PCM Caron Lyon's YouTube account <https://youtu.be/OF3LByINjuY>

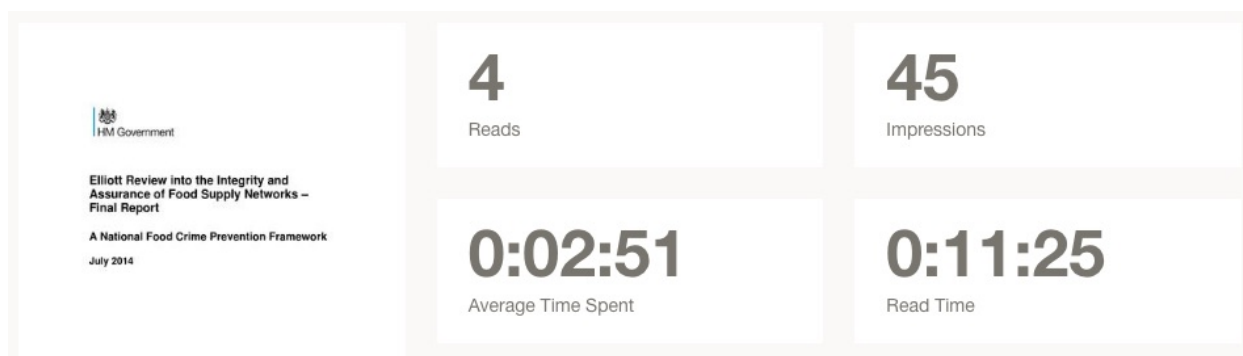
45 people watched live and 9 has since watch the a replay.

Issuu

Issuu is a social media platform to share PDF documents. An account was created for The New Optimists and documents relevant to the StopFoodCrime project were found to exist on the platform. Publicly available documents available in PDF form were uploaded too.

Profile URL - <https://issuu.com/newoptimists>

Embedding documents from here provided a page turning e-version of the document and enables tracking of visits to the document.



This is the stats for the [Elliott Report embedded in the Narrativium III page](#). It's been 'called' (the Narrativium page has been viewed containing the embed) 45 times. 4 times it has been clicked receiving a total read time of 11mins 25secs and an average attention of 2mins

51secs. With a subscription to Issuu further metrics are available, currently only a free account is active.

Flickr

6 Albums were created.

<https://www.flickr.com/photos/125953371@N07/albums>

- The Hand That Feeds - Company
- The Hand That Feeds - Performance Day
- The Hand That Feeds - Rehearsal
- Castle Vale Community Choir
- Birmingham Indoor Market

This report contains metrics relating to the activity online predominantly during April and May 2016 relating to The New Optimists Narrativium III project “The Hand That Feeds” and its hashtag #StopFoodCrime. Notes and documentation listing social media accounts and media assets generated and stored with PCM is available on request. Assets will be maintained in current form up to 2020 (5yrs). Additional work such as editing may incur additional fees.

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5th July 2016

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