



# the dodo

## Social in Media Publishing: The Dodo

**PROBLEM:** Seeking quality data to determine important social KPI metrics

**SOLUTION:** Data driven insights leading a cross-platform content strategy

**RESULT:** 737% spike in engagement on Facebook video in five months

The Dodo, a website created for animal lovers and rights issues, needed social intelligence to determine social KPIs in order to increase reach, engagement and referrals.

With Shareable, The Dodo was able to evaluate the key drivers of success, leading to a significant growth in shares, engagement and web traffic.

### THE CHALLENGE

- Lack of visibility into content strategy across social platforms
- Social referral traffic needed a boost
- No historical data to set team KPIs

### THE SOLUTION

- Created and posted Facebook video content
- Insights into cross-platform content strategy including post frequency, cadence and type of post to set overall strategy
- Content topic analysis across social platforms

### THE RESULTS

- 737%: Spike in engagement on Facebook video in five months
- 347%: Growth in shares on Facebook content in five months
- 225%: Increase in Facebook & Instagram content
- 21%: Month over month increase in Facebook returning engagers