

**Dash Social Media Report**  
**Analysis and Recommendations**  
**August 2016**

**Report Outline**

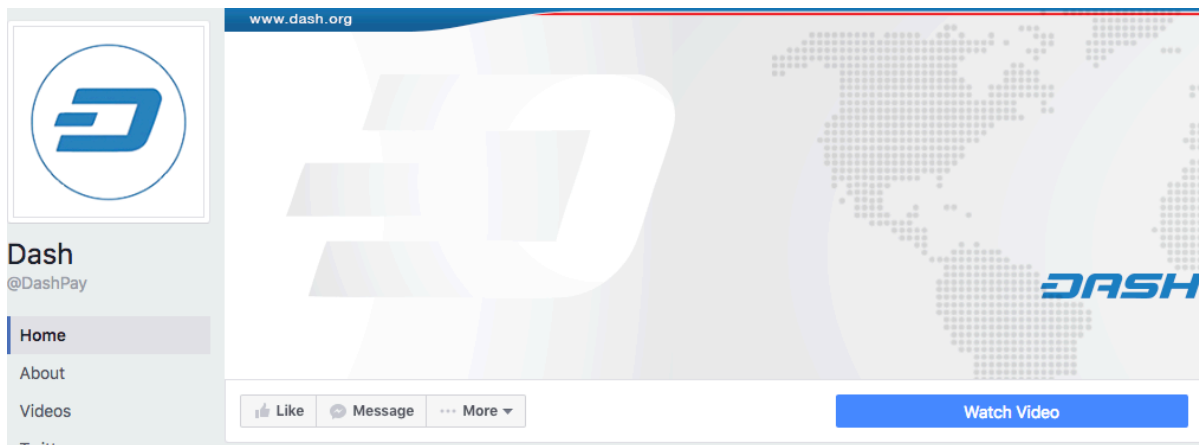
This report aims to provide the Dash team with an analysis of the current Facebook and Twitter profiles and recommendations on how these channels of communication could be improved.

When analyzing a social media platform, both the design of the profile and the content used are the two most critical elements. Just like a website, social media profiles are another channel for interested parties to learn about a company or organization, more specifically who they are and what they do. For this reason, consistency in both design and messaging is crucial.

When we talk about design we refer to the graphics used on the site. This includes both the profile picture and cover photo. Content, on the other hand, can be either written content or else imagery, videos or infographics used on posts.

**Analysis and Recommendations**

**Facebook**



Total number of likes: 8,680

Average number of posts per month: 57

Average number of likes per post: 21

Average number of comments per post: 1

Average number of shares per post: 4

### Design:

- Both the profile picture and cover photo are consistent with the brand image.
- No recommendations necessary.

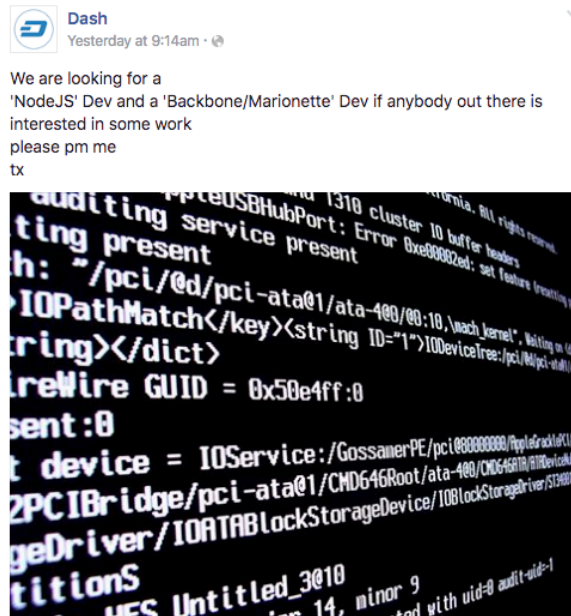
### Content:

- The current images and videos used on the Dash Facebook are excellent.
- However, there is a clear problem with the tone, quality and consistency of the written content.

*Problem:* There is no professional brand voice which is consistent throughout each post.

*Recommendation:* Dash needs to decide on what tone of voice it wants to portray over social media. Will it be a serious and corporate tone or a little more casual and light? There also needs to be a level of professionalism with both the choice of wording and the grammar and spelling.

*Example:* “We are looking for a 'NodeJS' Dev and a 'Backbone/Marionette' Dev if anybody out there is interested in some work please pm me Tx”



*Recommended post:* Are you someone with experience in NodeJS Dev and Backbone/Marionette Dev who also wants to work with an exciting company? We might just have the position for you! Get in touch via: \*insert email\*

*Problem:* There is not enough of a mix of content being posted on the page at present.

*Recommendation:* Draft monthly social media content calendars which outline the posts which will be flagged each day.

Wachsman PR recommends the following breakdown of content for the Dash Facebook page:

1. Dash company announcements → 60%  
(This includes development updates; announcements; links to Dash in the press; team news; community updates etc)
  - Example: We are proud to have been featured in this article regarding <INSERT STORY NAME> in <INSERT PUBLICATION> Read more about the news via: <INSERT LINK>
2. Industry news → 30%  
(This includes links to news articles or reports in the industry which will educate, inform and be of interest to the Dash audience.)
  - Example: Have you heard the news that <INTERESTING NEWS STORY ABOUT BLOCKCHAIN> from <INSERT PUBLICATION>? Check it out at <INSERT LINK>
3. Dash promotional posts → 10%
  - Example: Our Dash Swag inventory is fully stocked up and ready for fall. Take a look at <http://www.zazzle.com/dashswag>

## Twitter



Total number of followers: 10.5k

Average number of tweets per month: 32

### **Design:**

*Recommendation:* change the profile picture logo to be consistent with Facebook.

### **Content:**

*Recommendation:* Edit the Twitter bio to read –

“Dash (DASH) is an open sourced, privacy-centric digital currency with instant transactions. Quite simply, Dash is Digital Cash! #Dash”

The choices for hashtags are great, as they serve a purpose and are very strategic.

*Recommendation:*

- Continue using #Dash, #DigitalCash, #Crypto, #Bitcoin
- Continue to use hashtags that pertain to topic of posts e.g. #governance, #meetup, #merchandise

The use of both pictures and videos are effective.



*Recommendation:* Develop system for how many posts per week will contain pictures or videos to therefore maintain an even spread of media.

*Recommendation:* Aim to tweet eloquently by improving language, especially when responding to other tweets.

*Example:* "Tx for the news !!" - Jun 22 post → "We appreciate it!" or "Thank you for the news!"