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BTW490
Professor Gallagher
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GIRLS NEXT DOOR DATA ANALYSIS

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BTW 490
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I.   Background – Girls Next Door

Girls Next Door a Cappella (GND) is an organization that promotes inclusiveness among vocal female students at the University of Illinois at Urbana-Champaign. Founded in 1971, Girls Next Door is an all-female a cappella group that consists of thirteen women who share a similar passion for music and performing. The purpose of the organization is for women on campus to vocally express themselves through recreating songs of nearly all genres.

In their various performances, the women of Girls Next Door strive to captivate students at the University of Illinois, residents within the Champaign-Urbana area, members' families and friends, and a cappella alumni. Currently, the primary audience that the organization attracts at their events is the members' close family and dedicated friends, which they would like to expand in order to fill more seats at the various venues performed in.

II.   Problem Definition – Venue Attendance

One of the leading problems of the organization is that not enough seats are currently being filled in venues, which has led to decreased profits after spending money on renting out locations (See Figure 1). Thoroughly analyzing this problem, we have contributed this issue to three main factors: lack of audience attraction, inconsistency with social media postings, and difficult online merchandise access. Through this report, we aim to provide recommendations for improving these areas, meanwhile offer concrete evidence through use of a recently conducted survey and multiple visuals to display the logistics.
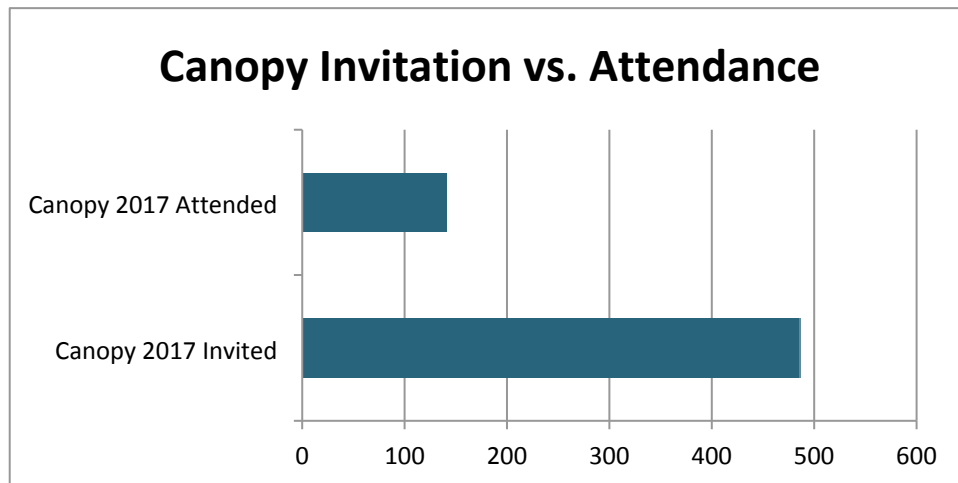

(Figure 1) It is clear from this graph that though news of the event may reach a good number of people, a significant number of them are not following through by attending the event.

The survey served to gain insight as to how to drive up sales/exposure of the organization. We surveyed members of GND, so the questions specifically pertain to improving an organization that they are passionate about, and hope to improve for future generations. By solving the

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problem of venue seating, we ultimately hope to reach a broader range of individuals within the Champaign-Urbana community and get more on-campus students to come to shows, increasing profit.

The issue of audience attraction is mainly due to the fact that no flyers or chalk announcements are posted outside of the campus area. This means that people in the Champaign-Urbana towns are not receiving information about upcoming performances, therefore limiting the organization's opportunity to attract nearby audiences. Additionally, there is inconsistency with the social media sites of Twitter and YouTube. Whereas Facebook and Instagram consistently post countdowns before big events, the tweets and videos posted have notable periods of little to no interaction with other users, or any sign of activeness. This is an issue because no social media presence is better than an inconsistent one, as it turns followers away. Lastly, the website used to sell Girls Next Door merchandise has not been recently updated, and users are unable to buy the CDs or t-shirts for sale. In order to support the organization, users must directly email the business manager and place and order through email.

After analyzing the results of our survey within Girls Next Door, the results we found were consistent with the lack of outreach the group engages in (See Figures 2 and 3).
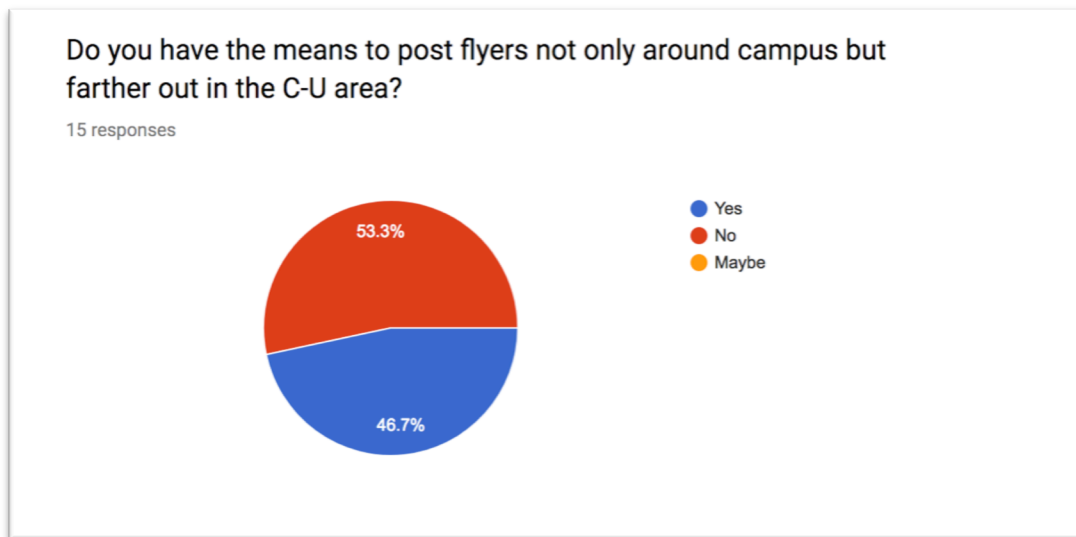
(Figure 2) Results from a survey of the members of Girls Next Door regarding their engagement in promoting the group throughout the C-U area, specifically their access to transportation (i.e. having a car on campus).

Less than half of the girls have access to transportation they could use to spread flyers around in the community, and less than half of that group is actually willing to put in the work to do so.

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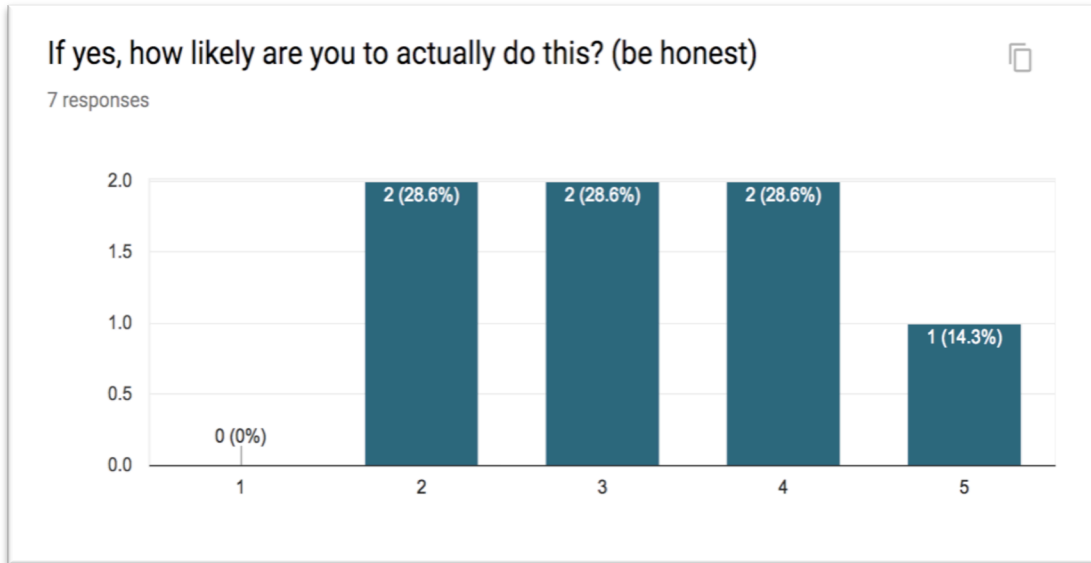
(Figure 3) Results from a follow-up question to Figure 1, pulling from the group that has access to transportation in order to gauge the likelihood of those members using it to spread flyers around the C-U area.

As a result, the greater community is not aware that the group is having a show, because the only people seeing any advertisement about the show are already following Girls Next Door on social media.

III.   Social Media – Post Analysis

The current posting practices of the organization are consistent on Facebook, Instagram, but there is a lack of consistency and interaction on Twitter and YouTube. Figure 1 depicts the attraction of each social media outlet according to follower count.

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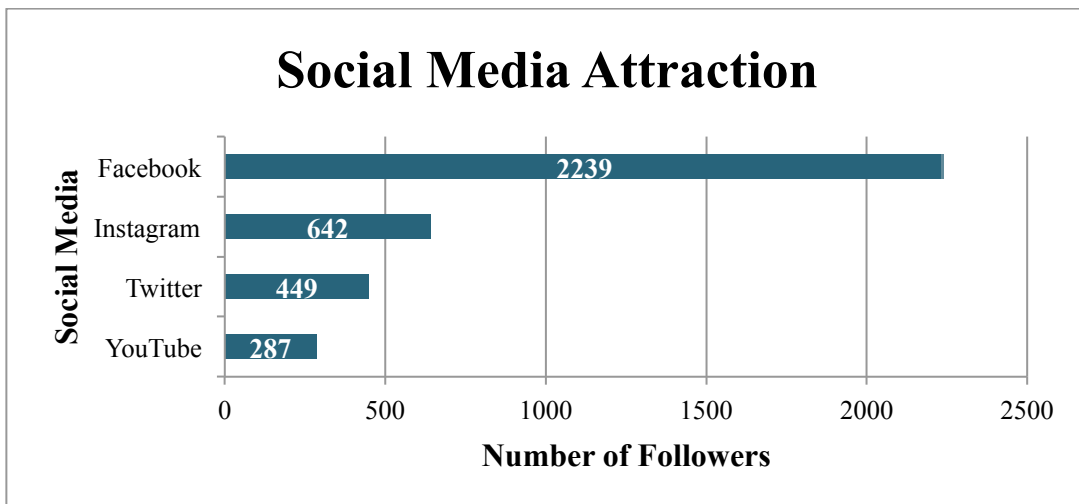
(Figure 1) A comparison of followers across the social media sites of Facebook, Instagram, Twitter, and YouTube as of November 15, 2017.

Figure 2 demonstrates that the number of postings on each social media platform is directly correlated to its attraction in Figure 1.

Social Media Postings

Number of Postings

Facebook	12
Instagram	7
Twitter	6
YouTube	1
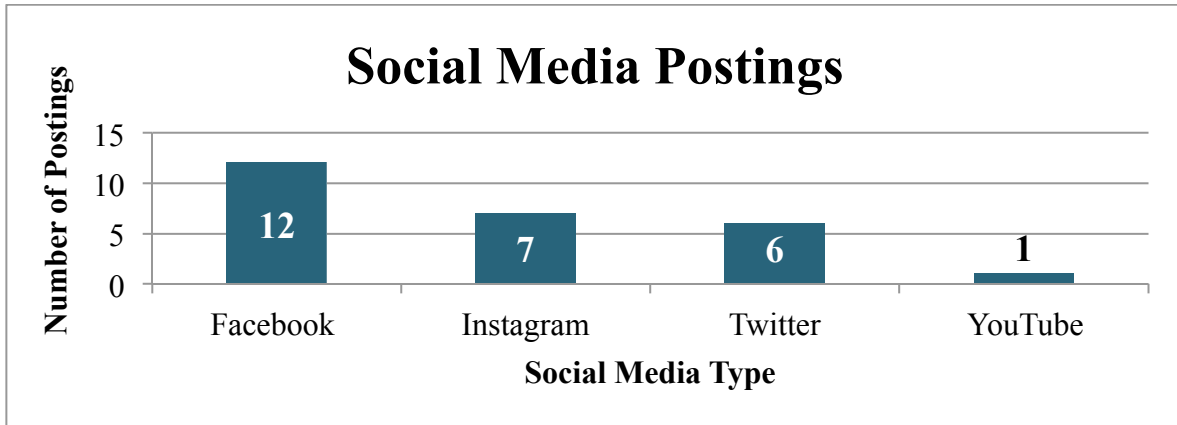
Social Media Type

(Figure 2) A comparison of postings on each social media site within a 28-day period (October 12, 2017-November 9, 2017).

The people reached on GND's Facebook page within a 28-day period (from October 12, 2017 until November 9, 2017) is at an evident decline (See Figure 3).

Facebook Awareness

People Reached (Thousands)
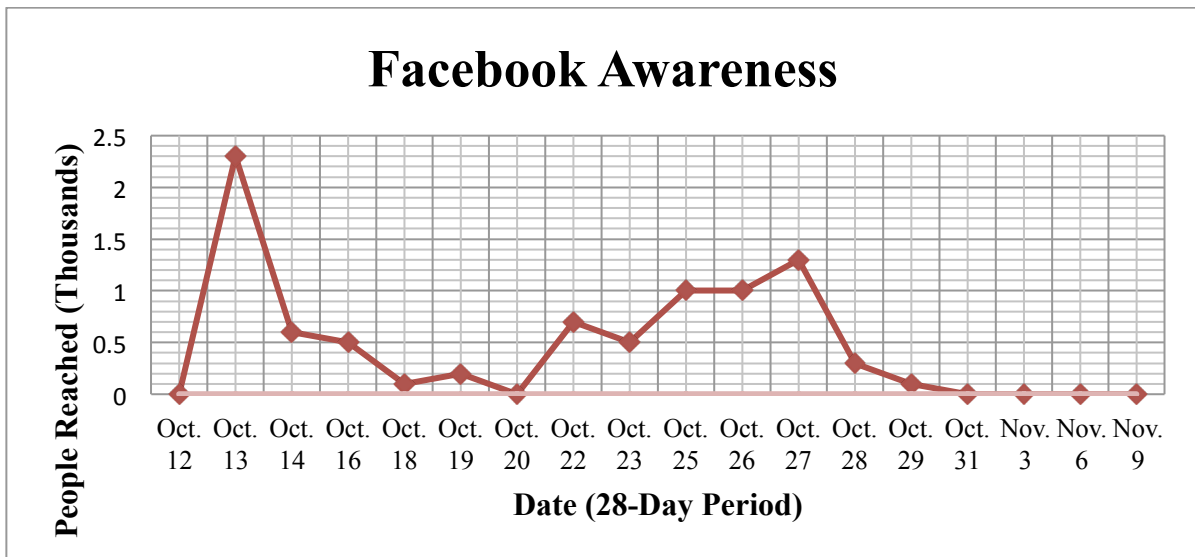
Date (28-Day Period)

(Figure 3) Number of people being reached on Girl Next Door's Facebook page within a 28-day period.

The highest amount of people being reached was in the middle of October, which we believe was in large part attributed to Girls Next Door's fall event, Acatoberfest. Prior to this event, there was a countdown of postings that included videos and photos on the Facebook page, which might have attracted viewers more so than the posts that followed the performance; these did not give

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any significant details or information about upcoming events or photoshoots. Acatoberfest took place on October 27, 2017, and there were no postings from the time of the show date until November 4, 2017 – this is shown through the drastic decline in Figure 3. It's important to note that there are several YouTube links attached to the posts on Facebook, which is great for increasing attention to the YouTube page; no other sites reference one another.

There has not been significant effort put into judging when to post on Facebook, which is important for garnering early engagement to keep the post relevant according to Facebook's algorithm (See Figure 4).
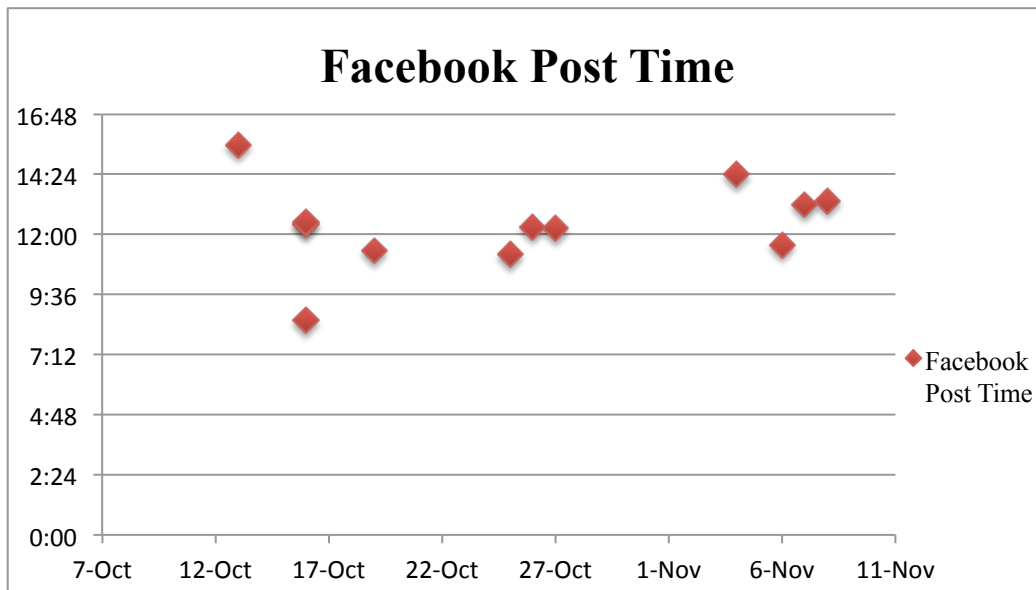

(Figure 4) Time period during which Girls Next Door posted on Facebook. Between the dates of October 13 and November 9, the page only posted 12 times, and most commonly between 11 a.m. and 3 p.m.

As soon as content is posted, Facebook tracks how quickly people engage with it in relation to how long it has been public. The longer the post goes with minimal engagement, the more quickly it will sink farther and farther into people's feeds, eventually becoming lost.

As is shown in Figure 4, Girls Next Door has been posting mainly in the early afternoon, between 11 a.m. and 3 p.m. This is not the most advantageous time to be posting, because a large portion of the page's audience is either in class or at work during those times and will check Facebook until hours later, when the post has already aged significantly. If they want to attract more early engagement and see their posts right away, it would be beneficial to post around 5 p.m., when most people have finished their day and have time to browse through Facebook. The early morning, when people are waking up and checking their phones, is another potential option, which leaves the whole day for the post to gather more attention.

The Instagram page for Girls Next Door is consistent with posts that include group photos at events, gigs, social gatherings, and of each member's birthday. There is an apparent countdown usually about a week before each show, which parallels the posts on the Facebook page; however

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their Instagram only posted 1 video (Post 3) out of the 7 posts during the 28-day period, as opposed to the 4 on Facebook. While the number of likes is fairly consistent, there are about 500 users (out of the 642 total) that are not physically liking the account's pictures (See Figure 5).
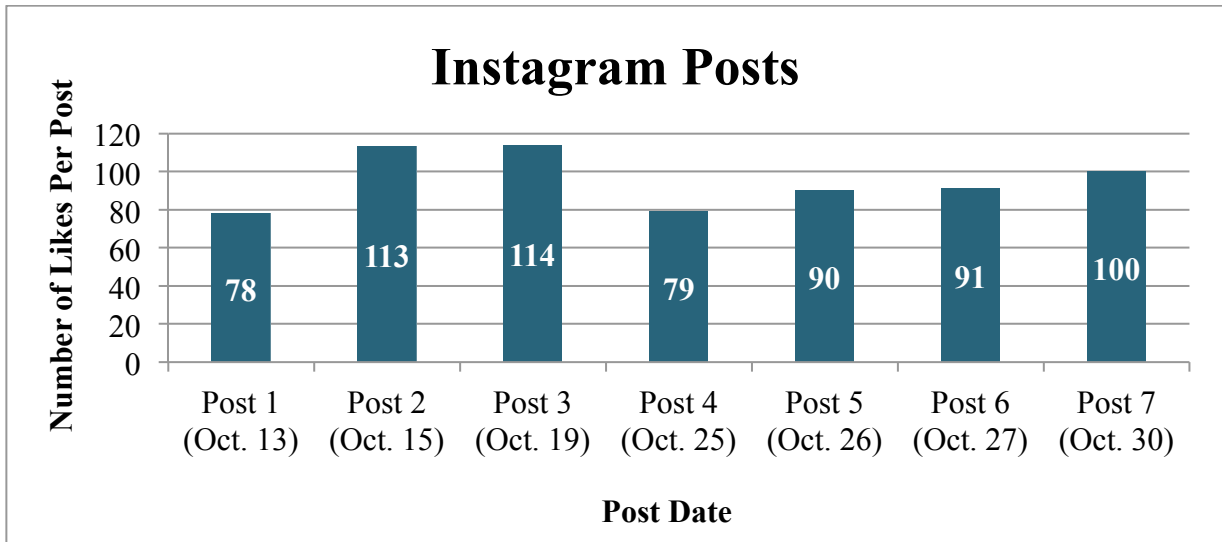

(Figure 5) Number of likes per Instagram photo during the 28-day period (October 12, 2017-November 9, 2017).

Further investigating their social media, the Girls Next Door Twitter page was created back in 2011, yet only has 466 tweets as of November 2017. The tweets primarily consist of pictures that receive an average of 1 retweet and 3 likes per tweet, which is incredibly low. Additionally, the page has little interaction with other users, as shown by seldom retweeting of other accounts or mentions (See Figure 6).
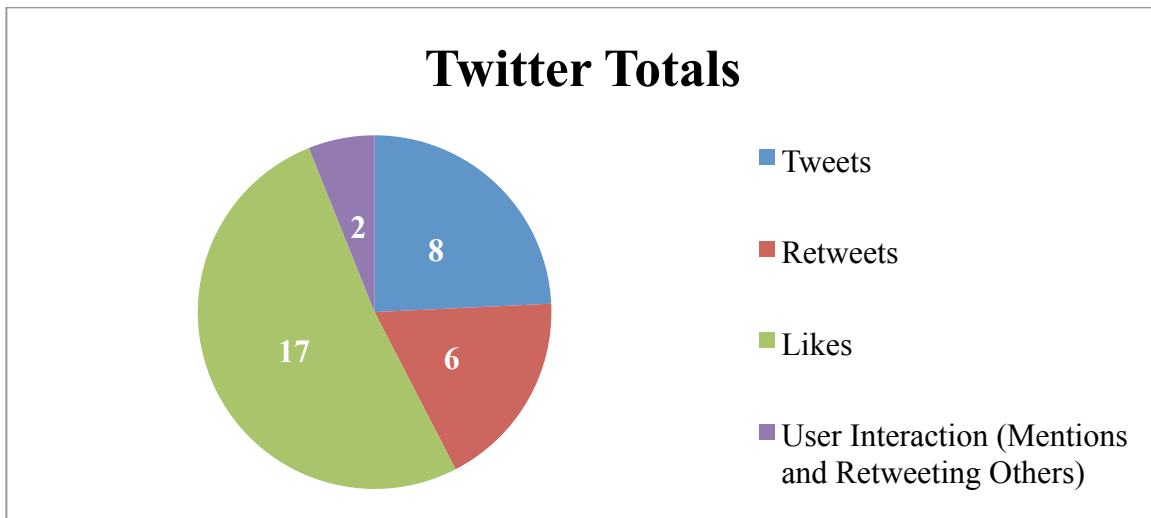
(Figure 6) Breakdown of Girls Next Door's Twitter page into total number of tweets, retweets, likes, and user interaction from October 12, 2017 until November 9, 2017.

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GND's Youtube page as of November 15, 2017 has 287 subscribers, totaling 179,970 views since the account's creation in May 2007. Within the previous six months, the average number of views for videos on this site is 139, a significant indicator of low user engagement derived from inconsistent postings. This inconsistency is depicted below, as the one-year span evidently has some periods of time where no pictures/videos were posted (See Fig. 7).
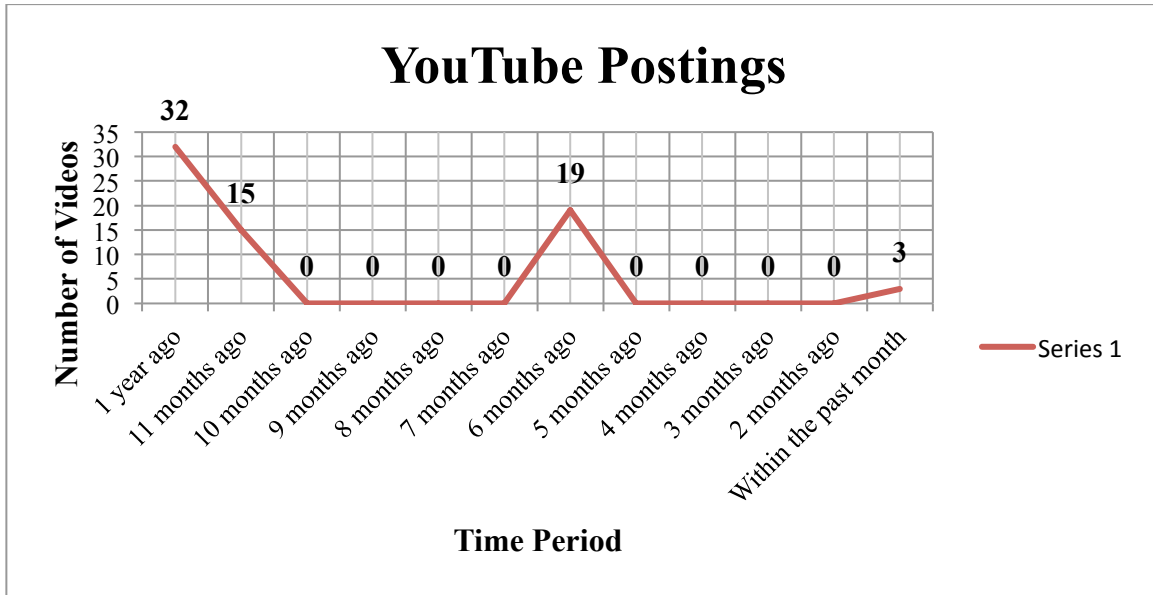
(Figure 7) Within a 1-year period, the data shows a clear inconsistency in posting on the YouTube page through a monthly breakdown.

The chart is indicative of a notable inconsistency within the account's management, specifically during the periods of January-April and June-September, where there are no postings. This could be attributed to the fact that the videos get posted after big shows and events, which occurred 6 months ago (in May) and within the past month (in October). The number of videos posted at one time is also an issue because subscribers go from having no new content to having 10+ videos posted at one time, as shown in Figure 7. The influx of information is overwhelming and individual videos will get fewer views if entire shows are posted in bulk. There are also various repeat videos posted of the group singing the same song for different occasions. It does not help Girls Next Door's YouTube presence to have multiple versions of the same song. It would be better to have one featured video of that song that can be boosted and gather all the views.

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IV. SWOT Analysis

STRENGTHS:	WEAKNESSES
- Versatility of repertoire as far as genre and implementing new and old songs as well as the mobility of the group to perform for a wide range of audiences keeps them relevant and desirable - Online representation is clear and welcoming – girls smiling and laughing, look like a family, which is attractive to potential members - Photoshoots are in well-known locations, making the group recognizable and relatable to the college audience - Instagram presence is very strong, posting regularly and (in general) effectively for promoting the group	- Lack of reach on the internet – audience has not expanded much over time and consists mainly of college students and the members' families - Inconsistent posting, overload of information through multiple posts at one time, and inconsistent efforts in expanding the group's social media audience have left the pages plateauing in growth - Not enough effort put in by each individual member of the group to spread Girls Next Door's presence throughout the community. 90% of members were only pulling between 0 and 7 of their own friends to each show, with 33% only bringing between 0 and 3
OPPORTUNITIES	THREATS
- Charge more per minute for performances in order to keep up competitively with the other groups as well as maintain the elite appearance of the group – 75% of the group thinks that putting that new practice in place would be beneficial to the group and increase profits significantly - Easy and cheap ways to boost posts through Facebook in order to reach a wider audience – a few dollars could spread a post to thousands of people, which could in turn increase attendance and profit, easily making up for that small expense	- Watch the other groups with which Girls Next Door competes for attention, attendance, and favor in the community - Currently 9 functioning a cappella groups on the University campus, and they are all in constant competition, whether officially in the ICCA competition or just within the community, competing for attendance at shows or engagement on social media - Look at what is working for groups that are having more success than them

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V. Recommendations

Reflecting on the current practices of Girls Next door, what is ultimately missing is active, consistent social media engagement and reaching a larger audience outside of the families and close friends of the members. There is not enough engagement with the larger community, and not enough effort put in by the individual group members to advocate for the group outside of social media.

In regards to the success of similar organizations, it appears that charging more per minute of the performance has allowed them to receive a better profit. Other groups are also advertising and charging a great deal to purchase their arrangements of songs they have performed, gaining a significant profit in that way. Currently, Girls Next Door charges $15 per arrangement; others are charging in the hundreds. Further, one group participated in an a cappella documentary, which increased their reach and gave them something to advertise at each show (Sing it On).

In the future, it would help the group enormously to put more effort into posting multiple days per week, boosting their individual posts to reach a larger audience, and spreading out bulk content as not to overload the viewer and put a spotlight on individual posts to gain more engagement. There could be more effort put into strategizing about time of day for each post in order to gain more engagement soon after the content is posted. Increasing accessibility on the website will also help gain more engagement with the site and profit on things like arrangements and merchandise. In addition, it would be helpful to observe the practices of other successful a cappella groups and think of ways to use those to influence Girls Next Door's practices.

Even though the internet is an extremely useful and extensive tool to reach people, there is much to be said for community engagement and spreading out advertisements to the Champaign community. If individual members took advantage of their access to transportation and used it to pass out flyers and information around the greater C-U community, those people who are already in the area will be more likely to attend shows, thus driving up the profit.