



Giving Tuesday Japan

Online Media Report



Reporting Period
Jan 2023 - Dec 2023

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Table of Contents

02	Table of Contents	08	Engagement Metrics
03	Message From Our Leader	09	Targets
04	Achievements	10	Strategies
05	Top Performing Posts	11	Summary
06	Audience Reports	12	Contact
-07			

MESSAGE FROM OUR LEADER

WHAT IF WE TOLD YOU, YOU ARE CHANGING THE WORLD RIGHT NOW? WOULD YOU BELIEVE IT?



Countless organizations, schools, government offices, and regular everyday people across the land have joined together to spread kindness in their everyday lives. So naturally, our goal for the first year has been reaching out to as many of those willing to join the cause and participate in the Global Day of giving.

It has not been easy as our team is still small, yet mighty, but we are confident that in the coming years, the transition into national advocacy will be a successful one.

2023 served as a foundational pilot year to gather insights and ideas for how we could leverage the GivingTuesday movement to promote a culture of giving in Japan.

The core goal of GivingTuesday Japan is to have one place, one site, in multiple languages, for anyone in and outside of Japan interested in participating in any of the organizations or events tied to Japanese humanitarianism to come together effortlessly.

It has been a busy few couple of months with making sure that the people know we are here, we are legitimate (and here to stay), but above all, it has been extremely rewarding, and we can't wait to see what the future brings.



Jasmine Tsunoda

Japan Global Team Leader
CEO and Founder of
Tsunoda Stylings

Achievements

Campaign Highlights



Though we had a slow start since we officially launched our online media from May 2023, the results of our online presence has surpassed any outcomes we ever could have imagined. We had a great spike in engagement on both our website and social media pages that has encouraged us to pivot our strategies.



Impressions
3,454



Engagements
83



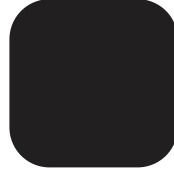
Site Sessions
299



Partner Sign ups
3



Blog Post Views
722



Social Media Followers
259

Top Performing Blog Posts



POST 1

10 Charity Organizations in Japan that YOU can get involved with!

Views	304
Google Clicks	59
Impressions	687



POST 2

Fit Charity Run 2023 - Japanese Version

Views	93
Google Clicks	13
Impressions	1,139



POST 3

Happy Pride Month - Japanese Version

Views	35
Google Clicks	2
Impressions	446

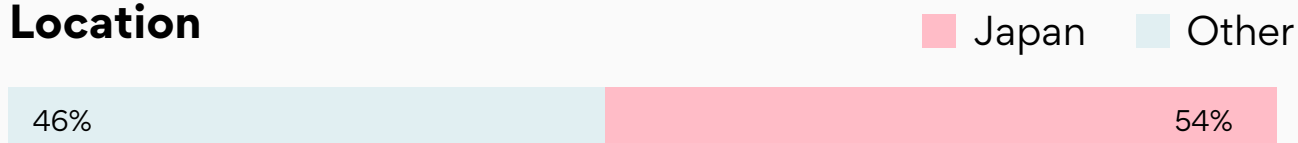
It is no surprise that our top three blog posts on our websites happened to be the main three topics we have decided to focus on going forward with our media strategies. Charity and organization information, events and holidays along with Japanese culture education. We launched our Google Business Profile and optimized our website SEO which has made it easier for those searching on Google to find us on the first try.

Audience Reports

Highlight: The audience in Japan increased with the editions of translating our blogs into English and Japanese.

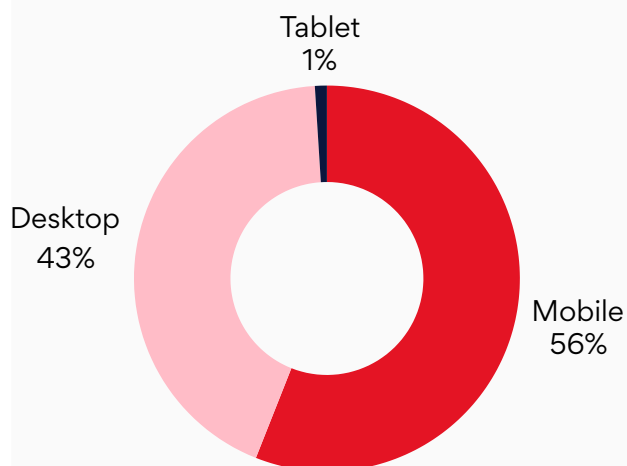
In the beginning of the year over half of our site views are coming from outside of Japan. When we began focusing more of our efforts on bi-lingual (English and Japanese) blog and social media posts we saw a spike in engagement from within Japan on all of our Japanese content. As well with the help of our partners tagging, reposting and sharing cooperation.

Location



***We only get traffic data from visitors who accept the cookie consent policy.**

Device



Top Google Searches

Giving Tuesday

ギビングチューズデー



japanese charities

charities in japan

fitチャリティラン

blood donation japan

Active Times

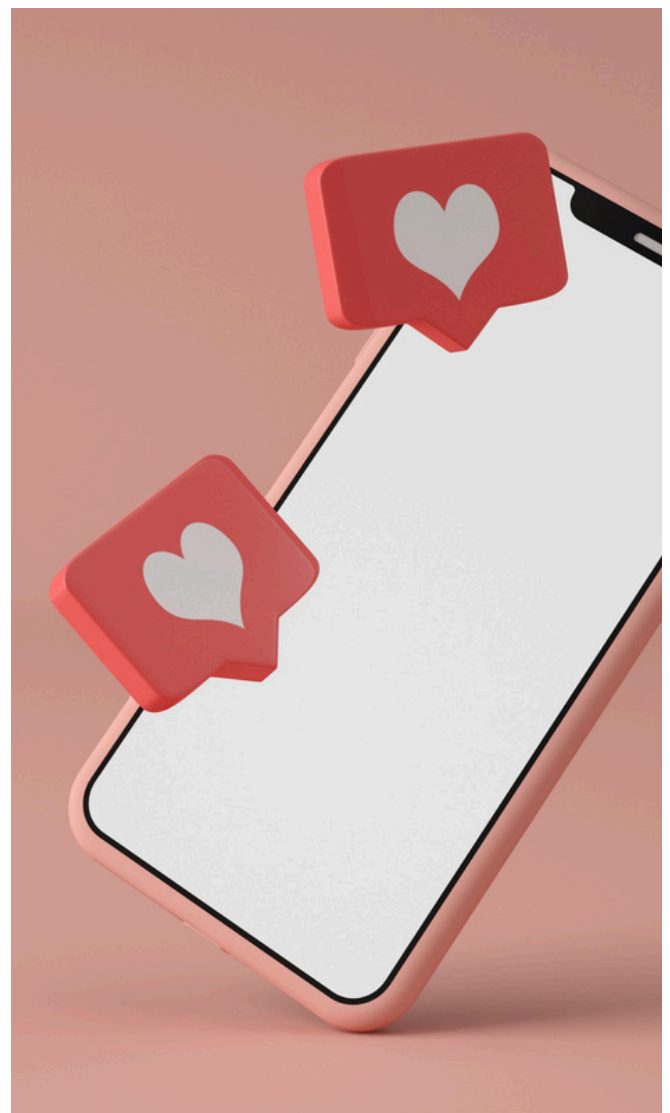
Sunday	4PM
Friday	8AM
Saturday	9AM

Location

Japan	USA	South Africa
54%	13%	7%
Australia	UK	Nigeria
4%	3%	2%

We found we get the most engagement on the weekends and mostly in the mornings, thus we have decided to schedule all of our posts to go up and blog posts to be released at 9AM.

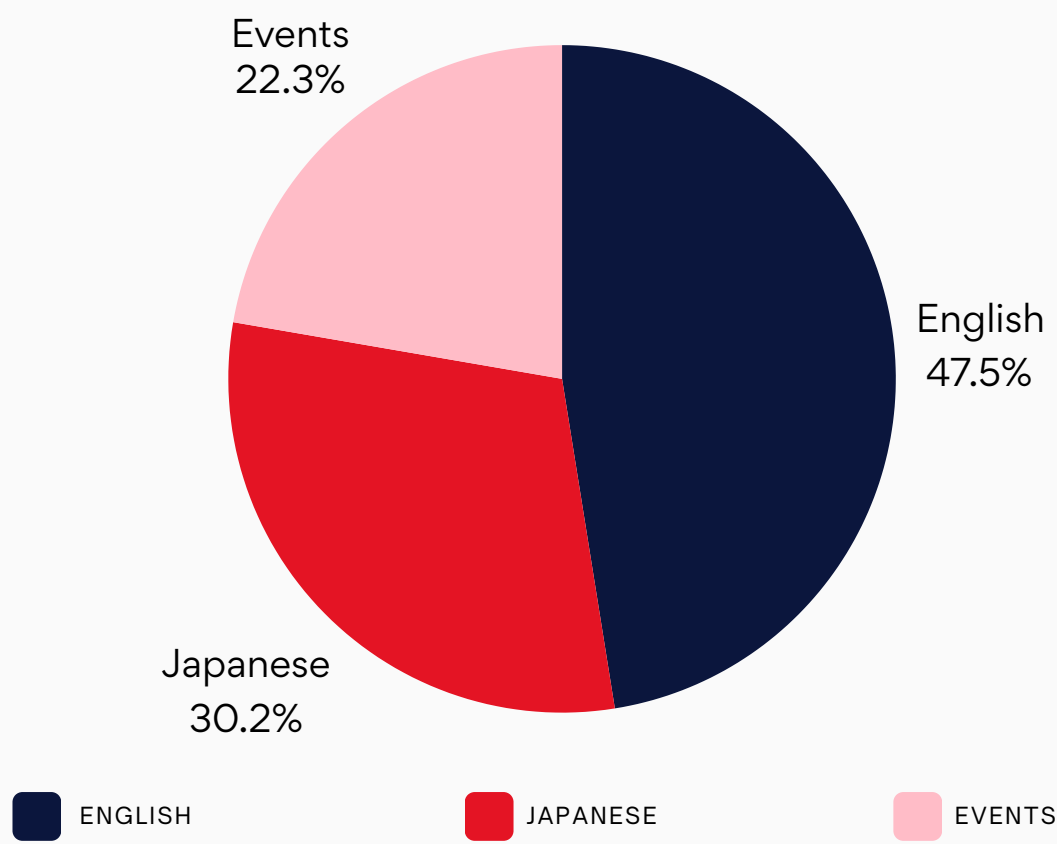
We have decided to post at least two to four times per month but depending on holidays, event schedules and partner sign ups the number may increase depending on the month.



Engagement Metrics

The majority of our blog post engagements have been about our Japanese culture series as well as our charity spotlight introductions. Mostly in English but the Japanese engagement has picked up in the past two months.

Most Viewed Blog Categories on the Website



Targets

Objectives for the Next Year

For 2024 we hope to further expand upon our blog and our social media presence to spread more awareness about Giving Tuesday Japan's launch. We also hope to gain at least 5 more partners and sponsors, as well as flesh out our volunteer system.

Goals

The following numbers are the goals we hope to hit by the end of 2024. Increasing our visibility on Google Search Console as well as social media is our number one priority for our online media as well as growing our social media following.

Followers

200+

Impressions

10,000

Website Traffic

2,000

Engagements

1,500

Contacts

10

Strategies

> Content Strategy

Develop a content calendar with a mix of educational, entertaining, and event promoting posts.

Increase the use of video content to drive engagement, including tutorials, prefecture showcases, and charity event recaps.

Feature more giving success stories to highlight the impact of Giving Tuesday.

> Engagement Strategy

Respond to all comments, emails and messages within 24 hours.

Make polls, and quizzes on and off the blog to encourage audience interaction.

Create a hashtag campaign to encourage user-generated content and build community.

> Advertising Strategy

Allocate budget for targeted social media ads focusing on charities, organizations and individuals.

Promote top-performing content to reach a wider audience.

Use retargeting posts to convert website visitors into subscribers.

> Partnerships

Partner with local business influencers and micro-influencers who have a strong following in the SME community.

Collaborate with relevant organizations for cross-promotions and joint campaigns.

Collaborate with individuals, government organizations and businesses for promotions.

Summary

Our social media reach saw remarkable expansion, in followers and a surge in engagements towards the end of the year. Notably, our top-performing posts, like our charities list and Japanese culture information, garnered substantial interaction. Furthermore, the "Spotlighting Local Organizations" initiative led to significant conversions and a upsurge in website traffic.





Together We Give

And a reminder to our readers:

We can all play a part in the world that we want to create.

MORE ABOUT US



For more information about partnering, sponsoring, volunteering, or just telling us your story, please reach out to us at the contact methods below!



Office Hours

10 am - 4:30 pm JST



Email

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Team Leader Location

Gunma Prefecture