

# 'The Big Sprint'

evaluation report

4 june 2016 - 30 june 2016

**CLASSIFIED**

THE ERWT GROUP

The month of June was a good month for us. Our likes on Facebook have almost tenfolded and the views of the domain have mounted sky high. Our team has worked hard to achieve these goals and in this report we will see what went good, but also the points from where we can learn a bit as well, for the future. The graphs look very good and promising for the erwt.org domain and we have the international ambitions so that is why we write this report in English. I am also very proud of the graphic department that made

beautiful pictures of The Big Sprint, you will find them in this report as well I think. I haven't, I must say, really read the report yet but I know the somewhat what is in there. It is a very interesting concept that is now being discussed in various environments. And I think that is the important thing, for us, the Company, and for our users of course whom we never forget to feed. Thank you.

Pisum Sativum,  
CEO

THE ERWT GROUP

## TABLE OF CONTENT

1. ABOUT THE PROJECT
  2. FACEBOOK PAGE
  3. WORDPRESS SITE
  4. RECOMMENDATIONS
  5. VARIA
  6. MORE CHARTS
- SPECIAL THANKS



THE ERWT GROUP

## About the project

In order to increase the radius of the erwt.org domain and specifically the likes of the Facebook page the Company has implemented a project called 'The Big Sprint'. The goal was to daily post a new blog and to bring the blogs under the attention of various groups of users. The CC has been writing the blogs in an open contract and he has worked up to 26 days, from the 4<sup>th</sup> of June to the 30<sup>th</sup>. In the same time several subcontractors have been inviting new users to like the Facebook page, where links to blogs have been posted including a paraphrase of the text.

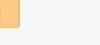
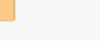
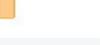
This report is split in two parts. First we will discuss the presentations of the Facebook page, secondly we will discuss the presentations of the Wordpress website.



## Facebook Page

The most important conclusion is that there is a great difference between the different posts. Posts that do well can reach more than 3000 people while other stay below 50. Posts that are shared and liked much will attract more new users.

The second conclusion is that users will not click on the link if they are not forced to do so. With the blog *'Nederland in Verval 6/6: de Holocaust onder Ouderen'* for instance. It is one of the most shared posts, but the results of the Wordpress administrator show that it is only read very rare.

Published	Post	Type	Targeting	Reach	Engagement
06/16/2016 2:07 pm	 "1 – Je valt automatisch af. Niet alleen verbrand je calorieën me	ST	🌐	3.8K 	625 218 
06/05/2016 1:15 pm	 Democratie in Frankrijk of Hoe ' Nuit Debout' de Kranten Niet Ha	ST	🌐	3.7K 	353 143 
06/22/2016 12:32 pm	 "De participatiesamenleving be staat niet. In tegendeel. De sam	ST	🌐	1.9K 	177 138 
06/09/2016 12:35 pm	 "The reason for its success is th at it covers many of the concern	ST	🌐	1K 	444 65 
06/03/2016 9:49 pm	 Het is zover! 'Alles wat je moet weten over negatieve rente' is A	ST	🌐	728 	78 21 
06/19/2016 2:26 pm	 "Het is geen geheim dat Turken dankbaar gebruik maken van d	ST	🌐	679 	67 39 
06/17/2016 1:48 pm	 "Zo is er in twee jaar tijd een sta at in een staat ontstaan: het NS-	ST	🌐	575 	31 25 
06/01/2016 2:18 am	 "De zwartepietendiscussie is be gonnen. DWDD-rapper Tyfoon i	ST	🌐	565 	89 10 
06/25/2016 3:30 pm	 SPECIAL OVER FASCISME IN NEDERLAND - #Pegida - #NVU	ST	🌐	518 	63 33 

THE ERWT GROUP

Wordpress site

**AMATEURISH SHIT WHAT DO YOU THINK THE USERS WILL THINK WHEN THEY SEE THIS???**

The Wordpress site did not get as much views as the Facebook page. Still we are not clage.

Excuse me? You are falling off...

Is it five o'clock already I want to go home... super boring job... Social Media Expert. Where are the charts to fill up space? Wait, I am going to select a font that makes the letters big so it will look like more text but it is only a A4'tje. Nice... this one what is it? Sawasdee very nice okay and now columns. Good! Sweet! So professional all of a sudden. Go girl!

**I SAID WHAT DO YOU THINK THE USERS WILL THINK WHEN THEY READ THIS???**

I dont know...

Oh no the introduction is now also in columns! Shitty how do I change it back.. or well what the hack no one is going to read this any way....

**THEY WILL NEVER GO BACK TO ERWT.ORG WHEN THEY FIND OUT WE ARE JUST A BUNCH OF FUCKING AMATEURS WHO DON'T KNOW WHAT THEY ARE FUCKING DOING!!**

**WHAT IS THIS???**

Oh mister Sativum sorry, I thought you were already asleep...

You are right sir, I am sorry... How can I fix it?

**WHAT HAPPENED TO MY INTRODUCTION???**

**DESTROY THIS DOCUMENT!! No wait.. then we lose all these sweet little charts... MAKE IT CLASSIFIED AND PUT ONE COPY ON MY DESK**

Nothing, I am still working on it...

**ARE YOU CRAZY?? THIS IS SUPPOSED TO BE SERIOUS REPORT NOT SOME**

Yes mister Sativum.. I am sorry mister Sativum..

