



Data on Readership. What works and What Doesn't?



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Two questions we need to ask yourself

Question #1: What's the objective of the communication? What are we trying to say and who do we want to reach?

Question #2: What's the best platform to make this happen?

What's worked well at IDR when it comes to climate

Vocabulary, Jargon, Explainers : things that made climate terms and issues simple and easy to understand for people

GroundUp : Stories that were grounded in a particular region and specific issue (and provided a window to how climate impacts communities, observations from the ground, and in some cases, solutions that were emerging)

IG Lives : Made specific issues such as sustainable construction, forest conservation, etc more accessible to the larger public.

Who's reading IDR?

- Funders, donors, are reading stories that they usually don't have access to on a daily. So they read our stories from the ground or narratives from community members
- Policymakers and other nonprofit leaders are reading what their peers are putting out
- HNIs and donors read our newsletters, can be found usually on Facebook
- Younger donors on LinkedIn
- Policymakers on LinkedIn and Twitter
- Younger students trying to enter the space on Instagram

How do we know this?

- We track engagement and reach of our articles through google ads, our digital platforms.
- We also keep in touch. We share this data with the authors and ask them to share if they received any feedback or inputs post the publishing of the piece.
- In some cases, contributors have shared that publishing on IDR has led to an opportunity to engage with funders and advisors, in policy shifts, and cross-learning in the sector. Other contributors have also shared that the article is being further used as learning material in classrooms.

What's the outcome?

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What's the outcome?

- <https://idronline.org/10-things-indias-development-sector-can-do-to-address-caste-diversity/>
- <https://idronline.org/article/diversity-inclusion/muslim-women-in-indias-workforce-where-are-they/>
- <https://idronline.org/features/failure-files/>
- <https://idronline.org/article/education/paving-the-way-for-inclusive-vocational-education/>

What's the outcome?

- We also publish under a creative commons license. This means that our content is free to be republished, as long as it is properly attributed.
- We actively pitch articles to mainstream media as well. $\frac{2}{3}$ IDR articles have been carried by mainstream media

Who are you trying to reach + Your objective

- This will decide the platform of communication
- The medium of communication
- The frequency of communication
- The resources you put behind it

What do organisations need to focus on?

- While there is a lack of **bandwidth**, there is **appetite**. That's why our stories get republished
- Identify where the story is and draw insights
- Focus on what makes your story unique
- See if it complements or adds to what the publication is already publishing