

SOCIALFLOW CASE STUDY

Human Rights Watch

HUMAN
RIGHTS
WATCH



For over 30 years, Human Rights Watch (@hrw) has fulfilled a vital role calling attention to abuses and oppression in countless regions around the globe. Roughly a year ago, when Human Rights Watch was ready to ramp up their social media presence, they turned to SocialFlow, hoping that optimized publishing would help their fledgling efforts on Twitter gain rapid momentum.

OBJECTIVE

In their efforts to defend and protect human rights worldwide, Human Rights Watch produces over 100 reports and approximately 800 press releases annually. When it came time to develop a social media plan, “we wanted to wait for the space to mature a bit before we jumped in,” Enrique Piraces, Senior Online Strategist said of the organization’s attitude toward determining how tools like Facebook and Twitter would complement existing efforts. They felt that SocialFlow was the right tool to help them parcel out a rich store of content.

SOLUTION

Human Rights Watch implemented SocialFlow to extract value out of their existing content and to garner more visibility for their efforts among the public and the press. Intelligence drawn from SocialFlow’s Insight and Analytics Dashboard has helped Mr. Piraces identify what sorts of phrasing works best to yield clicks and Retweets. “For instance, we know that quotes tend to perform better than anything else,” he said. Further, the minimal effort involved in branching off new accounts also allows for a vital “proving ground” for new initiatives and brand extensions, such as accounts in French and Spanish.

“[SocialFlow] helps us to get our message in front of people who can influence media.”

Enrique Piraces
Senior Online Strategist



KEY TAKEAWAYS

500% growth in clicks over 6 months

Using SocialFlow allowed Human Rights Watch to quickly rapidly attain quality followers and pageviews.

Success in Reaching the Press

A key objective in the use of social media for Human Rights Watch was reaching influential members of the media. Because SocialFlow rapidly impacted their click rate and Retweet rate, Human Rights Watch is seeing many more positive press mentions and coverage.

Time Savings

Ease-of-setup and ease-of-use meant that the lean Human Rights Watch Staff could spend more time on content creation rather than social media management.

THE RESULTS

Using SocialFlow to dispatch news and eyewitness accounts from the ground during uprisings in Bahrain, Syria, Egypt and Libya, Human Rights Watch saw their number of clicks grow 500% over between September of 2010 and February of 2011. Further, "It was very low effort," Mr. Piraces said of setting up content feeds into SocialFlow. "We didn't have to hire a social media manager." Though he values the volume of followers and traffic that using SocialFlow has yielded, Mr. Piraces has a very specific target in mind when using Twitter. "[SocialFlow] helps us to get our message in front of people who can influence media."

Using SocialFlow resulted in a 500% growth in clicks over 6 months

ABOUT SOCIALFLOW

SocialFlow is the world's first and only social messaging optimization platform that uses data science and analysis to deliver greater engagement on Twitter and Facebook. SocialFlow AttentionScore™ optimization technology ensures that the content it sends match the topics that an audience is most interested in at any given moment. The result is greater engagement in the form of clicks, Retweets, conversations, shares, likes, Followers and Fans. To learn more, go to www.socialflow.com.



416 West 13th Street
Suite 203
New York, NY 10014

www.SocialFlow.com
[@SocialFlow](https://twitter.com/SocialFlow)

©2011 SocialFlow, Inc.