



Giving Tuesday Japan

Online Media Report



Reporting Period
Jan 2024 - Dec 2024

www.givingtuesday.jp
givingtuesdayjapan@gmail.com

Prepared By:

Jasmine Tsunoda
Global Team Leader



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MESSAGE FROM OUR LEADER

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



Our efforts last year to spread awareness across Japan and to Japanese people abroad paid off in many unexpected ways. But we are proud to announce that we have quite the year-review recap to share with you all.

Countless organizations, schools, government offices, and ordinary people across the land have joined together to spread kindness in their everyday lives. So naturally, our goal for the second year has been to build on the connections we have made and expand upon them to reach as many of those willing to join the cause and participate in the Global Day of Giving.

Our team is much smaller than last year's, but as we develop new volunteer training and incentive strategies, we are confident that we are beginning to build out our core team members who will be here for the long haul.

It has been a busy few couple of months with making sure that the people know we are here and 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.

What if we told you that you are changing the world right now? Would you believe it?



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 in 2024 has surpassed any outcomes we ever could have imagined. We had a tremendous spike in engagement on both our website and social media pages that has encouraged us to pivot our strategies.



Impressions
111,513



Engagements
2,089



Site Sessions
1,079



Partner Sign ups
7



Blog Post Views
8,365



Social Media Followers
354

*As of 12/4/2024



Top Performing Blog Posts



POST 1

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

Views	6,423
Google Clicks	1,702
Impressions	33,773



POST 2

Giving Blood (献血 kenketsu) in Japan - World Blood Donor Day

Views	358
Google Clicks	67
Impressions	1,810



POST 3

ナショナル・ラビング・デイ - Japanese Version

Views	125
Google Clicks	53
Impressions	1,044

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. *As of 12/4/2024

Audience Reports

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

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

Location

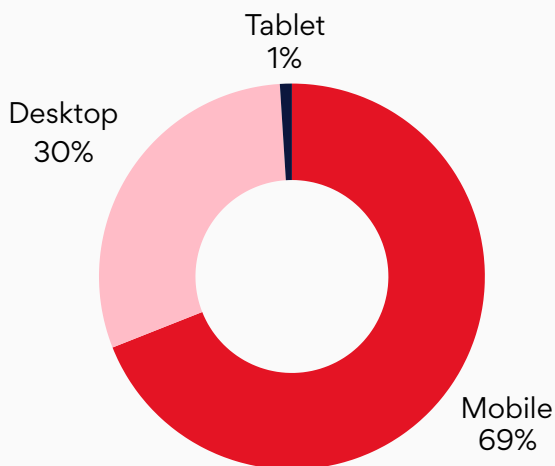
Japan Other

52%

48%

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

Device



*As of 12/4/2024

Top Google Searches

チャリティー活動 日本



charities in japan

慈善団体

japanese charities

ひな祭り 祝日

チャリティー活動 一覧



Active Times

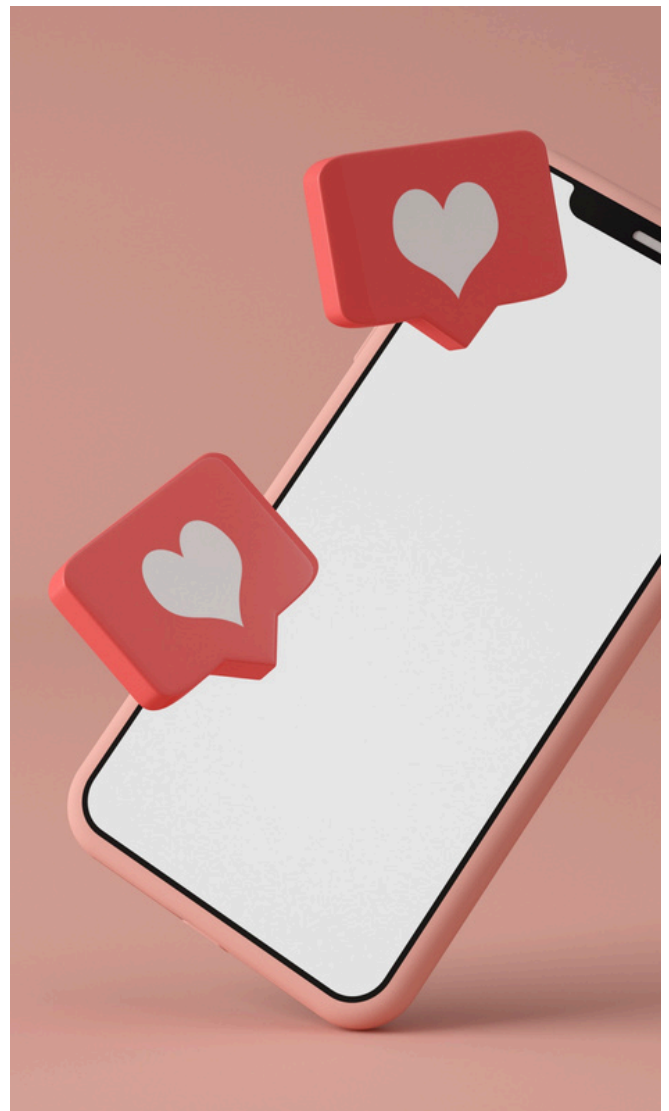
Sunday	4PM
Friday	8AM
Saturday	9AM

Location

Japan	USA	UK
48%	9%	5%
India	Australia	Philippines
2%	2%	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.

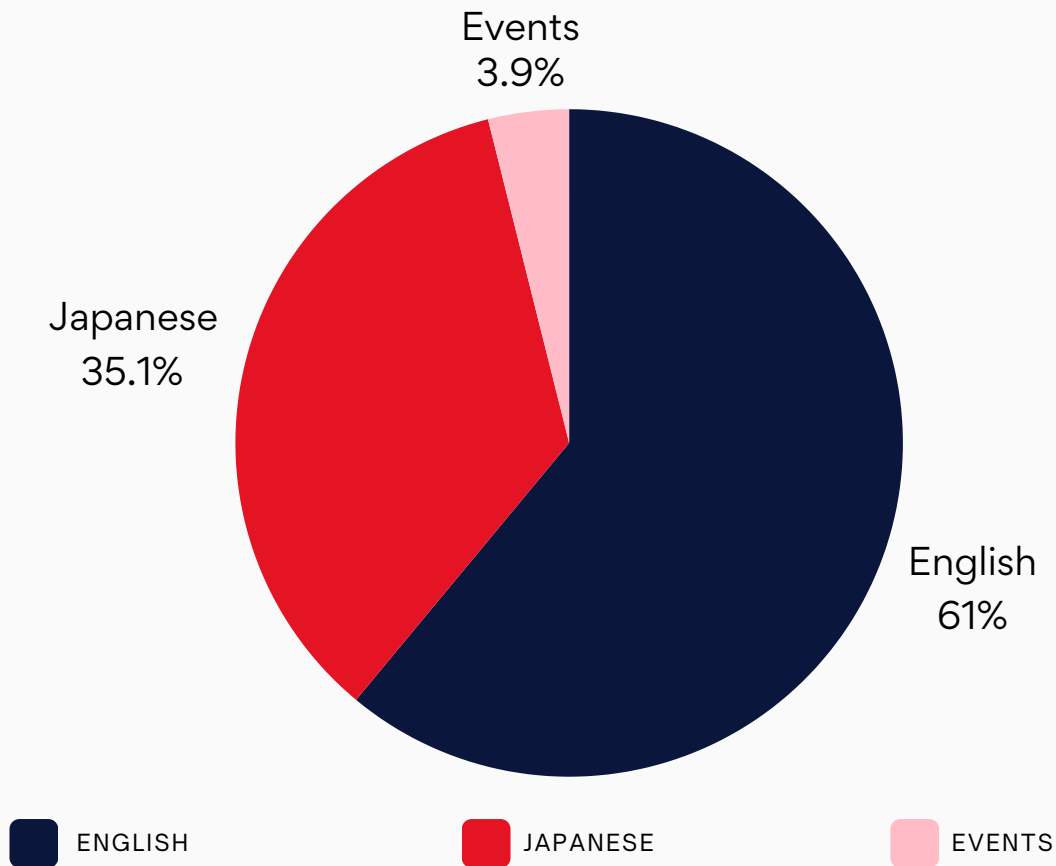
We have decided to post at least two to four times per month but depending on holidays, event schedules and partner sign ups the number may increase depending on the month.



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 year where events have dropped significantly.

Most Viewed Blog Categories on the Website



Targets

Objectives for the Next Year

For 2025 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 or volunteer system.

Goals

The following numbers are the goals we hope to hit by then end of 2025. 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

500+

Impressions

200,000

Website Traffic

2,000+

Engagements

4,000

Contacts

25



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.

> 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.

> 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.

> 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 site blog reach saw remarkable engagement, in impressions and a surge in clicks 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

givingtuesdayjapan@gmail.com



Website

www.givingtuesday.jp



Team Leader Location

Gunma Prefecture