

Ctrl + All Tech

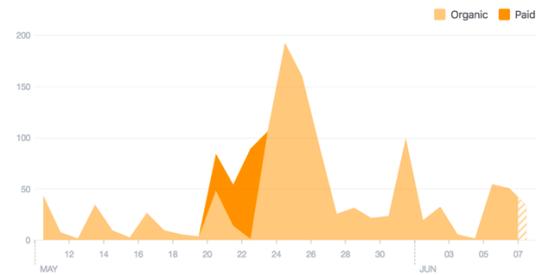


1 TEAM EFFECTIVENESS

Business technology was a difficult topic for us at first. It was a challenge to connect with other students and the community. We ended up completely changing the topic of the blog after two weeks due to the ineffectiveness of the topic, and even then, we faced the challenge of not having a local community to connect with, still. However, we were finally able to find our niche through our Facebook page, and Pinterest page by reposting images, videos, reviews, and articles from other technology blogs. We received the most interaction from our followers and had a greater organic reach by doing this. Along with these reposts, we were able to post our own blogs from our WordPress. For our blog topic, we found greater success on Facebook and Pinterest.

Post Reach - Facebook

As we analyzed our Post Reach, we noticed we reached more organically than with our paid article. The repost that had the most impressions was our “Check out Apple’s new and improved devices” post with a reach of 232. Our “#AskTrump Tweets” received 197, while our paid post, which was “Girlfriend catches boyfriend cheating using this app”, reached 195.



Overall Impressions - Pinterest

Both our average daily impressions and average daily viewers increased on Pinterest. Our Pinterest consists of 10 boards: DIY Tech, Blog, Gadgets and Future Tech, Infographics, The More You Know, Apps, Phone Cases, USB Drives, Humor, Medical Tech. We have 18 likes, 27 followers, 658 pins, and follow 125 other Pinterest accounts.



Best Views Ever - WordPress

Although WordPress was the site we found the least success is, the highest amount of views was 34.

All-time posts, views, and visitors			
POSTS	VIEWS	VISITORS	BEST VIEWS EVER
13	168	83	34
			MAY 2, 2016

2 INDIVIDUAL EFFECTIVENESS

Chloe Welch: Being part of the technology blog was difficult to get the hang of. At first, we tried to focus on our own blog posts – which didn't gain a big reach. I was able to find cool and interesting articles that our followers found interesting. I want to focus on one Facebook post that I reposted from the page Collective Evolution sharing an idea of a “futuristic bus”. It received 5 likes, 4 comments, and reached 119 people – organically. Overall, I was able to reach 366 people with the article, pictures and videos that I posted.

Becca Flora: I began the blog without much background knowledge on business or technology. At first I found it difficult to create content for, but as the term progressed I found a rhythm. I focused part of my time on Virtual Reality related posts. I found that since this technology is new, sensational, and fairly attainable, that it was an effective topic to post about. On Facebook I reached 128 people with my VR blog post. This exceeded my initial expectations.

Nick Rupp: Doing a blog on business and technology was difficult to get a hold of at first. I think not really having a personal connection with the topic really made it difficult for me to create content that people would like and engage with. However, I was able to gain a lot of personal achievements by getting our Facebook page a good amount of likes, which allowed our content we posted to be seen by more people. I was also able to create a headline for one of our blog posts that was presented as a boosted post. So to be able to get our page a lot of likes and being able to create a click-worthy headline for me was a success for this term.

Arielle Bitterling: I scheduled around 10 of our posts on Facebook, and combined each generated around 970 reach, but fairly low engagement. My most popular post, about #AskTrump tweets, was by far our most popular original article we shared and did not pay for at 197 reached (our paid article had 197) and 12 post clicks. I also worked quite a bit on our Pinterest page, which is just beginning to pick up speed. I am curious what it would look like after a year of curating.

Maddy LaMontagne: Before working on the CtrlAtech blog I really had no personal interest in Business Technology, but after figuring out my niche I started to really get into it. I personally reposted articles from other technology blogs and magazines on Facebook about 2 times a week since we started the blog, that were usually under the film genre, (cameras, editing software). I also produced and posted 4 blog posts generated from WordPress and published on Facebook that all got a decent amount of reach. I ended up honing in on my own specific journalistic voice that was sassy, funny and at times a little racy. All in all, I was cooperative, positive, and worked well with my team. I'm proud of all of us for forging through a topic that none of us really were that into, and making it fun and lucrative.