

Digital analysis

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Context

This report, hereinafter called “**NO study 2024**”, was developed at the initiative of the communication department of the Latin American and Caribbean Area Office of Habitat for Humanity International (LAC Area Office) and is framed as part of the digital updating process of national organizations that has the department has been developing since 2015 and follows the 2015, 2017 and 2019 studies.

The ALC area Office, through its communication department, embarked on the path since 2015 as part of the brand positioning process in the region and specifically, with the implementation of very specific actions to correct and improve communication of its affiliates in Latin America and the Caribbean.

The present study fulfills the function of measuring the most current states of the Habitat brand in its digital performance through the analysis of the channels of each national organization, as promoters of regional positioning and, at the same time, offers suggestions on how the work of communicators in each country can be adapted so that their tasks have a greater influence on the advancement of relevant metrics in the digital world.

Hence, the study is based on the available public digital analytics covering extraction, collection, measurement, analysis, visualization and interpretation of the most relevant data that illustrates the behavior of users and their interaction with local channels that use the Habitat brand, trying to translate it into a more friendly and pragmatic language.

It is important to note that the measurement tools used in this study may vary over time, and during the analysis process, national organizations were able to implement changes that positively impacted the metrics evaluated. In addition, the grades obtained can be reviewed in greater detail depending on the context of each case. However, this type of study is invaluable in bringing a deeper analysis to the table, allowing us to question current results, avoid assumptions, and establish clear metrics to guide future strategies.

Digital analytics allows the area office and national organizations to understand how they are located and how they use their websites and their main social media profiles. By using these digital analytical data, the user experience and the tasks performed by communicators can be optimized, allowing the latter to know what they should emphasize most for continuous performance improvement.

The purpose of the analysis is the presence on the web and, in addition, to determine what the strengths or weaknesses are in its dissemination on the Internet.

From the same generation of the 2015 ON study and to date, the score of 70% was determined as the one that defines the minimum desired performance for all digital management of the national organizations analyzed. If the percentage is higher; degrades better use of these digital channels as a means of reach, promotion and loyalty of users with the brand. On the contrary, a lower grade leads to analyzing what elements must be corrected by the organization to be consistent with the regional positioning plan promoted by the communication department of the area office.

For any questions about the origin and use of this NO 2024 study, it is suggested to contact directly:

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Value of digital analysis

All national Habitat for Humanity organizations in Latin America and the Caribbean have a presence on digital platforms, that is, either with websites and/or at least; profiles on major social media platforms.

Any action that NO do, or fail to do, influences the positioning of the brand, since people may or may not find information about the organization on the Internet. This presence on the Internet can not only be measured, but its impact must be quantified through reputation tools. *online* and the technical analysis of certain KPIs¹.

The reputation *online* It is nothing more than a reflection of what each national organization communicates, as opposed to how digital users in each country react to those communications. A strong and good reputation *online*, benefits the positioning of the brand and allows for better promotion of the services, programs and products that should be placed in each country; Therefore, a good digital presence exponentially multiplies the possibilities of being even more effective and being able to digitally influence the programmed goals.

But to achieve that good reputation *online* you must first have a digital communication strategy that, sometimes due to the lack of specialized technical personnel, budget or simply limitations in dedication time, it becomes difficult to design, execute, optimize or even measure the digital tasks of national organizations.

Therefore, some specific benefits of having an effective digital presence are summarized below:

- Greater local and regional reach and visibility
- Greater commitment and relationship with audiences
- Increase in support for the organization
- Constant monitoring and evaluation
- Efficiency in information distribution
- Strengthening the brand and credibility
- Resource optimization

A well-managed digital presence allows you to reach audiences far beyond the country where the communications originate. The digital world overcomes geographical limitations and seeks to ensure that a message is accessible to broader audiences, for example, allowing you to interact with followers, donors and beneficiaries, which strengthens relationships and commitment.

On the other hand, with the correct and well-optimized digital tools, it is possible to facilitate the process of relating audiences to the brand, offering multiple options and improving the user experience.

But from all the above, without the due process of measuring and analyzing the impact of digital actions, the precise adjustment of strategies that, as necessary, can maximize results is unlikely. This study seeks not only to measure, but also to influence creating conversations within the Habitat for Humanity organization to ensure that key information reaches the appropriate audiences through the best use of digital tools, that in addition to maintaining a coherent and professional presence, helps build and maintain that solid and reliable image that is required locally, regionally and globally.

¹ KPI (key performance indicator) refers to a key performance indicator or key performance indicator. Example: number of followers added to the Facebook profile of a national office.

As can be seen from the current Habitat for Humanity International brand book, an effective digital presence facilitates progress towards creating, having, maintaining and optimizing relationships with those audiences that are and will be increasingly digitalized in the short and medium term, such as the so-called generation “Y” or Millennials² for example, and generation “Z” or Centennials³. Those for whom, in addition, a digital transaction is and will be something very common and for which the Habitat brand must create global communication strategies to manage this transition in those target audiences.

For this reason, having an effective digital presence allows subsequent additional strategies to be adapted more easily since by having good foundations, national organizations will be able to focus on improving their performance while continuing to adopt new objectives.

Finally, this study emphasizes the maxim that all digital activity of national organizations must be measured since this is one of the greatest strengths of the digital world: everything can be quantified, which provides a large amount of information to use and which, when well analyzed, allows drawing fundamental conclusions for the use of the brand.

² *Millennials are those born between 1980 and 2000.*

³ *Those born after the year 2000 are called Centennials.*

Methodology of this analysis

For this NO 2024 study, the digital activity of the following national organizations was reviewed:

- Argentina
- Bolivia
- Brazil
- Chile
- CTIV Mexico
- CTIV Peru
- Dominican Republic
- El Salvador
- Guatemala
- Habitat LAC
- Haiti
- Honduras
- Mexico
- Nicaragua
- Paraguay
- Trinidad and Tobago

It should be noted that for this edition of the study, metrics from the Terwilliger Center for Housing Innovation in Mexico (CTIV Mexico), Peru (CTIV Peru) and the main digital channels of the same area office (Habitat LAC) have been included.

For each of these national organizations (and programs) the following were measured and analyzed:

- Website
- Profiles on Social platforms
- Comparison with the grade obtained in the NO study 2015, 2017 and 2019

For each of the cases, the following KPIs were measured and analyzed, subdivided into two categories for better understanding (web metrics and social media metrics):

Web metrics	Definition	Importance
SEO grade	Evaluation of the main elements that influence the ranking of a website within the search engine results pages (SERP). ⁴	It allows ONs to focus on improvement opportunities with very specific work plans to improve organic positioning
Accessible web version	Website that applies design and structure standards to be accessible to users with partial vision or total blindness, with motor limitations in their hands, with deafness at some level, with limited language comprehension and understanding, or users with slow Internet connections.	Web accessibility aims to ensure that web pages are usable by the maximum number of people, regardless of their physical abilities.
Web version for mobile devices	Ability of the website to display correctly when used from mobile devices such as tablets or cell phones	Best practices talk about providing the user with the best possible experience, regardless of their device, making navigation easier and allowing them to explore and get what they want from a website.
Section with information about donations	Information section present on the website, detailing the process for local donations	Studies show that the Habitat brand is not as well known in Latin America and the Caribbean as it is in the US. So that all the elements necessary to publicize the organization become determinants within the user experience.
Platform to receive online donations	Link with a secure platform that allows 100% digital transaction to receive donations through credit or debit card payments	More and more internet users throughout the region are convinced to make their donations electronically, so we offer them all the technical facilities; becomes a differentiating factor
Blogging platform	Section of the website that allows you to publish updated content, such as a blog or recent news, and that also influences the ratings that Google gives when analyzing a website	Updated content helps strengthen relationships with new clients ⁵ and existing, by allowing the brand to be recognized as an authority in its field. Helps position the brand and establish relationships with other NGOs

⁴ SERP; by its acronym in English "Search Engine Results Page"

⁵ The term Customer is used in reference to people who consume content, acquire a service or product, or demonstrate their interest in affiliation with the brand. In the Habitat context, these clients can be beneficiaries, donors, allies, volunteers, etc.


Social Platforms Metric	Definition	Importance
Internet users	Number of people who have access to the internet according to the annual report <i>The Global State of Digital in 2024</i> ⁶ created by Hootsuite and We Are Social	Enough figure to emphasize the importance of having an effective digital presence as a vehicle to reach many users in each country; and convert a good percentage of them into interested parties
Followers on social profiles	Number of followers of official profiles associated with the size of the brand community in the country analyzed	Indicator that shows whether management is sufficiently aligned with the resources allocated
Annual growth in social platforms	Comparison of growth in the total number of followers in relation to the same previous period (FY 24 vs FY 23)	Indicator that shows whether the brand has sustained growth in the size of its community
Growth in Social platforms	Comparison of growth in the total number of followers in relation to previous studies	Indicator that shows whether the brand had growth in its community compared to previous studies
Number of monthly publications	Number of publications (post) that have been shared as content within the Facebook page, whether links, images or videos	Publishing content at the correct time contributes to brand positioning and doing so regularly correctly manages reputation <i>online</i> , while helping to generate traffic to the website. It also influences brand loyalty. For now, Facebook remains the most used social network with more than 3 billion monthly users worldwide. ⁷
Followers on Twitter profile	Number of people who have subscribed to the tweets as followers, so that updates appear on their timeline	Indicator that shows whether management is sufficiently aligned with the resources allocated
Number of monthly tweets	Number of publications and/or republications that have been shared as content within the Twitter profile	Publishing content at the correct time contributes to brand positioning and doing so regularly correctly manages reputation <i>online</i> . Although Twitter is beginning to be displaced by other networks, it still manages to maintain just over 500 million users around the world. ⁸

⁶ *The Global State of Digital in 2024* is one of the world's most comprehensive studies on digital trends and is, among others, a trusted resource for companies, journalists, NGOs and governments to find industry-leading data on global digital trends.





⁷ Demandsage. (2024). **Facebook Users Statistics 2024 (Worldwide Data)**. Recuperado de <https://www.demandsage.com/facebook-statistics/>

⁸ SproutSocial. (2024). **24 Facebook Statistics Marketers Should Know in 2024 [Updated]**. Recuperado de <https://sproutsocial.com/insights/facebook-statistics/>

The previous KPIs were measured primarily using the following tools:

Web metrics	Tool used	Detail	
SEO grade Blogging platform	Website Grader they Hubspot	<p>Tool that provides a personalized report of each website in terms of performance, mobile adaptability, SEO⁹ and security.</p> <p>It is designed with the objective of evaluating more than 77 variables and sub variables that influence the site's ranking in search engine results pages.</p>	
Accessible web version	Google Insight	Google tool used to identify web performance issues, technical issues, and analysis from a user experience and accessibility perspective.	
Web version for mobile devices	Website Grader they Hubspot	Tool that provides a report of each website regarding mobile adaptability.	
Section with information about donations Platform to receive online donations	Manual observation	Review of the consultants on each of the ON websites analyzed	

⁹ The term SEO refers to Search Engine Optimization, a set of techniques that seek to position a website in the best possible positions within Google results.

Social Platforms Metric	Tool used	Detail	
Internet users	Annual report <i>The Global State of Digital in 2024</i>	Annual report on digital trends, with essential information and data and individual breakdowns by country.	
Followers on social profiles	Global Metric Tool (GMT)	Habitat online tool to collect and report on the core activities and results of national HPHI organizations. GMT helps national offices; area offices and headquarters collect the type of consistent data our donors increasingly require.	 vsolano@habitat.org Latin America/Caribbean Area [3379-7641]
Annual growth in Social platforms			
Number of monthly publications	Personalized Python software using artificial intelligence	Python is a high-level, interpreted, object-oriented programming language used to automate tasks and perform data analysis.	 

The way in which each of the KPIs was evaluated is specified below.¹⁰:

Web metrics	Use	Calculation
SEO grade	0 a 100 With 0 being the lowest score and 100 being the highest	Same metric that was thrown <i>Website Grader</i> from Hubspot. Example: If a website gave a score of 60, that is the same one that was placed as the SEO Score.
Accessible web version		According to the data <i>Google Insight</i> If the website had a version for disabled people, it would get a score of 100. If not, it would get a score of 0.
Web version for mobile devices		According to the data <i>Website Grader</i> from Hubspot, if the website had a mobile version, it would get a score of 100. If not, it would be a score of 0.
Section with information about donations		Based on the consultant's review of each of the NO websites analyzed, if there is a section with information on donations, it would obtain a score of 100. If not, it would be a score of 0.
Platform to receive online donations		Based on the consultant's review, if there is a platform to receive online donations, it would obtain a score of 100. If not, it would be a score of 0.
Blogging platform		According to the data <i>Website Grader</i> from Hubspot, if the website had a Blogs section, it would get a score of 100. If not, it would get a score of 0.

¹⁰ The methodology used in this ON study is the same or as close as possible to the way the data was measured for the years 2015, 2017 and 2019; in order that the measurement could be comparable and consistent

Social Platforms Metric	Use	Calculation
Internet users	None Doesn't matter in the rating	The number of people who have access to the internet in each of the countries appears only as a representative figure for the purposes of emphasizing the importance of having an effective digital presence as a vehicle for reaching a large number of available users.
Followers on social profiles	0 a 100 With 0 being the lowest score and 100 being the highest	Based on GMT data, the following ranges are determined: 1 to 500 followers, you get a score of 25 501 to 1000, score of 50 1001 to 2500, score of 75 2501 to 5000, score of 85 5001 to 20000, grade of 90 20001 to 50000, score of 95 More than 500001, score of 100
Annual growth in social platforms	0 a 100 With 0 being the lowest score and 100 being the highest	Based on the data provided by the GMT tool, the following ranges are determined: 0% to 0.50%, you get a score of 25 0.51% to 1%, score of 50 1% to 5%, grade of 60 6% to 10%, score of 70 11% to 30%, grade of 80 31% to 50%, grade of 90 51% and above, grade of 100
Number of monthly posts on Facebook	0 a 100 With 0 being the lowest score and 100 being the highest	1 to 2 posts per month, gets a score of 5 3 to 5 posts, note of 25 6 to 10 posts, note of 50 11 to 15 posts, rating of 75 16 to 50 posts, rating of 85 51 to 90 posts, note of 90 More than 91 posts, score out of 100 ¹¹
Number of monthly tweets	0 a 100 With 0 being the lowest score and 100 being the highest	1 to 2 tweets per month, gets a score of 5 3 to 5 posts, note of 25 6 to 10 posts, note of 50 11 to 15 posts, rating of 75 16 to 50 posts, rating of 85 51 to 90 posts, note of 90 More than 91 posts, score out of 100 ¹²

¹¹ It is clarified that the optimal number of publications for Facebook depends on the specific analyzes of each country and its objectives. The metric presented was measured for the purposes of granting a grade and being consistent with previous ON studies.

¹² It is clarified that the optimal number of publications for Twitter depends on the specific analyzes of each country and its objectives. The metric presented was measured for the purposes of granting a grade and being consistent with previous ON studies.

In total, 10 different KPIs were measured, so all added and divided by that total, it was the 2024 grade that each National Office was given in this NO study.

NO	SEO	Accessibility	Mobile	Donation info	Online platform for donations	Blog section	Active social media users	Social media followers	Social media growth	Monthly Facebook posts	Monthly X posts	AVE.
Argentina	83	73	67	100	100	100	31.300.000	95	80	50	85	83
Bolivia	0	0	0	0	0	0	7.550.000	90	70	50	5	22
Brazil	100	88	100	100	100	100	144.000.000	100	80	75	50	89
Chile	83	71	67	0	100	100	15.200.000	85	60	5	0	57
CTIV Mexico	83	50	100	0	0	100	90.200.000	50	60	0	0	44
CTIV Peru	83	62	100	0	0	100	24.050.000	0	25	0	0	37
Dominican Republic	83	66	67	100	100	100	7.230.000	95	80	75	25	79
El Salvador	100	78	33	100	100	100	3.900.000	100	80	50	0	74
Guatemala	67	85	67	100	100	100	9.110.000	100	90	85	25	82
Habitat LAC	83	72	67	100	100	100	348.443.000	95	80	50	75	82
Haiti	67	69	67	0	100	100	2.600.000	90	0	5	0	50
Honduras	83	70	67	100	0	100	4.550.000	95	80	75	0	67
Mexico	100	63	67	100	100	100	90.200.000	100	0	50	25	70
Nicaragua	100	62	67	0	0	100	3.700.000	95	60	25	0	51
Paraguay	0	70	33	100	100	100	4.220.000	100	60	85	85	73
Trinidad and Tobago	67	66	67	100	100	100	833.000	90	70	50	0	71

The metrics were all reviewed in detail between the months of May, June and July 2024, supervised and analyzed by Víctor Solano S., digital communication consultant for Habitat for Humanity International, Latin America and the Caribbean Office. It is important to consider the following considerations:

- Follower data is that reported at the end of the FY24 fiscal year, as reflected in the GMT tool
- FB refers to Facebook and public posts traceable between July 2023 and May 2024
- X refers to Twitter and public posts traceable between July 2023 and May 2024
- Accessibility refers to the web version for people with disabilities.
- Responsive refers to web version for mobile devices
- Donation info refers to whether there is a section with information about donations
- Donation platform refers to whether there is a platform to receive online donations.
- Some other indicators may have been measured in previous studies, which for the present are no longer possible to track except with the administrative access of the platform in question, or because they are considered obsolete metrics.
- If the reader would like to access the base documentation for each indicator, they can use the following links. If none of them work for you, please refer to vsolano@habitat.org
 - o [Detail of metrics by country](#)
 - o [SEO report per website](#)
 - o [Archives by country on web accessibility](#)
 - o [Python programming for data extraction of Social platforms](#)
 - o Previous studies: [2015](#), [2017](#), [2019](#)

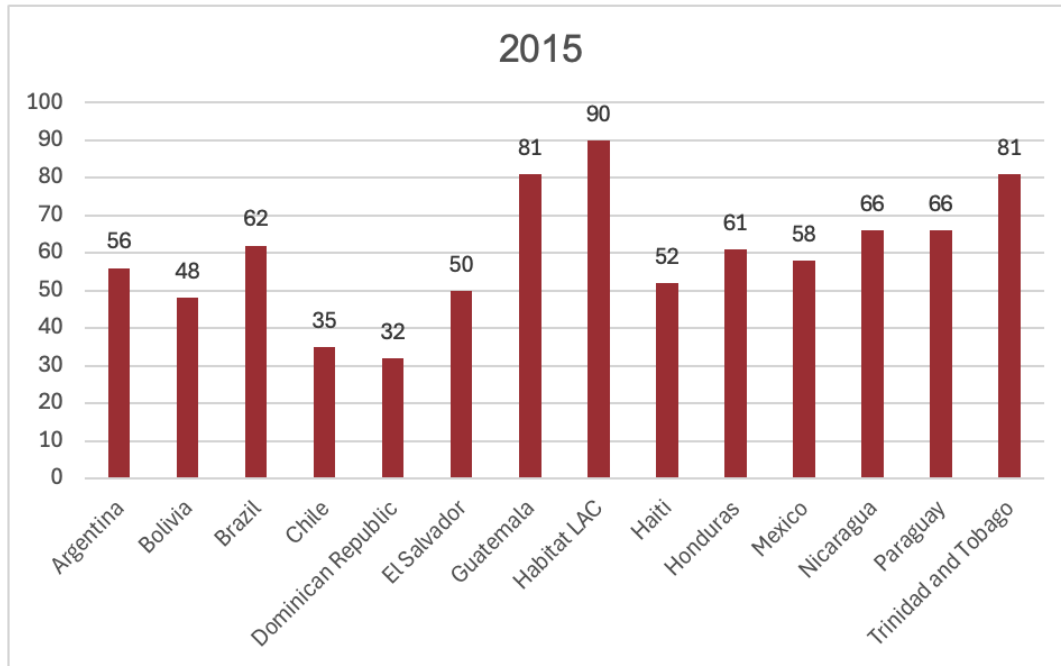
Obsolete metrics

Page Rank	<p>How Google used to measure the importance of a website, ranking its value on a scale of 1 to 10.</p> <p>This metric was included in the 2015, 2017 and 2019 analyses.</p>	<p>PageRank no longer reflects the complexity and diversity of modern search engine algorithms, which now incorporate numerous other factors beyond link analysis, the basis of that metric.</p>
Facebook response rate	<p>The response rate was the percentage of messages that the administrators of the Facebook page responded to.</p> <p>This metric was included in the 2015, 2017 and 2019 analyses.</p>	<p>The method used by the tools chosen for this study (such as Python) could violate Facebook's terms of service.</p> <p>So, with the other tools available, it is no longer possible to know that response rate, unless each profile reported it individually and manually.</p>

Metric Summary

Study of the NO 2015

The results of the 2015 NO study is summarized below:



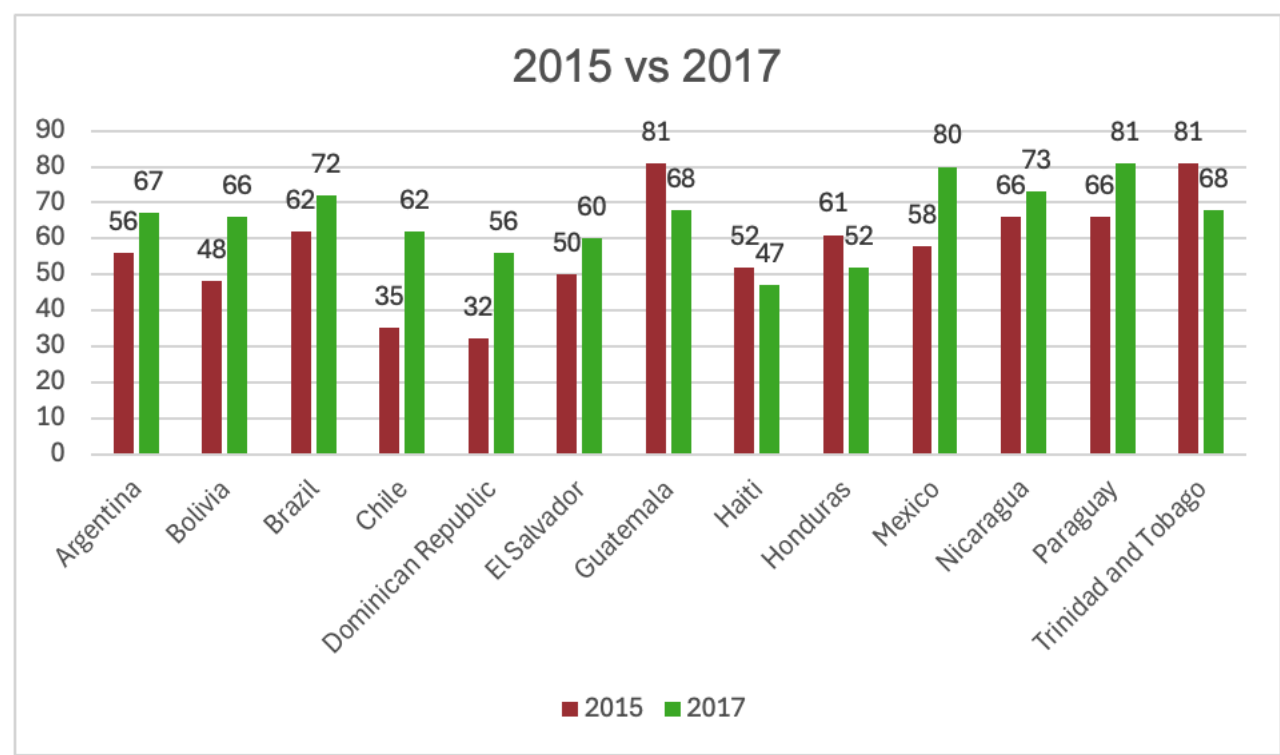
The results showed that 11 of the 14 NO reviewed (79%) had a grade below 70% in their digital performance, with their average being 53%.

On the other hand, at the time, three NOs stood out with an average score of 84% in digital performance (Guatemala, Trinidad & Tobago and the area office).

The average for the entire region in 2015 was 60%.

Study of the NO 2017

The results of the 2017 NO study is summarized below when compared to 2015:



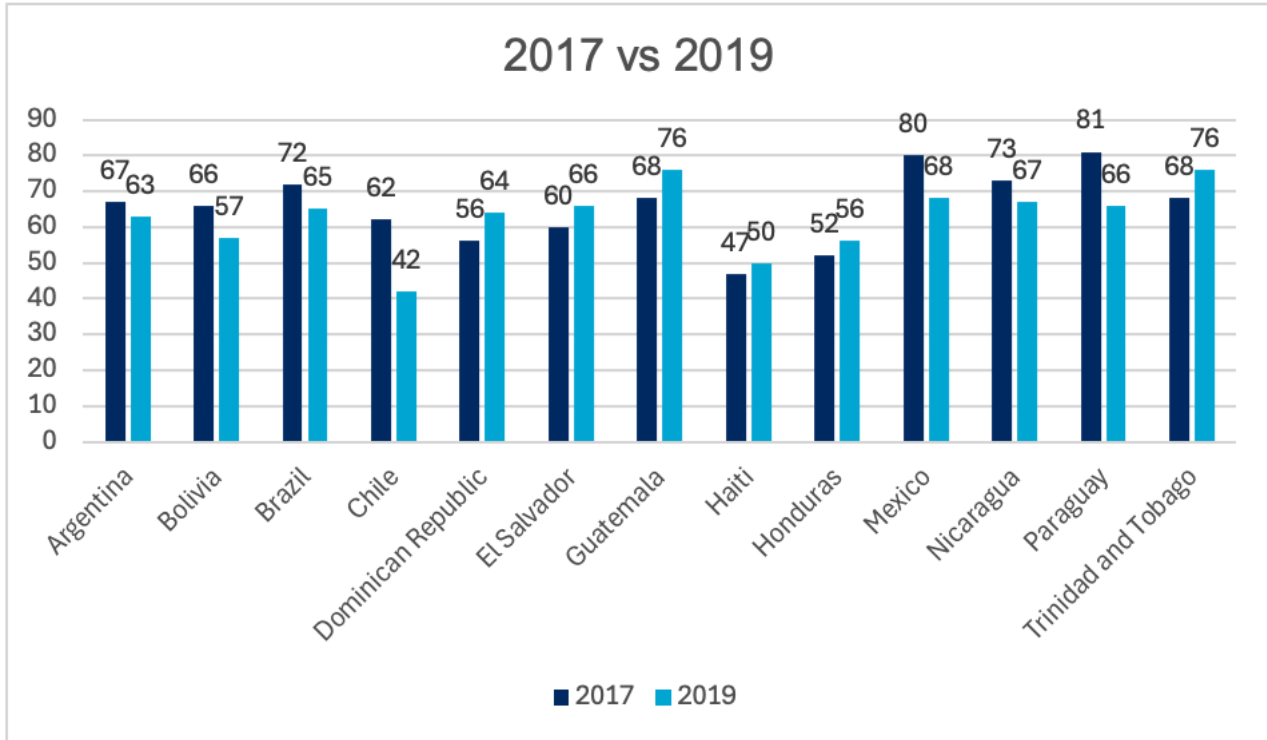
The results showed that 9 of the 13 ONs reviewed (69% in 2017 vs 85% in 2015), had a grade below 70% in their digital performance, their average being 61% (vs 53% in 2015).

On the other hand, at the time, four NOs stood out with an average score of 77% in digital performance (vs. 81% in 2015) (Brazil, Mexico, Nicaragua and Paraguay).

The average for the entire region in 2017 was 66% (vs. 58% in 2015).

Study of the NO 2019

The results of the 2019 NO study is summarized below when compared to 2017:



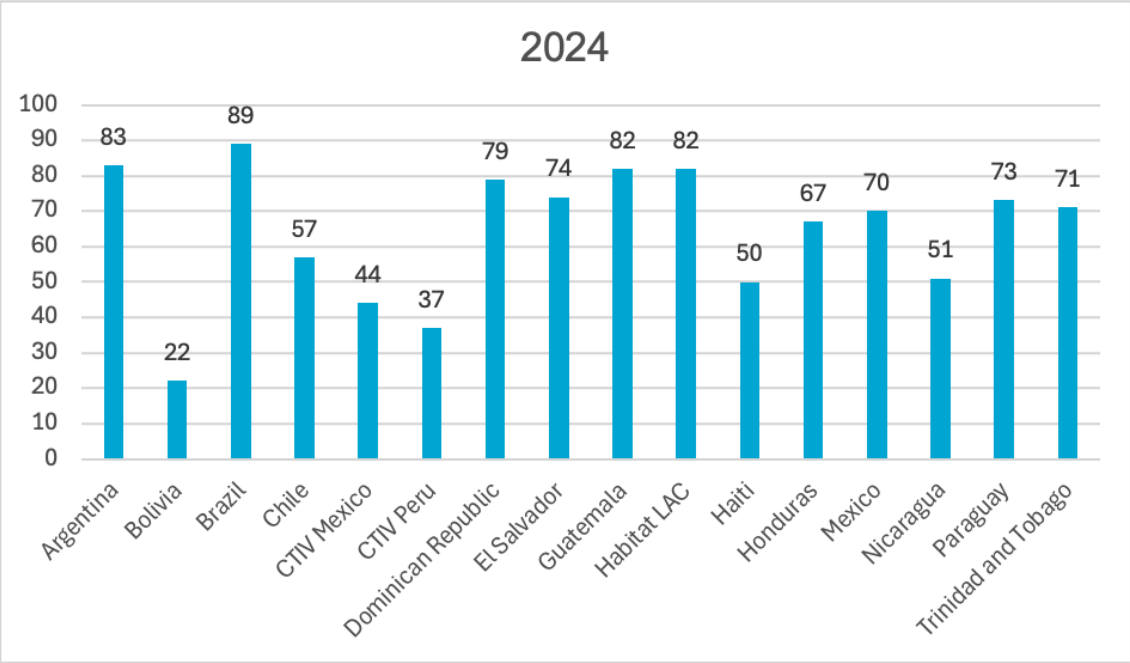
The results showed that 11 of the 13 ONs reviewed (85% in 2019 vs 69% in 2017), had a grade below 70% in their digital performance, their average being 60% (vs 61% in 2017).

On the other hand, at the time, two ONs stood out with an average score of 76% in digital performance (vs. 77% in 2017) (Guatemala and Trinidad & Tobago).

The average for the entire region in 2019 was 63% (vs. 66% in 2017).

Study of the NO 2024

The results of the NO 2024 study are summarized below:

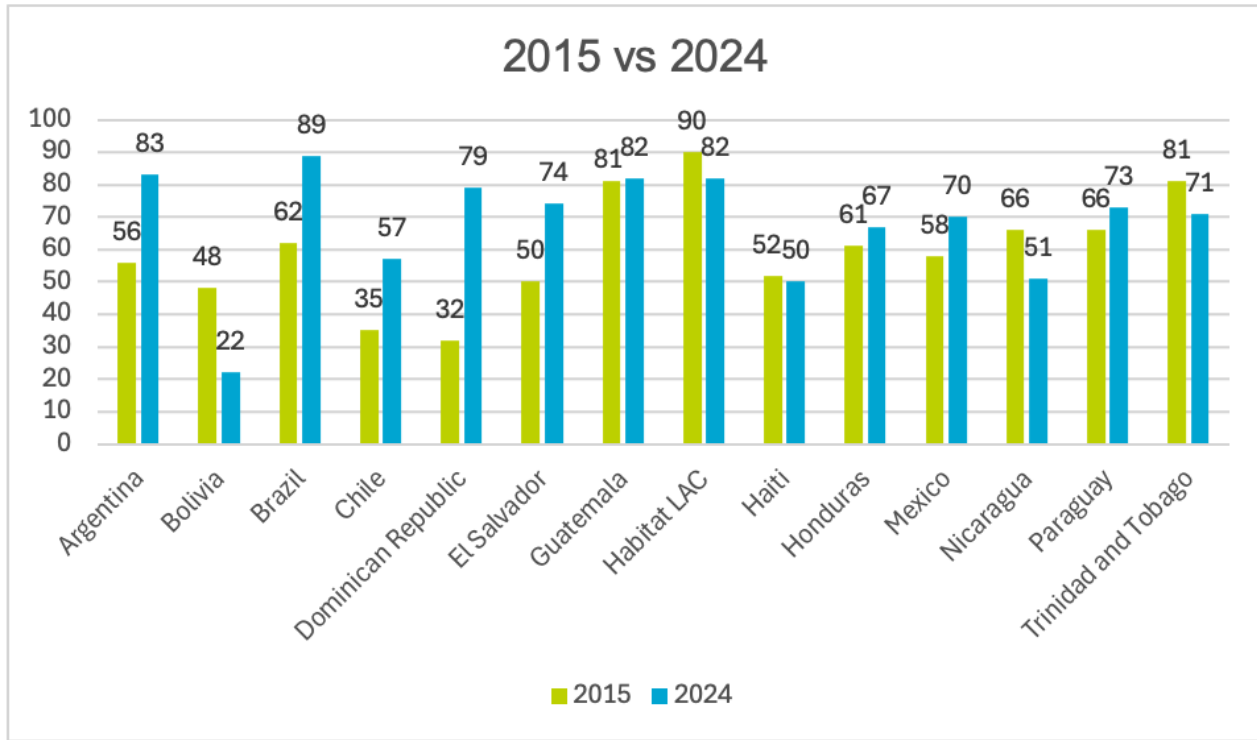


The results showed that in 2024, 7 of the 16 ONs reviewed (44%) had a grade below 70% in their digital performance, their average being 47%.

On the other hand, nine ONs (including the area office, CTIV MX and CTIV PE) stood out with an average score of 78% of digital performance (Argentina, Brazil, Dominican Republic, El Salvador, Guatemala, OA, Mexico, Paraguay and Trinidad & Tobago).

The average for the entire region in 2024 was 64%.

The results of the NO 2024 study (most recent time) are summarized below when compared with 2015 (year of the first study carried out):

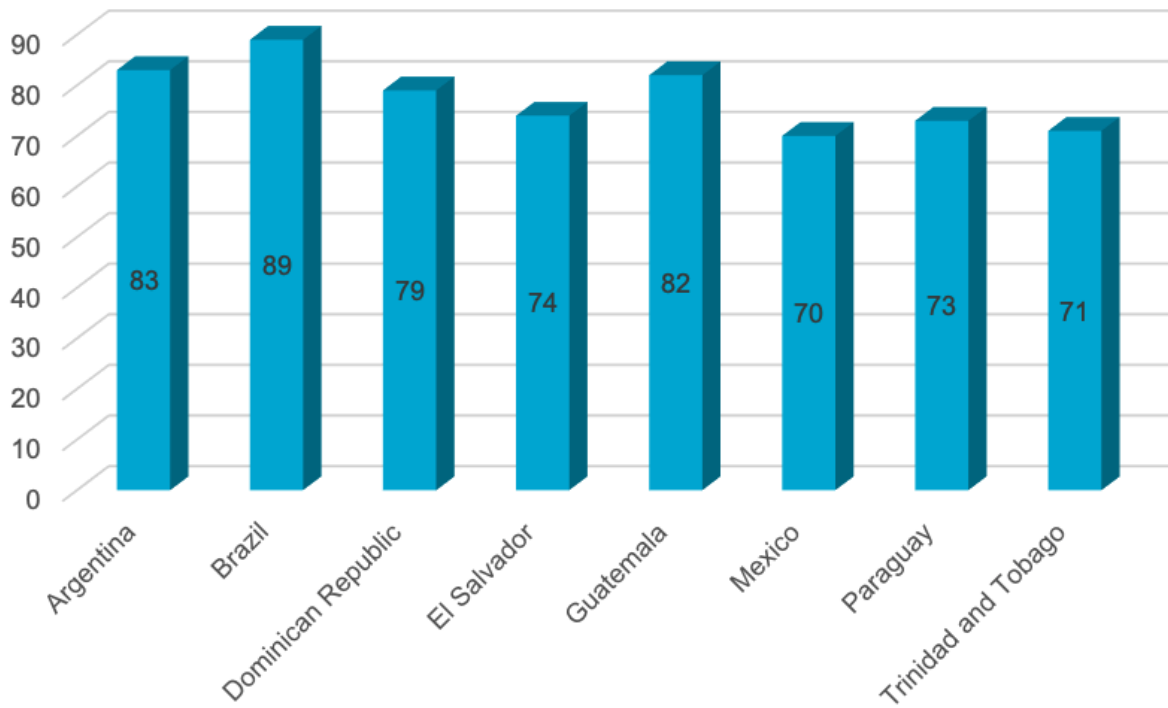


The results show that 5 of the 14 ONs reviewed (36% in 2024 vs 79% in 2015), had a grade below 70% in their digital performance, their average being 49% (vs 53% in 2015).

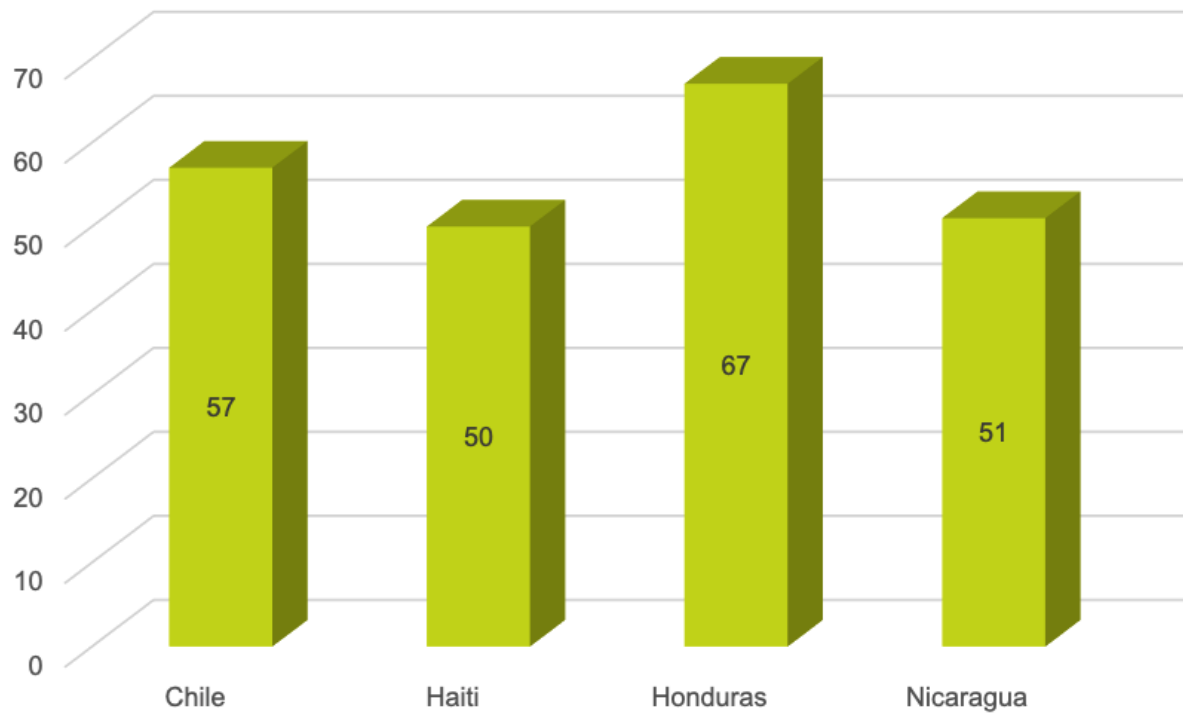
On the other hand, nine ONs (including the area office) stood out with an average score of 78% for digital performance (vs. 84% in 2015).

The average for the entire region in 2024 was 68% (vs. 60% in 2015).

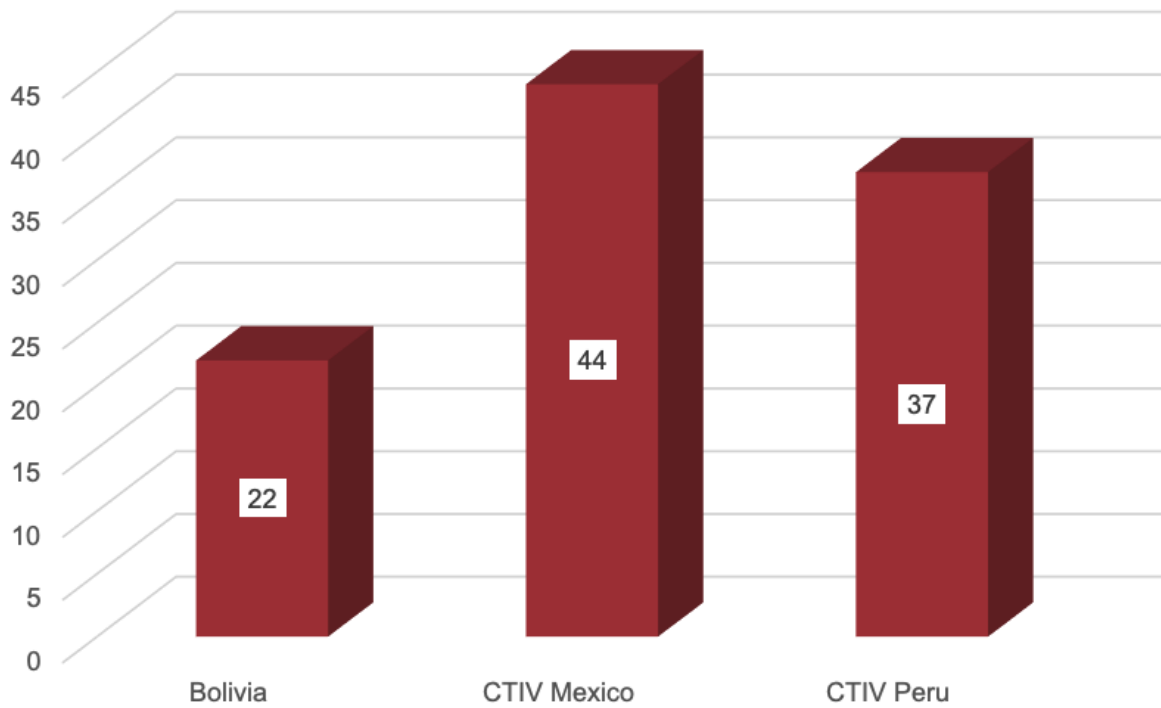
As a summary, this 2014 study shows the following national offices, with grades higher than 70%:



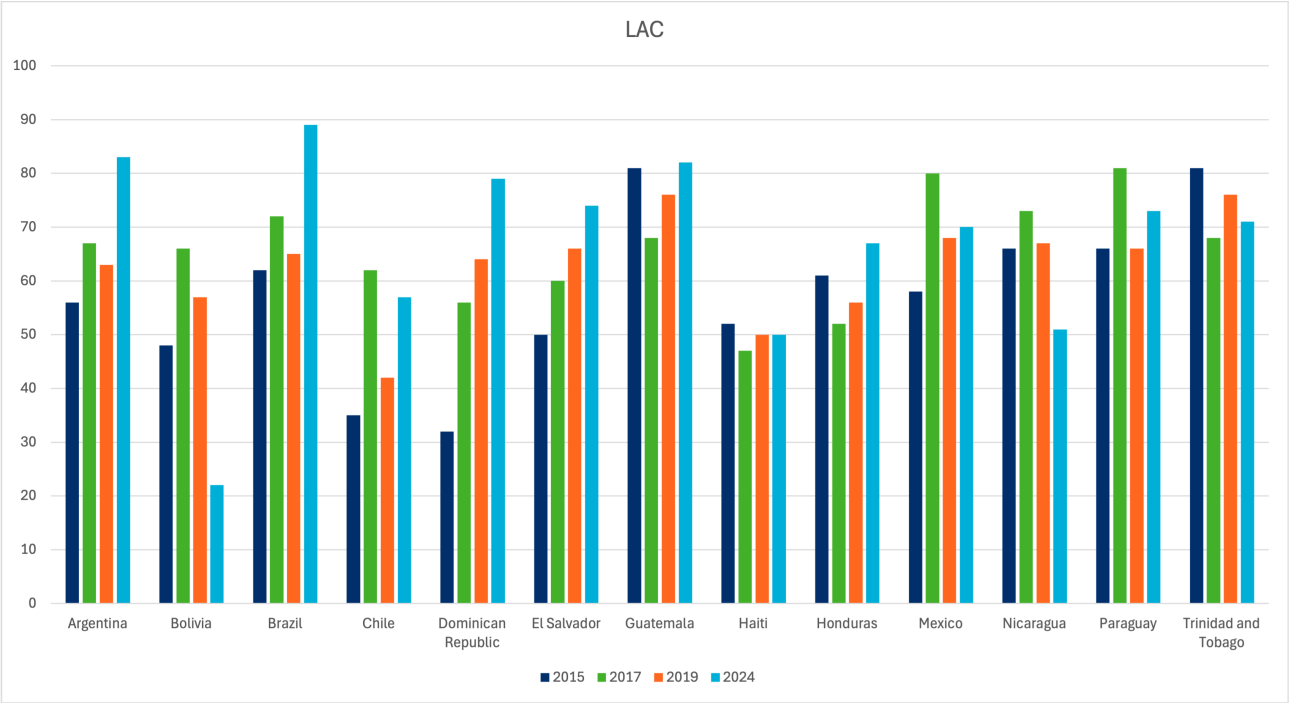
The following, with grades between 50% and 69%:



Consequently, the following national offices present grades lower than 70%:



Finally, a look at the history of our measurements:



Metrics by country

The following pages detail the main KPIs collected for each national office analyzed. For each of the cases, a standard interpretation was carried out, which it is already suggested that each communicator, after their own analysis, proceed to develop the possible specific questions they may have and direct them to the respective contact.

As explained in the methodology used in this ONs study, some metrics may have changed by the time this report is consulted.

Below is a reference to the tools used to obtain the data.¹³:



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¹³ The logos of the online tools used belong to each company that represents them and do not necessarily mediate any commercial relationship between them and Habitat for Humanity International but are used as an illustration of the methodology used in this NO study.

Brazil

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Below is the breakdown of NO metrics:

Active social media users	Social media followers	Social media growth	Monthly Facebook posts	Monthly X posts
144.000.000	100	80 grades	75	50

According to data from the Annual Report *The Global State of Digital in 2024*¹⁴, 144,000,000 people were reported in the country registered on social platforms such as Facebook and although the Habitat brand does not seek to reach all of those local users, for comparison Habitat Brazil manages to penetrate that total, only 0.1% although it is clearly the country in the region with the highest number of people connected to Social platforms.

This comparison seeks to encourage the organization to continue being intentional in obtaining followers along with an additional note since it presented an annual growth of 20.4% in relation to fiscal year 2023 and taking into consideration that a good part of digital marketing professionals suggests a standard annual growth of at least 15%. This growth represents the third largest in the region, surpassed only by Guatemala (+34%) and the Dominican Republic (24%).

That said, Habitat Brazil presents an average score on social platforms of 54% when the average of the rest of the ONs in South America analyzed averages 52% (Argentina, Bolivia, Chile, CTIV Peru, Paraguay).

SEO	Accessibility	Mobile	Donation info	Online platform for donations	Blog section
100	88	100	100	100	100
grades					

¹⁴ Annual report on digital trends created by the company Hootsuite and We Are Social

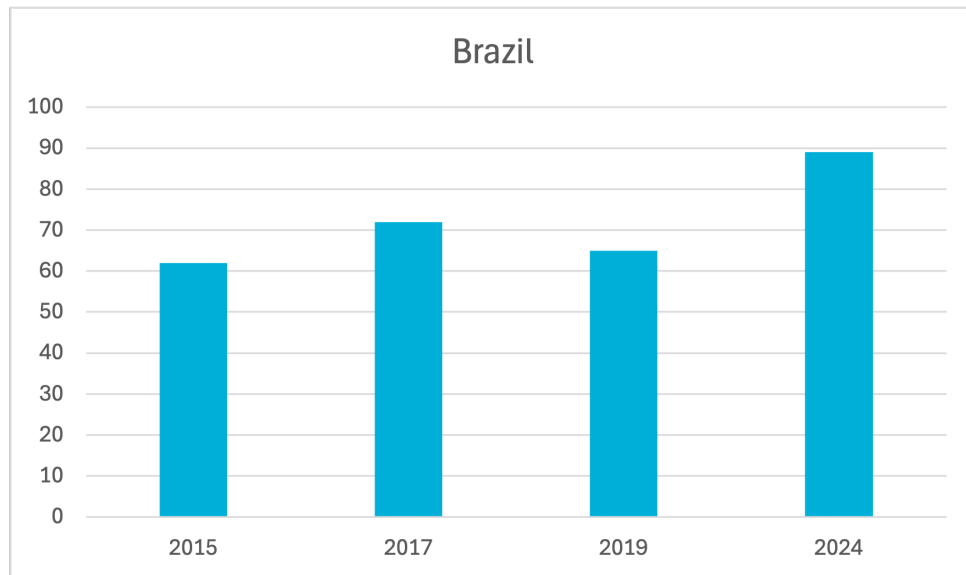
Since the first NO 2015 study, when the first evaluation of websites was launched as a means of helping national offices to identify opportunities for digital optimization and, even though technologies change, this study measures performance again web as a mechanism to attract search engines such as Google and to list Habitat Brazil in the best possible positions.

The SEO score continues to be a useful and relevant metric today to analyze performance, mobile adaptability, positioning¹⁵, security *online* and many more variables; that influence the ranking of that website in the results pages. So, receiving a grade lower than 70 (not like in the case of Brazil and its perfect grade) shows the importance that the national office has been able to give to creating more specific work plans.

In turn, the W3C standard and refers to the metrics of “*Accessibility*” and “*Mobile*”, was created to guarantee the best compatibility in terms of visibility, interpretation and understanding by all types of users, so if they are met; The ON will be able to offer universal access, provide greater trust and communicate better through its website.

Attention to SEO and W3C metrics demand investment in resources that allow the hiring of more specialized services to comply 100% with those standards; But for now, we can say that its average web grade in these three aspects (96%) is highly satisfactory and without a doubt, the investment decision pays off with that good grade.

Finally, from the area office, the call is always made to the national office to be clear and promote the ways in which visitors can find out about the means available to contribute financially, and even have the ability to offer a platform that promotes, motivates and manage online donations in an easy, agile and secure way. In both sections, offering donation information and having an online platform, Brazil highly approves, as does having a website with a section for *Blog*, as a mechanism to increase its relevant content, position itself on the Internet, improve its visibility in search engines such as Google, educate audiences and thus generate greater trust and credibility.



¹⁵ The study carried out a standard review of web positioning, but not a specific or localized list of terms (keywords).

Recommendations for Brazil

Social platforms in Brazil

One of the key objectives of organic traffic on social platforms¹⁶ is to become sufficiently attractive to the different target audiences, and thus minimize the possibilities of abandoning the ON's profile. This is achieved by improving reach and generating a loyal audience.

Although some social platforms, especially those of Meta; emphasize their value proposition increasingly through advertising, which could represent difficulties for the NO in reaching and maintaining their audiences, the first recommendation is that Brazil create or update its *Buyer Persona*¹⁷ so that these characteristics are compared with those of current audiences, by social network and at least in terms of age, gender and geographic location.

The second recommendation is to analyze the statistics of each social platform to verify days and hours in which the largest audience is most active on that network, so that the publications made by Brazil; are more likely to reach the greatest number of people.

These exercises should leave a summary table, like the following. Example:

Social platform	Target audience	Current audience	Observations
Facebook	Age, gender, location, time of greatest activity, main interests, problems or needs you seek to solve	Age, gender, location, time of greatest activity	Does it agree? Does it differ?
Instagram	Age, gender, location, time of greatest activity, main interests, problems or needs you seek to solve	Age, gender, location, time of greatest activity	Does it agree? Does it differ?
Linkedin	Job function, sector, level of responsibility, location, main interests, problems or needs you seek to solve	Job function, sector, level of responsibility, location	Does it agree? Does it differ?
X (twitter)	Age, gender, country, time of greatest activity, main interests, problems or needs you seek to solve	Age, gender, country, time of greatest activity	Does it agree? Does it differ?
TikTok	Age, gender, country, time of greatest activity, main interests, problems or needs you seek to solve	Age, gender, country, time of greatest activity	Does it agree? Does it differ?

¹⁶ Organic traffic refers to all that group of people who are related to a digital profile of the ON but who, in their attraction process, were not involved in any paid promotion or advertising.

¹⁷ Buyer Persona is a marketing concept that is used to refer to imaginary characters created to represent the different types of users that an ON needs to reach and affiliate according to its objectives.

After carrying out the previous exercise, the third recommendation is to differentiate the social platforms, based on the organizational objectives. Example:

Social platform	Primary objective	Content type
Facebook	Generate community, through massive outreach and active participation of volunteers and potential donors	Testimonials from beneficiaries, volunteers and collaborators. Stories of impact on specific projects. Events, fundraisers, and program or initiative updates. Campaign graphics and videos, including specific calls to action.
Instagram TikTok	Inspire and connect emotionally with younger and creative audiences	Focused on inspiring and connecting emotionally with younger and creative audiences.
Linkedin	Position Habitat as a leader in social impact and corporate responsibility, focusing on collaboration with companies and professionals.	Publications on strategic alliances with companies and government organizations Case studies and impact reports focused on metrics and tangible results. Calls for professionals to participate in corporate volunteer programs, jobs, internships. News about awards, recognitions and progress in strategic projects.
X (twitter)	Spread fast news, real-time updates and participate in conversations on social and housing issues	Breaking news about projects, natural disasters or important events. Participation in global trends in housing, poverty and social development. Live tweets during events, conferences and fundraising campaigns. Micro-stories or inspiring quotes from beneficiaries, volunteers or leaders of the organization.
YouTube	Explain in detail Habitat's work, results and how people can get involved	Official videos

Having performed these basic exercises, it is time to consider the following general recommendations:

- Share attractive content, preferably in video format and that seeks to capture the attention of viewers in the first 4 seconds. For this reason, it is said that especially for social platforms, start with what is most important, not necessarily telling a chronological story.
- Take advantage of the features *Live* to connect with followers through live streams at a much higher level than other types of content.
- Study what is working for similar NGOs in the country but always looking to choose quality content over quantity.
- Add calls to action, always and at the end, as this will help get more responses from the audience.

As a final point to this part, we emphasize the opportunity to differentiate content by social network to avoid publishing the same thing on all channels since each social network has its own demographics and type of users. Tailoring content to each audience ensures that the message is relevant and effective.

On the other hand, different platforms have formats and algorithms that favor different types of content. This explains that publishing the same content on all channels could result in poor performance on those platforms where it does not conform to the preferred format. Even posting the same thing on all channels can cause audience fatigue, especially in followers who follow on multiple platforms.

Excessive repetition can result in disinterest or even loss of followers.

Brazil website

Regarding the website, it is based on the reality that the NO has very little time to attract the attention of users before they want to leave the page. According to studies by various entities such as Nielsen Norman Group¹⁸, users only read 20% of the words on a website, so having clear, well-organized, updated messages and with the correct calls to action reduces the probability that users will go to another site. immediately.

Although the NO applied its own version of the web template created by the area office, since its publication there has been an interest in taking care of technical details such as value proposition, site navigation, colors of the Habitat brand, location of elements graphics and others that allow; focus on the content that is published; as an organic web positioning tool in search engines.

Having good web positioning increases the number of visitors and improves the possibilities that different target audiences engage in conversations with the NO. This positioning refers to generating quality content that arouses interest, with a website that solves a problem or need, aimed at helping the user find the specific information they require.

Knowing that at the time of preparation of this study, Habitat Brazil has the support of a digital agency that provides specialized services, it is still important to remember that when talking about the administration of a website, the first step is always to know users, knowing who they are addressing since each audience consumes information differently.

The second step is to have a content plan aimed at each of these audiences, planning the content with an editorial calendar, varying formats and specifying what type of user each content is aimed at.

A blog is the best vehicle to publish and share this content, seeking to generate links and create relationships that reinforce the Habitat brand and its work in the country. Having a powerful brand will not only make people search more, but it will make Habitat Brazil; in a trusted source and will increase the click-through rate of the results and the chances of them being shared and linked.

Writing for the web requires a specific approach to capture readers' attention and improve search engine visibility. Among the main recommendations is to create short paragraphs, of three or four sentences to facilitate reading on mobile devices. Additionally, divide the content with clear titles (H1) and subtitles (H2) so that readers can quickly find the information that interests them.

On the other hand, do not forget to use lists (bullet points) to highlight key points, which facilitates quick reading and even include relevant keywords naturally in the title, subtitles and throughout the text to improve visibility in the text. search engines.

Remember to include calls to action (CTA-*call to action*) clear and visible and avoid using large images or elements that slow down page loading.

The last basic recommendation will be to review the KPIs or key performance indicators at least once a month, to better determine the actions that are most effective and correct those that are not. In that sense, having key tools such as Google Analytics and knowing how to interpret its metrics becomes a differentiating and determining factor for web management.

In [this link](#), you can access learning options from Google tools.

¹⁸ *How Little Do Users Read? -- Nielsen Norman Group. Recuperado de <https://www.nngroup.com/articles/how-little-do-users-read/>*

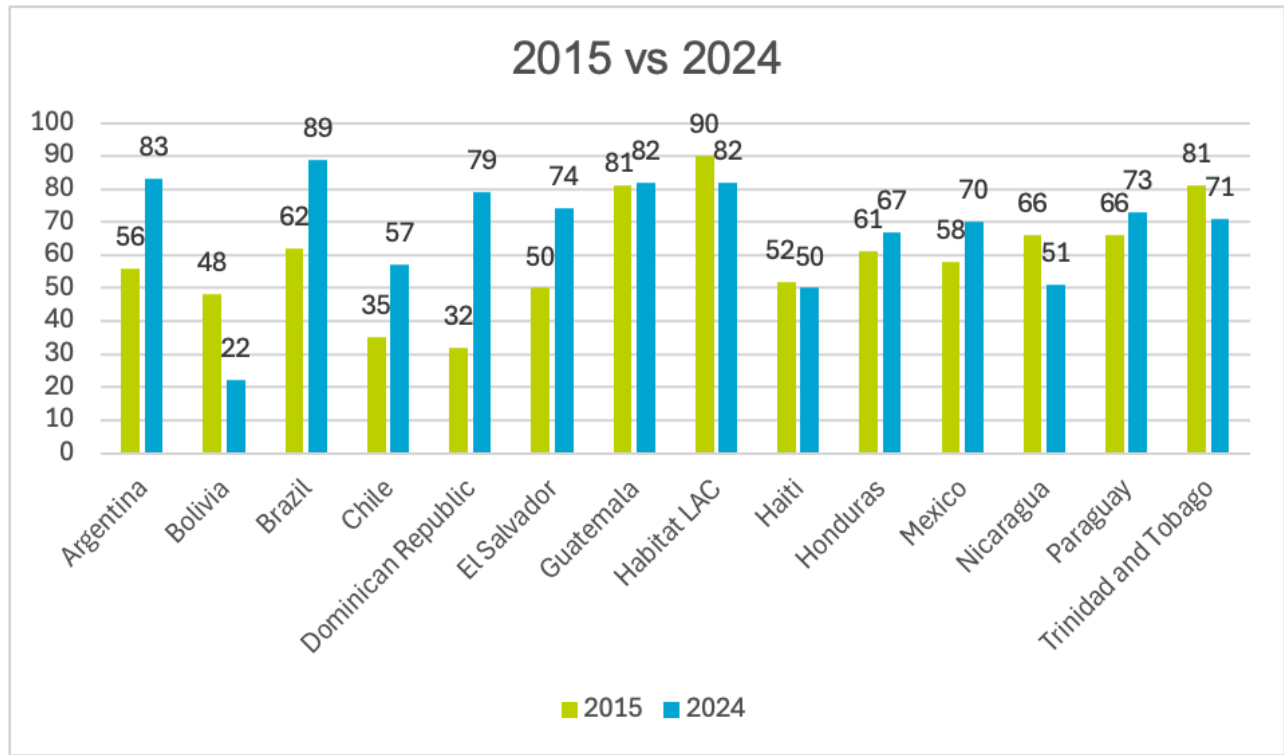
Finally, it is recommended to view and analyze the Annual Report *The Global State of Digital in 2024* with a view of Brazil. [Access at this link.](#)

This report allows you to see:

- Population of the country, by gender and age
- Basic financial indicators of the country
- Number of people with internet connection
- Metrics on internet usage, type of searches, top websites
- Use of Social platforms, reasons, platforms, among others
- Indicators on online commerce, transactions, density, and more

General conclusions

This NO 2024 Study, developed by the Latin America and Caribbean Area Office of Habitat for Humanity International, reflects notable progress in the digital strategy of national organizations since its first evaluation in 2015. This study provides a vision comprehensive digital performance and reveals important patterns that have influenced the regional positioning of the Habitat brand in the digital environment.



A key finding is the consistent increase in average scores from 2015 to 2024, demonstrating a commitment to continuous improvement. The scores from countries such as Argentina, Brazil, Guatemala, Dominican Republic, El Salvador, Paraguay, stand out as examples of a well-executed digital strategy, achieving ratings higher than the desired 70%. These results suggest that corrective initiatives implemented following previous studies have borne fruit, improving both reach and user engagement.

On the other hand, the report highlights critical areas that require attention, such as in the cases of countries with scores below the standard, for example, Bolivia and the CTIV programs recently incorporated into the study. This underlines the need for more targeted strategies and adequate resources to close the gaps.

As has been evident, this study not only measures current performance, but also establishes a precedent for continuous reflection and analysis. It is a fundamental strategic tool to guide digital communication efforts towards achieving regional objectives.

Specific conclusions

The following statements provide an initial roadmap for national organizations to continue moving towards optimal digital performance, promoting the positioning of the Habitat brand in the region:

- Argentina has demonstrated remarkable growth, going from a score of 56% in 2015 to an impressive 83% in 2024. This presupposes the successful implementation of digital tactics aligned with defined objectives.
- Brazil, as a regional leader, has managed to maintain a constant improvement in its digital performance, reaching 89% in 2024. Its focus on SEO optimization and mobile experience are examples to follow.
- Guatemala continues to stand out with consistently high scores, with 82% in 2024. Its growth in social platforms is a key point of that success.
- Bolivia and CTIV Peru show significant areas of improvement, with scores of 22% and 37% respectively in 2024. It is crucial to implement robust digital tactics to close these gaps and align with the desired standard.
- Nicaragua and Paraguay have shown moderate progress, but their scores still leave room for strategic adjustments to maximize their digital impact.
- The introduction of more advanced analysis tools has made it possible to identify key opportunities for improvement, such as the implementation of best practices in responsive design and the effective promotion of eventual digital campaigns.

Attention to queries

The communicators of the national Organizations analyzed, internal staff of the Area Office, and anyone else directly related to Habitat for Humanity and who had access to the data contained in this 2019 NO study, may direct their questions and comments to the consultant in charge.

All information contained and derived from this study is and will be the intellectual property and copyright of the Habitat for Humanity Latin America and the Caribbean Area Office, which, through its communications department, will be the only one authorized to grant permissions for use in media outside of Habitat.

Said authorization will be valid only through the formal approval of the Director of Communications, Mr. Marco Calvo or, failing that, the Area Vice President.

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Annexes

Each line is a link to a web repository created solely for that purpose and not to address specific queries through that platform.

Brazil

[Detailed SEO technical report](#)

[Facebook Posts](#)

[Accessibility technical report](#)

About the consultant

This study was developed by S Y F ONE HUNDRED NINETY-EIGHT SOCIEDAD ANÓNIMA, in coordination with the communications department of the Latin American and Caribbean Area Office of Habitat for Humanity International.

S Y F is a group of independent consultants, located in San José, Costa Rica, which since 2015 specializes in serving clients of various kinds; supporting them in the creation, measurement and optimization of commercial processes, with the correct link and use of digital channels that come to support said management.

The S Y F representative for the Latin America and Caribbean Area Office of Habitat for Humanity International; He is Mr. Víctor Solano Segura, digital marketing and professional SEO consultant.¹⁹, who in turn executes the digital communication strategy for the Latin American and Caribbean Area Office during fiscal year 2020, in addition to digital consulting services for several of the national Organizations in the region.

Mr. Solano has been a digital project manager since 2001 and has extensive experience in the planning, execution and measurement of marketing strategies applied to commercial business objectives. He has extensive experience working with companies' *business to business* and *business to customer*, from the understanding of its digital ecosystem, definition of the strategy and implementation of the initiatives in the respective channels.

Víctor has developed projects in countries such as Costa Rica, Brazil, Colombia, Dominican Republic, Guatemala, Nicaragua, United States, Spain, Austria and India, with a diversity of cultures, types of clients and challenges, which add to his professional background and the application of their experience in the world of NGOs.

S Y F also has professionals in various co-related areas such as commercial management, graphic and web design, corporate communication, web development and programming.

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¹⁹ Víctor Solano's detailed profile can be accessed online: <https://www.linkedin.com/in/victornetwork/>