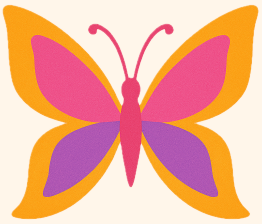

Uplifting Our Girls

February 2026 Digital Report

Kyia B. Young LLC.

SHAPING NARRATIVES,
AMPLIFYING VOICES

Objective(s)

To provide the leadership team of Uplifting Our Girls with current social media and campaign performance metrics.

To provide monthly analysis and suggested tactics to capitalize on trends or traction related to pre-established business imperatives.

Current Overview

In February, the UOG team prioritized the launch of the organization by producing lucrative paid campaign advertisements on Instagram and Facebook, and digital graphics/videos on Twitter, Linkedin, TikTok, and YouTube.

The UOG social media team sent various stakeholder groups, including but not limited to volunteers, government officials, mutual connections, and vendors, a Mailchimp newsletter announcing the organization's launch. This newsletter mirrored the press release pop-up featured on the Uplifting Our Girls website.

What went well in February?

In February 2026, Uplifting Our Girls launched its digital presence with a coordinated strategy across multiple platforms. The team ran targeted paid advertising campaigns on Instagram and Facebook. They also published branded graphics and videos on Twitter, LinkedIn, TikTok, and YouTube to introduce the organization and its mission to different audiences.

To support the launch, the social media team sent a Mailchimp newsletter to key groups, including volunteers, government officials, mutual connections, and vendors. This newsletter announced the organization's debut, matching the pop-up press release on the Uplifting Our Girls website.

As a result of these efforts, the organization received several inquiries about partnerships and the parent toolkit. UOG gained multiple new newsletter sign-ups and generated over $250 in early donations, showing strong initial interest and support for Uplifting Our Girls' mission.

What are the suggested next steps for March?

- Revisit the targeted paid advertisement that was paused by Meta to fulfill our launch goal of promoting the visual for 30 days.

- Highlight donation impact by sharing how early donations support programming. This will encourage continued giving and build donor trust.

- Continue producing content centered around brand guideline templates and UOG events.

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Areas of focus moving forward?

- Increase audience conversion by turning social media engagement into more newsletter sign-ups and donations. Use clearer calls-to-action and links on landing pages, i.e. ‘Our Story.’

- Strengthen storytelling content by introducing mission-driven pieces. This can include founder messages, impact stories, and short videos that explain the Parent Toolkit and how families can benefit.

- Grow email engagement by increasing newsletter subscribers. Improve open and click-through rates through segmented outreach and stronger subject lines.

- Develop partnership amplification by encouraging partners, volunteers, and supporters to repost and share Uplifting Our Girls content. This will help expand our organic reach across networks.

Monthly Overview by Platform

Mailchimp

Email Campaigns: UOG Launch 2026 & Launch Day Donation Error

The Uplifting Our Girls launch email campaigns reached **646 delivered recipients out of 788 total sends**. This resulted in a **24% open rate**, showing strong initial interest from supporters during the organization's launch period. The campaign generated **24 clicks, leading to a 3.7% click-through rate**. Additionally, 15.5% of those who opened the email took another action, indicating meaningful engagement with the content and call-to-action.

Although the campaign had a higher-than-average **bounce rate of 18%**, this is typical during early outreach as mailing lists are improved and outdated contacts are removed. Importantly, audience retention was strong, with **only three unsubscribes (0.46%)**, showing continued supporter interest in receiving updates from Uplifting Our Girls.

Linkedin

Uplifting Our Girls' LinkedIn content generated **149 impressions**, reaching a professional audience of supporters, partners, and community stakeholders. The post received **three reactions, three comments, and one repost**, showing active engagement and conversation among viewers.

Although the overall reach was modest, the level of interaction suggests that the content connected with those who viewed it and encouraged dialogue. This engagement helps improve the organization's visibility among professionals and potential partners within the platform's network.

Instagram

Uplifting Our Girls' Instagram presence generated **6,618 profile views**. About **77.7% of these views came from paid promotion**, which greatly increased the organization's visibility during its launch phase. The account reached **3,827 unique users**, with **93.4% of views from non-followers**. This shows strong discovery among new audiences. Engagement stayed steady with **243 profile interactions**. Nearly half of these interactions came from ads, showing that both

organic and paid efforts encouraged users to learn more about the organization.

By the end of February, the account had grown to **66 followers**. This helped establish an early foundation for ongoing audience growth and community engagement.

Facebook

Uplifting Our Girls' Facebook content generated **15.4K views**, significantly expanding the organization's visibility across the platform. Of those views, **4.1K viewers** watched at least three seconds of the content, contributing to a combined **16 hours and 31 minutes of watch time**. The content also received **191 interactions**, including reactions, comments, and shares.

These metrics confirm Facebook as an effective channel for raising awareness and fostering community engagement with the organization's mission.

TikTok

Uplifting Our Girls' TikTok content generated **385 video views**, reaching **337 unique viewers** and introducing the organization to new audiences on the platform. The content also led to four profile views, indicating early interest in learning more about the organization beyond the video. Engagement included **four likes and one comment**, reflecting initial audience interaction during the account's early growth stage.

As the platform continues to expand, TikTok presents an opportunity to connect with younger audiences through short-form, mission-driven content.

Twitter (X)

Uplifting Our Girls published four posts on Twitter (X), generating **41 total impressions** during the reporting period. While the account is still in its early development stage, these posts helped establish the organization's presence on the platform and begin sharing updates with the public. The account currently

has **two followers**, representing the initial foundation for audience growth.

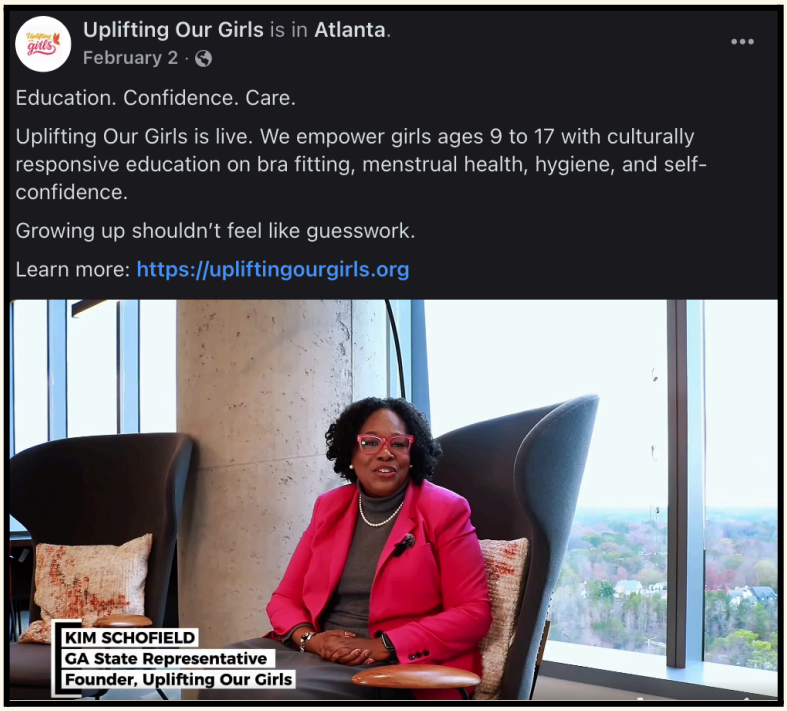
As posting frequency and engagement increase, the platform provides an opportunity to expand visibility and connect with supporters, partners, and advocacy networks.

Squarespace

The Uplifting Our Girls website received **1,091 total site visits** from **969 unique visitors**, resulting in **1,933 page views** during the reporting period. Traffic was primarily driven by **direct visits (438)**, **followed by Facebook (340)** and **Instagram (278)**, demonstrating the effectiveness of social media in directing audiences to learn more about the organization.

Though the site experienced a **75.87% bounce rate**, the traffic still resulted in **three completed donations totaling $268, with an average gift of $89.** With a **0.27% conversion rate** and direct traffic generating the highest donation revenue, the website served as a key hub for both awareness and early donor support.

Facebook & Instagram Ads (Feb 2–Feb 17)



The “Uplifting Our Girls” ad campaign ran for 15 days but was prematurely paused due to Meta flagging the video messaging as “political.” Despite this, the campaign achieved strong early results, driving the majority of profile views, interactions, and reach across both platforms, including significant new audience discovery on Instagram and Facebook. Given the momentum gained in just half the planned period, it’s recommended to resume and complete the full 30-day campaign to fully meet the launch goals and maximize visibility, engagement, and donor reach. Continuing the campaign will ensure the organization capitalizes on the traction already generated.

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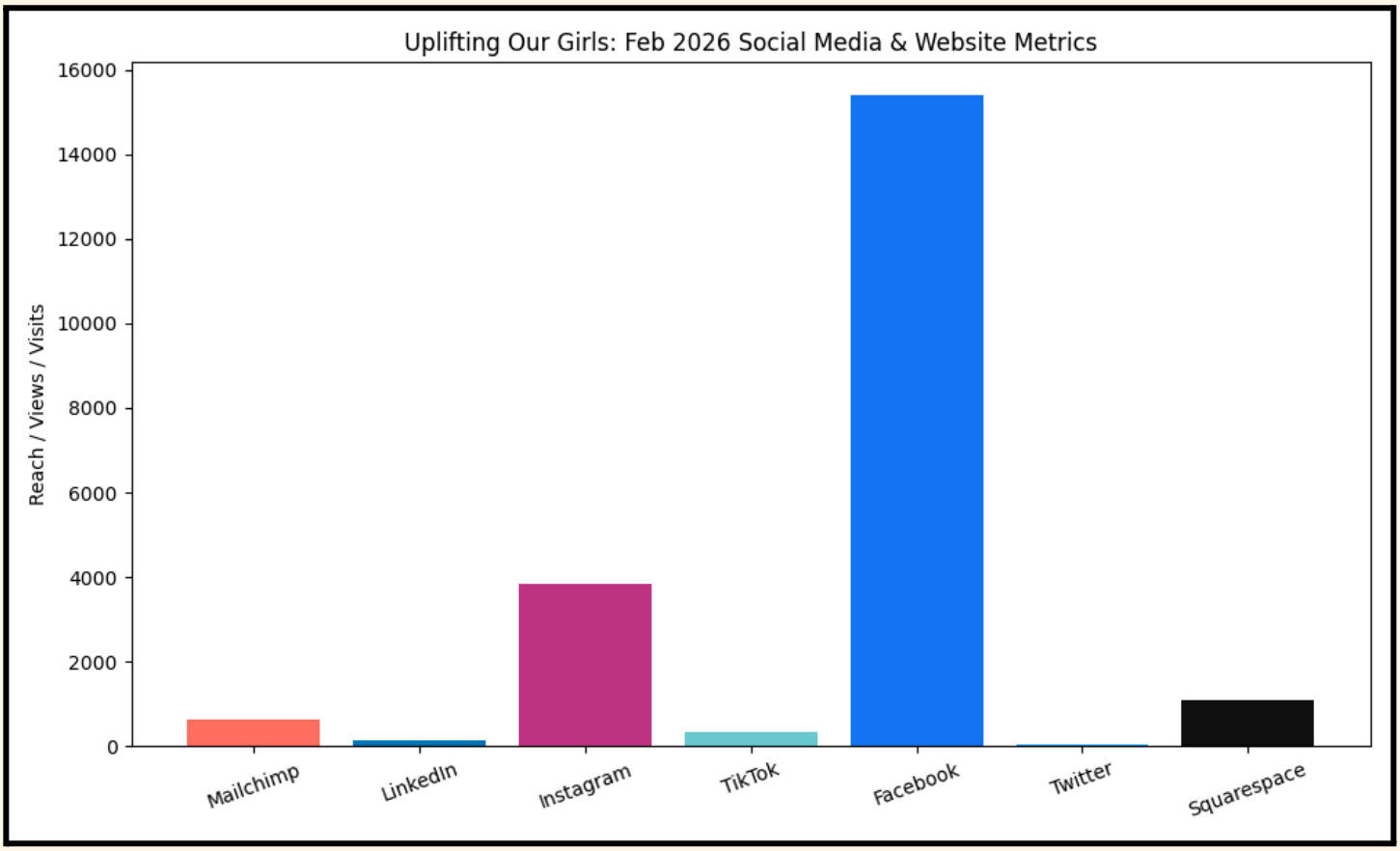
Appendix (Social Following / Donations)



A donation chart for February 2026 is not included, as there is insufficient monthly data for meaningful comparison.

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