COMPREHENSIVE SOCIAL MEDIA AUDIT · JUNE 2026

Global *Artivism* Social Media Audit Report

A full-spectrum analysis of digital presence, audience intelligence, competitive positioning, content strategy, and growth roadmap for a worldwide movement where art meets activism.

BRAND	INDUSTRY	PLATFORMS AUDITED	REPORT DATE
Global Artivism	Art · Culture · Social Impact	Facebook · Instagram · LinkedIn	June 2026

SECTION 01

Executive Summary

Global Artivism is a genuinely differentiated movement with a compelling mission and demonstrated event impact. However, its digital presence is not yet commensurate with its ambition. The brand has meaningful raw material — global reach, a 2025 Salvador convening with 1,000+ participants, and a powerful narrative — but lacks the content infrastructure, posting cadence, and platform strategy to convert that offline energy into sustained online authority and lead generation.

Low

Overall Digital Authority Score vs. Peer Orgs

3

Active Platforms (Facebook, Instagram, LinkedIn)

High

Mission Differentiation & Story Capital

5

Core Business Goals to Address

CRITICAL GAPS

Inconsistent posting across platforms, no dedicated content series, missing CTAs to website, weak bio optimization, no LinkedIn company page leveraged for B2B authority.

TOP OPPORTUNITIES

Leverage the 2025 Salvador convening content as a long-running content asset, build thought leadership on LinkedIn, and launch Instagram Carousels to capture the format's superior engagement rate.

QUICK WINS

Bio link optimization (Linktree → dedicated landing page), Reels repurposing from event footage, and a consistent hashtag strategy across all platforms — all executable within 2 weeks.

SECTION 02

Brand & Digital Presence Audit

An assessment of the brand's website positioning, messaging alignment, and overall digital coherence across touchpoints.

WEBSITE POSITIONING (GLOBALARTIVISM.ORG)

Strong Narrative, Weak Conversion Architecture

- Mission statement is compelling: "artists are central architects of change"
- Built on Wix — limits SEO and performance optimization
- No visible lead capture form above the fold
- No blog or content hub feeding organic search traffic
- Navigation includes "Take Part" but no clear funnel: visit → interest → action → donate/join
- 2025 Convening Impact Report is a strong asset but buried in sub-navigation

BRAND MESSAGING CONSISTENCY

Compelling Core, Inconsistent Execution

- Tagline "Building Artist Power" is strong and differentiated
- The term "artivism" is proprietary — a significant SEO and thought leadership asset
- Mission language on website is powerful but not reflected consistently in social bios
- Visual identity appears coherent (star motif, warm tones) but application varies across platforms
- No content-level positioning against similar orgs (Creative Time, Inside Out Project, etc.)
- Publishing and author branding services are not clearly surfaced as revenue drivers

TONE OF VOICE

The website voice is inspiring and movement-driven, but social posts have not consistently matched this. Opportunity to codify a brand voice guide: bold, inclusive, global, urgent, and human.

VISUAL CONSISTENCY

Star/sunburst motif, earthy warm palette present on website. Profile photos and cover images need audit for consistency. No clearly visible branded story highlights on Instagram.

CTA ARCHITECTURE

Current CTAs are passive ("Join the Movement"). Should include tiered CTAs: Subscribe to newsletter, Download Impact Report, Apply to Speak, Partner With Us — mapped to each audience segment.

SECTION 03

Platform-by-Platform Audit

Detailed scorecard for each active social platform, benchmarked against 2025–2026 industry standards for mission-driven and cultural organizations.

Facebook — @GlobalArtivism

Needs Work

facebook.com/GlobalArtivism

EST. FOLLOWERS

~1–2K

Low for mission scope

POSTING FREQUENCY

Irregular

Gaps of weeks observed

INDUSTRY BENCHMARK ER

0.06–0.2%

Per post by followers

PRIMARY GAP

Community

No active Facebook Group

STRENGTHS

- Page exists and has some event history
- Facebook Events can drive convening registrations
- Broad demographic reach (25–55+ audience segment)
- Strong potential for Facebook Groups community

CRITICAL GAPS

- Inconsistent posting schedule — algorithm penalizes dormancy
- No Facebook Group for community building
- Bio/About section likely incomplete — needs full service description
- No pinned post directing visitors to key next action
- Not leveraging Facebook Live for panel replays

Instagram — @globalartivism

Moderate Potential

instagram.com/globalartivism

EST. FOLLOWERS

~500–2K

Below movement scale

TOP FORMAT

Carousels

6.90% median ER in 2025

REELS ADOPTION

Low

Reach driver not yet used

STORY HIGHLIGHTS

Missing

No branded navigation

STRENGTHS

- Art/activism niche is highly visual — ideal Instagram fit
- Event photography from Salvador Convening is strong content
- Global mission appeals to Instagram's younger demographic
- "Artivism" is a searchable hashtag with growing interest

CRITICAL GAPS

- No consistent Reels strategy — primary reach mechanism
- Story Highlights absent — visitors see no organized brand story
- Bio link should go to a dedicated landing page, not just Linktree
- No Instagram Collab posts with global artist partners
- No Series content (e.g., "Meet the Artivist" weekly profile)

Li

LinkedIn — Global Artivism

linkedin.com/company/global-artivism · Also: linktr.ee/globalartivism2025

Underutilized

COMPANY PAGE

Exists

Needs optimization

PLATFORM ER

6.1%

Highest of all platforms

B2B OPPORTUNITY

Very High

Partners, funders, orgs

LINKTREE USAGE

Weak Signal

Should be Company Page

STRENGTHS

- LinkedIn has the highest median engagement rate (6.1%) of any platform
- Target audience (educators, thought leaders, orgs) is a core LinkedIn user base
- COP30 context provides strong hook for climate-justice narrative
- Thought leadership articles can rank in Google — long-tail SEO benefit

CRITICAL GAPS

- Linktree used instead of LinkedIn company page in social links — confusing
- No newsletter/articles being published on LinkedIn
- No employee/team member amplification strategy
- Steering Committee and partner organizations not being leveraged for reach
- No lead-gen forms or event promotions running on LinkedIn

SECTION 04

Audience Intelligence & Segmentation

Understanding the layered audience of Global Artivism — from individual creators to institutional partners — and how to speak to each on the right platform with the right message.

PRIMARY SEGMENT A

The Creative Changemaker (18–35)

Artists, musicians, writers, and performers who believe their work can create social impact. Motivated by community, recognition, and resources. Platform: Instagram, TikTok (not yet active). Content: Behind-the-scenes, artist spotlights, "how to" artivism.

PRIMARY SEGMENT B

The Cause-Aligned Professional (30–55)

Educators, researchers, nonprofit professionals, and social entrepreneurs who want to integrate arts in their work. Platform: LinkedIn, Facebook. Content: Impact data, frameworks, case studies, thought leadership articles.

SECONDARY SEGMENT C

The Author / Storyteller (25–60)

Published and aspiring authors, coaches, thought leaders seeking publishing and personal branding services. Platform: LinkedIn, Facebook. Content: Publishing tips, author success stories, writing prompts, book launch frameworks.

SECONDARY SEGMENT D

The Institutional Partner (35–70)

Organizations, foundations, government cultural bodies, and universities seeking collaboration, sponsorship, or convening partnerships. Platform: LinkedIn. Content: Partnership outcomes, ROI of arts in social change, invitation to join Steering Committee.

SECTION 05

SWOT Analysis

A strategic assessment of Global Artivism's current social media position relative to its goals and competitive environment.

STRENGTHS

- Owns the term "artivism" — unique brand equity
- International convening with 1,000+ attendees
- Alignment with COP30 creates global relevance
- Credible Steering Committee and global partners
- Rich event visual/video content available

- Led by the Global Majority — authentic voice
- Published Impact Report — rare among peer orgs

WEAKNESSES

- Posting cadence is inconsistent across all platforms
- No content series or programmatic social strategy
- Website not optimized for lead capture or SEO
- LinkedIn severely underutilized vs. opportunity
- Not on TikTok — missing the largest organic growth channel
- No email list or newsletter integration visible
- Publishing services not clearly surfaced as offerings

OPPORTUNITIES

- COP30 / climate justice narrative alignment (2025–2026)
- LinkedIn newsletter for thought leadership (325% avg growth for nonprofits)
- Carousels are the highest-performing Instagram format in 2026
- Employee/team/committee advocacy can multiply reach 5–10x
- TikTok activation for next convening campaign
- Partner co-content with cultural organizations globally
- Substack for deep-form artivism storytelling + community

THREATS

- AI-generated content flooding cultural/activist spaces
- Platform algorithm volatility (Instagram ER declined 26% in 2025)
- Competitor orgs (Inside Out Project, Creative Time) more digitally mature
- Audience attention fragmentation across new platforms
- Donor/funder fatigue in the nonprofit social impact space
- TikTok ownership uncertainty affecting platform strategy

SECTION 06

Competitor & Peer Organization Analysis

Mapping the digital landscape of peer organizations in the art-activism-culture space to identify gaps, best practices, and positioning opportunities.

ORGANIZATION	PRIMARY FOCUS	DIGITAL STRENGTHS	KEY LESSON FOR ARTIVISM	GAP TO EXPLOIT
Inside Out Project	Global participatory photography activism	UGC engine — user submissions power content. Strong Instagram presence.	Build a UGC submission mechanic for artivists worldwide	Less focused on publishing/author branding services
Creative Time	Public art addressing	Long-form editorial content, strong NYC-based authority	Thought leadership articles build SEO and	Lacks global south representation —

	social issues		credibility	Artivism's strength
Impact Media	Social-first activism journalism	2.5M Instagram followers; slideshow/carousel mastery; Gen Z reach	Carousel storytelling format proven for this audience	Less cultural depth; no convening or community infrastructure
Global Leaders Institute	Arts + cultural leadership	Strong LinkedIn presence, institutional partnerships	LinkedIn thought leadership drives institutional partnerships	Less grassroots, less artist-led — Artivism's authentic edge
Global Artivism (current)	Art + activism + convening + publishing	Unique term ownership, impact event, Global Majority-led voice	—	Must build digital consistency to match mission scale

SECTION 07

Content Strategy & Pillars

Six content pillars to anchor Global Artivism's editorial calendar, each mapped to a business goal and audience segment.

01

Artivist Spotlight

Feature one artivist per week — their story, their medium, their cause. Format: Instagram Carousel (5–7 slides). Short-form Reel teaser. LinkedIn written profile.

Authority · Engagement · Instagram · LinkedIn

02

Art Changes Systems

Educational content on how art drives social and policy change. Thought leadership that positions Artivism as the intellectual home of the movement. Format: LinkedIn Articles, Facebook long-form, Instagram infographic carousels.

Authority · Lead Gen · LinkedIn

03

Behind the Convening

Evergreen content from the 2025 Salvador event — attendee stories, speaker highlights, impact data, planning insights. Repurpose for next 12 months. Format: Reels, carousels, testimonials, mini-docs.

Engagement · Traffic · All Platforms

04

The Author's Journey

Publishing and author branding content targeting aspiring and published authors, coaches, thought leaders. Format: Tips carousels, Q&As, success stories, writing prompts. Explicit service CTAs.

Lead Gen · Sales · Facebook · LinkedIn

05

Global Culture Pulse

React to global cultural and climate news through an artivist lens. Timely, opinionated, shareable. Format: Quick Instagram Stories polls, Twitter-style LinkedIn text posts, Facebook discussion threads.

Engagement | Reach | All Platforms

06

Join the Movement

Community-building and participation-driving content: calls to join, partner spotlights, upcoming events, steering committee introductions. Strong CTAs. Format: Countdown Reels, partner co-posts, Facebook Events.

Lead Gen | Sales | Traffic | All Platforms

SECTION 08

Sample Weekly Content Calendar

A repeatable 7-day content rhythm across Facebook, Instagram, and LinkedIn — designed for a small team managing multiple platforms.

MON

LinkedIn
Thought Leadership
Pillar 2 article or insight post

TUE

Instagram
Artivist Spotlight
Carousel (5–7 slides)

WED

Facebook
Author's Journey
Publishing tip or story

THU

Instagram
Reel
Convening clip or artivist moment

LinkedIn
Partner spotlight
Short-form post

FRI

All Platforms
Culture Pulse — react to 1 global news item through artivist lens

SAT

Instagram
Stories
Poll, quiz, or UGC repost

SUN

Facebook
Community Thread
Question to community; drive discussion

SECTION 09

Platform Growth Recommendations

Specific, actionable improvements for each platform, grounded in 2025–2026 algorithm and engagement data.

FACEBOOK STRATEGY

- Create a **private Facebook Group** for the artivist community — Groups receive algorithmic priority over Pages
- Post 4–5x/week; mix text, images, and video equally (format matters less than audience fit on FB)
- Use **Facebook Events** for every upcoming webinar, launch, and convening
- Pin a post directing visitors to the newsletter signup and website
- Run a **Facebook Live** monthly — interview format with an artivist or partner
- Use **lead generation ads** targeting educators, authors, nonprofit professionals globally

INSTAGRAM STRATEGY

- Launch a **weekly carousel series** — carousels have 6.90% median engagement rate vs. 3.31% for Reels
- Post **3–4 Reels/week** using existing convening footage with subtitles and music
- Build **5 Story Highlight categories**: About Us, Our Impact, Artivists, Join, Services
- Use **Instagram Collab posts** with featured artivists to double reach
- Optimize bio: clear mission + "Link for resources ↓" directing to dedicated landing page
- Activate **#globalartivism** and 5–8 niche hashtags per post consistently

LINKEDIN STRATEGY

- Activate a **LinkedIn Newsletter** — proven to drive 325%+ engagement growth for nonprofits
- Post **3–4x/week** from Company Page: mix short insights, impact data, and event recaps
- Encourage Steering Committee members to **share and comment** on company page posts
- Publish **long-form articles** on: "Why Art Is Central to Climate Action," "The ROI of Cultural Activism"
- Use **LinkedIn Lead Gen Forms** attached to event promotions and resources
- Replace Linktree with direct LinkedIn Company Page URL in all social references

SECTION 10

2026 Trend Analysis & Opportunity Map

Key trends reshaping social media in 2026 and how Global Artivism can position itself ahead of each curve.

◈

Authenticity Premium

AI-generated "slop" has flooded social platforms. Audiences are hungry for genuine human stories, raw footage, and real voices — exactly what a movement-driven org can provide.

Action: Lead with unpolished behind-the-scenes content. Raw convening footage will outperform high-production AI-looking graphics.

◈

LinkedIn + Substack for Depth

LinkedIn is the #1 engagement platform (6.1% median ER). Substack and LinkedIn Newsletters are identified as the top platforms to invest in for 2026 by Hootsuite's annual trends report.

Action: Launch "The Artivist Letter" on LinkedIn Newsletter and cross-post to Substack for long-term community building.

◈

Saves & Shares Over Likes

Every platform shifted to shares and saves as primary distribution signals in 2025–2026. Likes and comments no longer drive reach the way they once did.

Action: Create "saveable" content — resource carousels, how-to guides, artivist frameworks — optimized to be bookmarked.

◈

Community-Led Growth

The most successful brands and missions are building owned communities — Facebook Groups, Discord, membership platforms — as hedges against algorithm changes.

Action: Launch a private Global Artivism Community on Facebook Groups and/or Discord for the post-convening network.

◈

Employee & Member Advocacy

In 2026, organizations using team advocacy programs see exponential reach boosts. For Artivism, the Steering Committee is an untapped broadcast network of global leaders.

Action: Equip Steering Committee members with ready-to-share monthly social kits — pre-written captions, images, and talking points.

◈

First-Party Data Priority

Social platforms are becoming primary sources of consent-based first-party data. Lead gen forms, gated content, and direct DM strategies are outperforming external link clicks.

Action: Use LinkedIn and Facebook Lead Gen Forms to capture emails for the Artivism newsletter — own the audience, don't rent it.

SECTION 11

90-Day Priority Action Plan

Ranked by impact and urgency, these are the moves that will have the greatest effect on Global Artivism's social media growth, lead generation, and authority in the next 90 days.

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01 Audit & Optimize All Platform Bios + Profile Images

Rewrite all bios to include: what Artivism is, who it's for, and a clear CTA. Ensure profile photos and cover images are consistent, high-quality, and on-brand. Link to a dedicated landing page (not Linktree) built on the website that captures

emails.

HIGH PRIORITY | Week 1 | All Platforms

02 Launch LinkedIn Company Page + Weekly Newsletter

Fully activate the LinkedIn Company Page with a complete description, banner, and team tags. Start a bi-weekly LinkedIn Newsletter ("The Artivist Letter") combining impact stories, thought leadership, and a CTA. This is the single highest-ROI channel for authority and B2B lead generation.

HIGH PRIORITY | Week 1–2 | LinkedIn

03 Repurpose 2025 Salvador Convening Into 3 Months of Content

The convening produced enormous content capital — photography, video, speaker recordings, attendee stories — that has not been fully deployed. Create an asset inventory, clip 20+ Reels, design 10+ carousels, extract 5+ long-form stories, and schedule across 12 weeks.

HIGH PRIORITY | Week 1–3 | All Platforms

04 Build Instagram Story Highlights (5 Categories)

Create branded Story Highlights: "Who We Are," "Our Impact," "Meet Artivists," "Join Us," and "Our Services." These serve as a permanent orientation layer for new profile visitors and significantly improve conversion from profile visits to followers and website clicks.

HIGH PRIORITY | Week 1 | Instagram

05 Launch the "Artivist Spotlight" Weekly Series

A consistent weekly series — every Tuesday — featuring one artivist's story in a 5–7 slide carousel format on Instagram, cross-posted as a written profile on LinkedIn. This creates a content commitment, builds community, and generates UGC when artists share their own features.

HIGH PRIORITY | Week 2 onwards | Instagram + LinkedIn

06 Create a Facebook Community Group

Launch "Global Artivism Community" — a private Facebook Group for artivists, cultural workers, and movement allies. Facebook Groups receive algorithmic preference over Pages. Use it for member introductions, monthly challenges, exclusive content, and event announcements.

MEDIUM PRIORITY | Week 3–4 | Facebook

07 Build & Activate Steering Committee Social Kit

Create a monthly "Social Share Kit" for Steering Committee members — branded images, pre-written captions for LinkedIn and Instagram, and talking points. Member amplification can multiply reach 5–10x at zero cost. Send as a simple PDF or Canva link each month.

MEDIUM PRIORITY | Month 2 | LinkedIn + Instagram

08 Pilot "Author's Journey" Content Series (Publishing Services)

Publish 8 pieces of content on Facebook and LinkedIn specifically targeting the author/publishing audience segment. Include clear CTAs to inquire about services. Track engagement and lead quality to determine investment level in this revenue-generating stream.

MEDIUM PRIORITY | Month 2 | Facebook + LinkedIn

09 Set Up Email Capture + Social-to-Email Funnel

Build a landing page on the website offering the Impact Report as a lead magnet. Drive traffic via Instagram bio link, LinkedIn lead gen forms, and Facebook post CTAs. Email subscribers are the most valuable audience — they are not subject to algorithm changes.

MEDIUM PRIORITY | Month 2 | All Platforms → Website

10 Evaluate & Pilot TikTok Presence

TikTok remains the most powerful organic reach channel for cultural and movement content targeting 18–35 audiences. Pilot 3 months of repurposed Reels content on TikTok, then evaluate based on follower growth and engagement before

Pilot 3 months of repurposed Reels content on TikTok, then evaluate based on follower growth and engagement before committing resources.

GROWTH HORIZON | Month 3 | TikTok

SECTION 12

KPI Framework & Performance Targets

Measurable benchmarks for the next 90 days and 12-month horizon, mapped to each of the five business goals.

LEAD GENERATION	
Email subscribers (from social)	500 in 90 days
LinkedIn lead form submissions	50/month
Website sessions from social	+40% in 90 days
Link-in-bio clicks (Instagram)	200/month
AUDIENCE GROWTH	
Instagram follower growth	+15–20%/month
LinkedIn Company Page followers	500 in 90 days
Facebook Group members	300 in 60 days
LinkedIn Newsletter subscribers	200 by month 2
ENGAGEMENT & AUTHORITY	
Instagram engagement rate	≥2.5% per post
LinkedIn engagement rate	≥4% per post
Instagram Reel views	500+ per Reel
Content saves (Instagram)	50+ per carousel
REVENUE & CONVERSION	
Service inquiry DMs/week	5+ by month 3
Publishing service page visits	200/month
Impact Report downloads	150 in 60 days
Convening registrations via social	Track % attribution

SECTION 13

Strategic Closing Recommendations

The five most important mindset and structural shifts for Global Artivism's digital growth in 2026.

1. Own Your Audience, Don't Rent It

Social platforms are borrowed land. Build an email list aggressively. Every social post should have a secondary goal of driving subscribers. Target: 2,000 email subscribers within 6 months.

2. Consistency Beats Perfection

Algorithms reward regularity. A simple, consistent 5-post-per-week schedule maintained for 90 days will outperform a burst of polished content followed by 3 weeks of silence. Build systems, not campaigns.

3. LinkedIn Is Your Most Valuable Platform

Given the target audience (educators, professionals, institutional partners) and LinkedIn's industry-leading 6.1% engagement rate, LinkedIn should receive the most strategic investment of any platform in 2026.

4. The Convening Is a Content Machine

The 2025 Salvador event with 1,000+ participants is a multi-month content asset that is being significantly underutilized. Every dollar spent on documentation was an investment in future content — activate it now.

5. Surface the Publishing Services Explicitly

Author branding and publishing services are a revenue stream not visible in the current social presence. Create a dedicated content series and clear CTAs. This audience (authors, coaches, thought leaders) is a core LinkedIn and Facebook demographic.

The Big Picture

Global Artivism has everything a great social media presence needs — a differentiated mission, a global story, visual richness, and community. The gap between what exists and what's possible is not a resource problem. It's a systems and consistency problem. Fix the systems, and the growth will follow.

Global Artivism Social Media Audit — June 2026

This audit was produced using publicly available information from the Global Artivism website, social profiles, industry benchmarking data (Buffer, Hootsuite, SocialInsider, Rival IQ), competitor analysis, and 2025–2026 social media trends research. All engagement rate benchmarks reflect industry medians and should be validated against actual platform analytics.

Platforms referenced: globalartivism.org · facebook.com/GlobalArtivism · instagram.com/globalartivism · linkedin.com/company/global-artivism