

# Cultural Survival

## Case Study: Network Mapping to Inform Strategy for Cultural Survival

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**Website:** <https://www.culturalsurvival.org/>

**Location:** Cambridge, MA

**Industry:** Non-Profit Organization

**Function:** Indigenous-led NGO that advocates for Indigenous Peoples' rights and supports Indigenous communities' self-determination, cultures, and political resilience

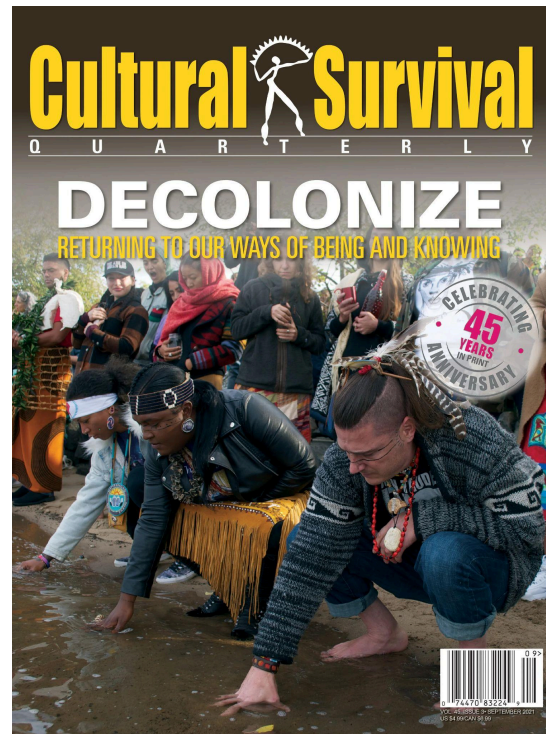


# CHALLENGE

Cultural Survival, a global Indigenous-led NGO founded in 1972, faced lagging social media growth, a key form of public visibility, compared to their peer organizations, despite significant overall expansion as an organization.

They were about to hire a new team member who would be responsible for their social media strategy.

As part of their preparation, they asked me to map the network of relevant organizations and share my strategic observations and recommendations.



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# SOLUTION

1. **Quantitative Analysis:** My team and I compiled and visualized current and historical metrics across platforms.
2. **Qualitative Assessment:** I conducted a comprehensive brand audit using a canvas framework.
3. **Competitive Analysis:** I examined peer organizations' content strategies and publicly available staffing information.
4. **Stakeholder Insights:** I interviewed engaged community members and analyzed online discourse about the organization.
5. **Correlation Study:** I identified links between content strategies, engagement, and growth rates.

Key findings were synthesized into an actionable report with strategic recommendations.

# OUTCOMES

- **Significant growth in online visibility: 191% increase in page/profile impressions (3.4M to 9.9M)**
- **8X increase in professional followers online: 800% increase in LinkedIn following**
- **Doubled the height of peak engagements: 125% growth in Instagram top post engagement**

This project showcased the power of comprehensive digital ecosystem analysis in supporting organizational growth. By leveraging both quantitative and qualitative methods, we provided Cultural Survival with a data-driven



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strategy to enhance their digital activities, ultimately supporting their mission of advocating for Indigenous Peoples' rights globally.

### **Keys to success:**

1. Careful quantitative analysis
2. Well-informed qualitative assessment
3. Open minded competitive analysis
4. Actionable reporting with specific recommendations
5. Cross-platform analysis & strategy

## ***Cultural Survival's Feedback***

**"The report was exactly what we were hoping for and has proven very helpful in our hiring and strategy."**

**- Agnes Portalewska, Senior Communications Manager**



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