

Action Network Worldwide

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**ACTION
NETWORK
WORLDWIDE**

Mid-Year Statistics Report Jan-June 2025



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Introduction

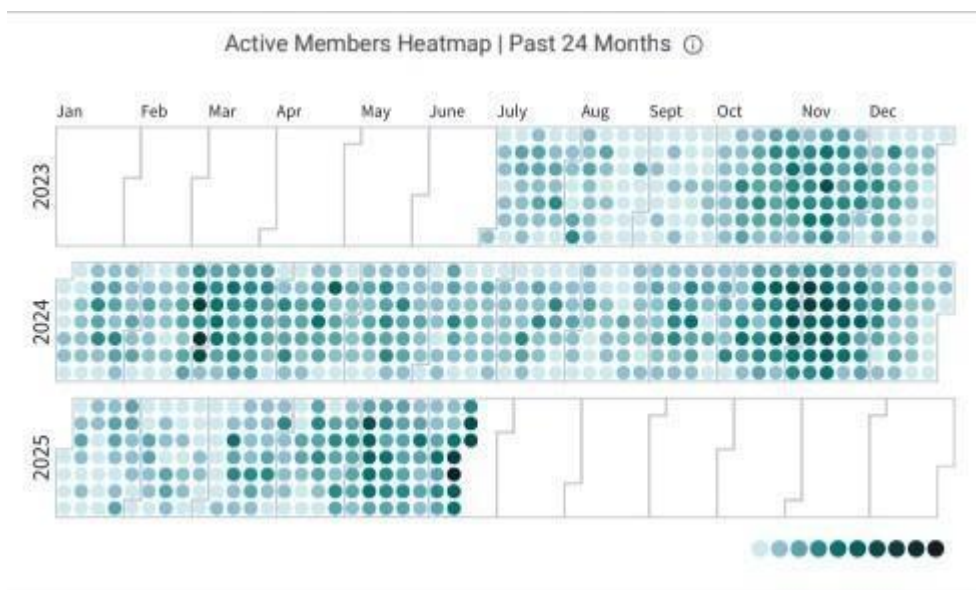
Welcome to the Mighty Networks Insights Report for the Action Network Worldwide (ANW) Platform. This report presents a deep dive into the platform's engagement, growth, and performance metrics from January to June 2025. As digital communities become increasingly vital to collective action and knowledge sharing, understanding the data that drives these spaces is key to strengthening connections and delivering meaningful value to members. The Action Network is a coalition of socially driven, grassroots organizations united by a shared mission: Power to the People.

We believe that true development is not imposed but self-determined, defined by the communities themselves. Although each organization is relatively small, together they have formed the Action Network Worldwide platform to collaborate, share resources, and amplify their impact through unity and mutual support. In the pages that follow, we unpack a range of insights from activity trends and participation levels to member retention and communication dynamics. These analytics offer a holistic view of our platform's health and highlight opportunities for growth and engagement. As we continue to navigate the evolving landscape of digital collaboration, this report acts as both a mirror and a map reflecting our progress and pointing toward future strategies. Through the power of data, we aim to enhance the ANW experience, making it a thriving, inclusive, and energized hub for change makers around the world.

Disclaimer

This mid-year report offers a comprehensive analysis of engagement trends on the Action Network Worldwide platform from January to June 2025. It highlights seasonal patterns, member activity, and key areas for strategic development. While certain statistics—such as messaging—are heavily influenced by hosts and moderators, all member-related metrics in this report include these roles to provide a complete view of platform dynamics. Comparisons to 2024 benchmarks help illuminate long-term growth and engagement evolution. For example, recurring seasonal dips (such as the typical summer slowdown) followed by spikes in activity are noted and should inform future programming and event planning.

To maintain transparency, platform hosts can access real-time engagement analytics directly via the insights dashboard: <https://action-network-worldwide.insights.mn.co/>. For consistency, the term “members” throughout this report refers collectively to general members, 14 hosts, and 17 moderators. This inclusive definition supports accurate analysis of platform-wide interaction and contributes to a stronger foundation for data-driven decision-making and long-term community growth.



Executive Summary

The Action Network Worldwide (ANW) platform experienced significant growth and increased engagement between January and June 2025. This mid-year report presents a detailed analysis of member activity, messaging trends, platform expansion, and participation across various Spaces. While engagement levels varied, the overall trajectory reflects a thriving and mission-driven community, with clear opportunities for strengthening long-term interaction and sustainability.

The first half of 2025 marked a period of solid growth and engagement for the ANW platform. Membership rose steadily from 901 in January to 1,016 by June, reflecting a 15.7% increase and confirming the platform's growing relevance within the development community. During this period, 142 new members joined, and participation deepened with a total of 6,687 contributions, including posts, comments, and shares, underscoring increasing content interaction and knowledge exchange.

A notable highlight is the sharp increase in contributing members, rising from 247 to 312, which reflects an encouraging trend toward more active and invested community members. However, platform engagement shows a consistent pattern where a relatively small group of users drive most of the activity, pointing to a need for broader participation.

In terms of platform usage, trends in Daily (DAM), Weekly (WAM), and Monthly Active Members (MAM) reveal sustained engagement. MAM increased from 162 to 228, and WAM nearly doubled from 65 to 161, while DAM fluctuated but reached a peak of 89 in June. These metrics highlight a growing core of users consistently interacting with the platform across different timeframes.

Private chat messaging saw renewed activity, with 1,484 direct messages exchanged over the six months, 60% of which were initiated by hosts. This suggests room for improving peer-to-peer engagement among regular members.

Encouragingly, member retention has improved, with up to 70% of new users remaining active through Week 5. This trend reflects the success of onboarding efforts but also signals the importance of maintaining support beyond the initial weeks to promote longer-term involvement.

In summary, ANW is evolving into a more vibrant and participatory community. The next phase should focus on expanding member-to-member engagement, optimizing underused spaces, and introducing routine engagement mechanisms to ensure momentum is sustained throughout the year.

Key Metrics

The first half of 2025 experienced steady and significant growth across the Action Network Worldwide platform, demonstrating promising momentum in key engagement metrics.

Key Engagement Metrics (Jan–Jun 2025)

1. Total Members

Metric: 1,016 members as of June 2025

This represents the total number of individuals who have joined the ANW platform. It's the most basic yet powerful indicator of the platform's growth and visibility within the development community.

2. New Members (Jan–Jun 2025)

Metric: 142 new members

This tracks how many new users were added within the reporting period. It is a key measure of outreach success and how attractive the platform remains to new stakeholders and practitioners.

3. Contributing Members

Metric: Ranges between 247 and 312 monthly

This counts users who actively contribute (post, comment, react) each month. It indicates not just presence, but participation. Growth here suggests deeper community engagement and collaboration.

4. Total Contributions

Metric: 6,687 contributions (Jan–Jun 2025)

This includes posts, comments, and other forms of interaction across the platform. It's a strong indicator of overall community vibrancy, content sharing, and learning exchange.

5. Active Member Trends (DAM, WAM, MAM)

Metric: DAM: 15 to 89 | WAM: 65 to 161 | MAM: 162 to 228

Captures short-term and recurring engagement. MAM reflects sustained activity, WAM shows weekly consistency, and DAM indicates daily touchpoints.

6. Private Chat Messages

Metric: 1,484 total private messages

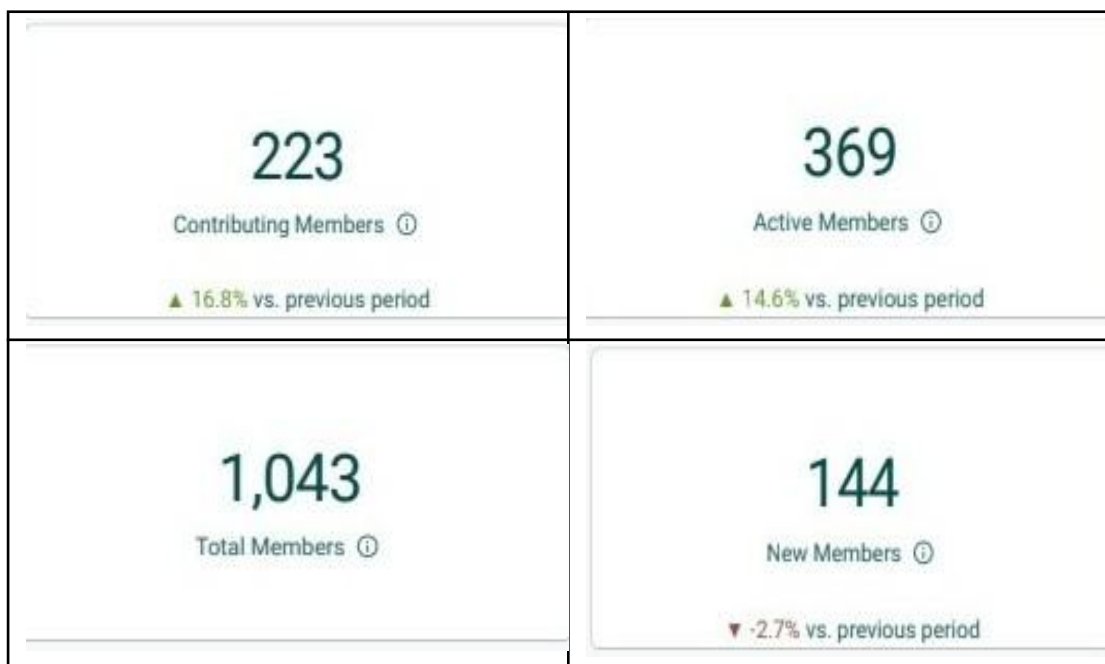
Private messaging is a key sign of peer-to-peer interaction. The rise in direct messages reflects deepening relationships and member trust. However, data shows 60% of these were host-initiated, and an opportunity exists to grow peer conversations.

7. Retention Rate (by Cohort)

Metric: Up to 70% of new members remained active through Week 5

This metric assesses how well new members are retained over time. The high retention rate through the first 5 weeks signals that improvements in onboarding and early engagement have been successful.

Together, these metrics paint a picture of a growing, increasingly active network. They suggest that while there are still areas to improve, such as reactivating dormant members or enhancing direct member interaction, the platform is making clear strides in becoming a trusted hub for collaboration and impact.

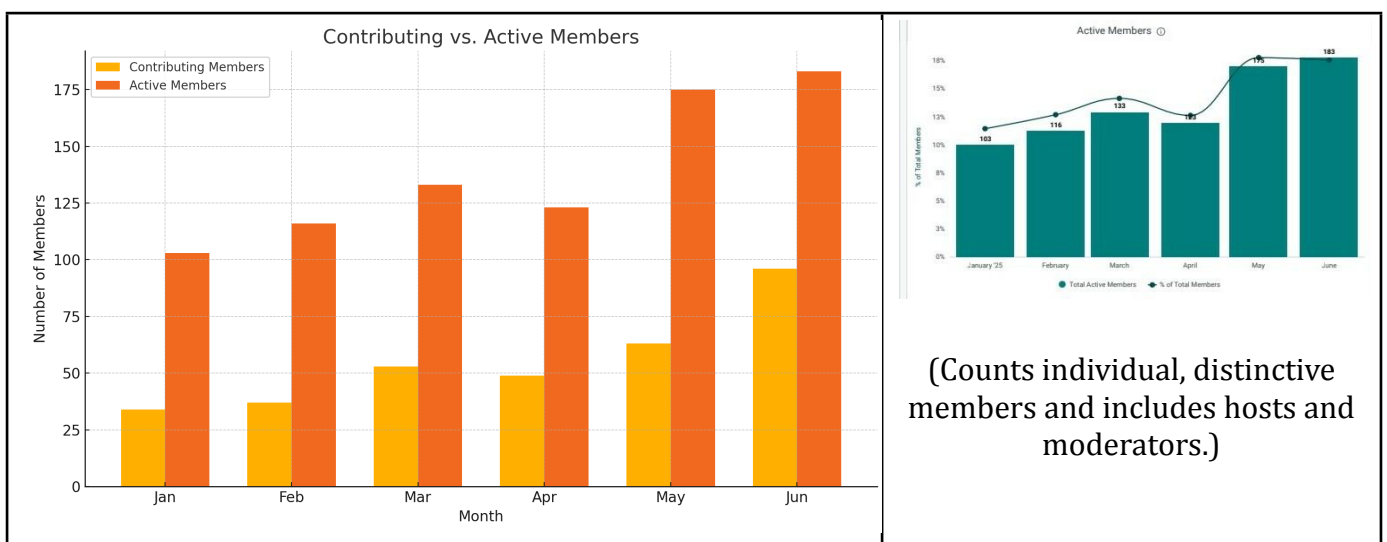


Member Activity

Overall, contributing members increased during the first half of 2025, although participation levels varied from month to month. While some months demonstrated stronger engagement, fluctuations were observed, likely reflecting seasonal activity patterns and event cycles on the platform.

Contributing Members: Between January and June 2025, monthly contributions averaged approximately 76.3 members, with a mean participation rate of 47.5%. These figures reflect an increase from the previous reporting period. However, engagement remained variable, with a standard deviation of 18.4 contributors and 9.2% for participation rate. March 2025 marked the peak of engagement during the first half of the year, recording 98 contributing members and a participation rate of 56%.

In contrast, February saw the lowest turnout, with 58 contributors and a 36% participation rate. These fluctuations highlight the ongoing need for regular engagement strategies and targeted reactivation campaigns to maintain consistency. While contributing member numbers did not reach the October 2024 peak, the steady rise in early 2025, followed by modest fluctuations, indicates a community that is gradually stabilising. Compared to the same period in 2024, this half-year shows improved member involvement and greater resilience in participation across seasonal dips.



(Counts individual, distinctive members and includes hosts and moderators.)

Direct Messages

During the first half of 2025, the Action Network Worldwide platform experienced renewed activity in private messaging, showing early signs of recovery from the previous year's declines. While communication remains largely host-driven, the increase in total messages and active senders suggests momentum is building. These trends, however, continue to reveal an uneven distribution of interactions, highlighting the need to nurture more peer-to-peer engagement.

Total Private Chat Messages:

The total number of private chat messages exchanged between January and June 2025 is **1,480**.

Message Senders:

A total of **97** members sent direct messages during this period, indicating ongoing use of the messaging feature.

Total Active Conversations:

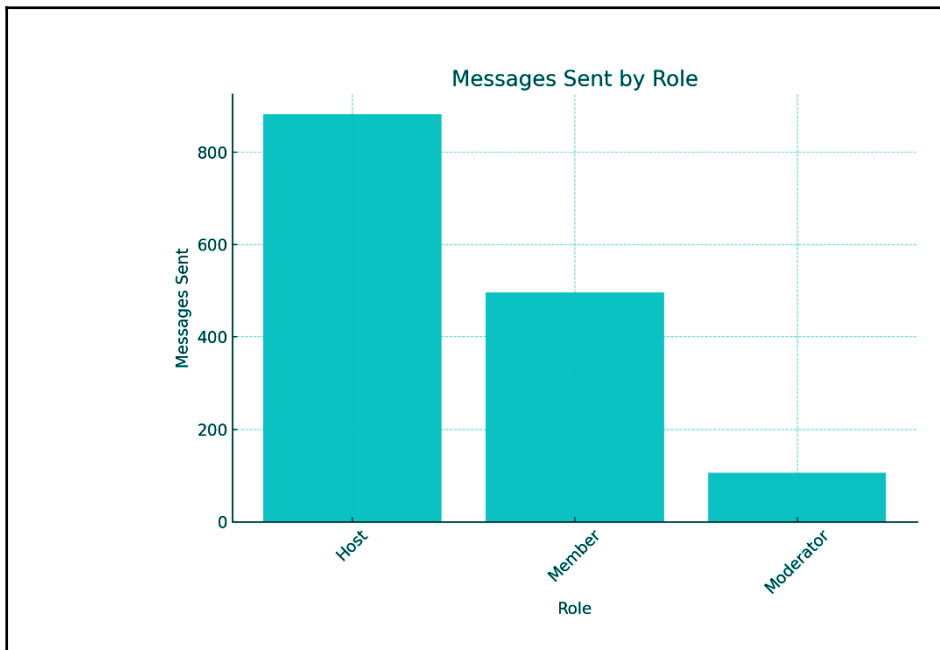
There were **263** distinct active private chat conversations, reflecting peer-to-peer and host-member interactions.

Active Members Utilising Direct Messages:

The ratio of active members who used direct messaging stood at **15.1%**, aligning with the platform's engagement benchmark for this channel.

The chart below clearly illustrates the communication dynamics across different roles within the platform from January to June 2025. Hosts are the most active communicators, sending over 850 messages, which is nearly double the number sent by regular members (~490 messages). Moderators contributed the least to direct messaging, with just around 100 messages sent.

Figure 3: Messages Sent by Role



This trend suggests that:

- **Hosts** are playing a central role in maintaining platform engagement and outreach.
- **Members** are engaging in private messaging, but to a significantly lesser extent, which could indicate that peer-to-peer interaction is still developing.
- **Moderators** are relatively quiet in direct communication, which may suggest a focus on oversight rather than interaction.

Encouraging more balanced communication, especially between members, could foster a stronger sense of community and collaboration. Initiatives like structured discussions, peer prompts, or member-led Q&A sessions could stimulate more diverse participation in messaging.

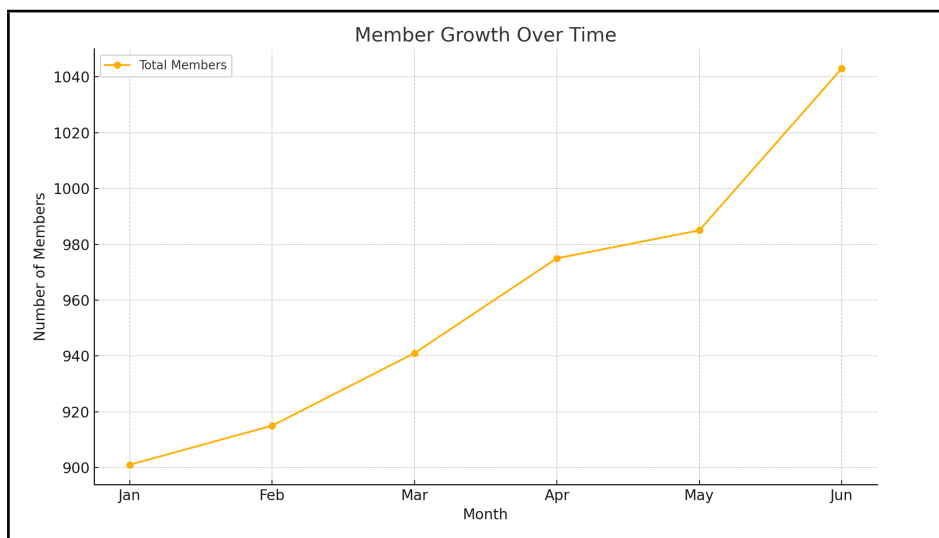
Member Growth

Between January and June, ANW experienced a solid growth in membership, climbing from 901 at the beginning of January to 1,043 members by June. This steady increase is a positive signal that the platform continues to attract interest and visibility within the sustainable development community. However, when we look beyond the numbers, a more nuanced picture emerges.

The chart titled "Member Growth Over Time" illustrates a clear upward trend in total membership on the ANW platform from January to June 2025.

- Starting at 901 members in January, the platform shows consistent monthly growth, peaking at 1,043 members by June.
- The most substantial growth occurred between May and June, with a sharp increase of approximately 58 members, likely tied to successful outreach, campaigns, or community visibility during that period.
- While February to April reflected steady but moderate gains (around 15–35 members per month), May's growth flattened slightly, hinting at a short-term plateau before the strong June surge.

Figure 4: Member Growth Over Time



Retention Rate By Cohort

Over the past 30 days, the ANW platform has demonstrated encouraging signs of growing member engagement. The data captured between May 20 and June 18, 2025, shows a notable increase in activity across *daily*, *weekly*, and *monthly* cohorts. While short-term fluctuations remain evident, particularly in daily activity, the broader trend reveals a strengthening commitment among members to interact with the platform on a consistent basis. This suggests that recent engagement strategies—whether through events, content updates, or outreach—are having a measurable impact on how frequently members return and participate.

Steady Rise in Monthly Active Members (MAM):

MAM steadily increased from approximately 170 at the start of the period to over 225 by June 18. This upward trend signals that a larger base of users is maintaining regular platform presence and reinforces the success of long-term engagement strategies.

Significant Growth in Weekly Active Members (WAM):

WAM remained stable through late May but showed strong upward momentum beginning June 8, rising from the mid-70s to around 160 by mid-June. This surge indicates renewed member interest and may reflect the effectiveness of recent events, challenges, or announcements.

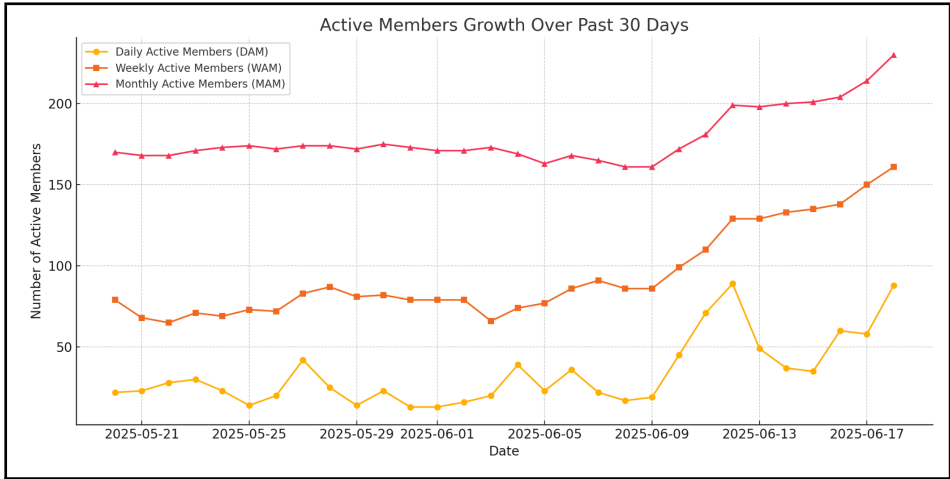
Volatility in Daily Active Members (DAM) with Late-Period Recovery:

DAM fluctuated throughout the month, ranging from as low as 14 to peaking at over 90 on June 12. After early dips, daily activity gained momentum mid-June, likely influenced by concentrated engagement efforts. The variability, however, suggests an opportunity to stabilize daily usage with habit-forming content.

In summary, the growth in weekly and monthly activity levels points to a stronger foundation of returning users, even as daily engagement remains an area for optimization.

These findings support the case for continued investment in structured interaction strategies and time-based content delivery.

Figure 5: DAM/MAM and WAM/MAM Ratios



Spaces

Our platform's Spaces remain the heartbeat of community interaction, offering members curated environments to collaborate, learn, and engage on diverse topics. With a total of 56 active Spaces, the ANW ecosystem continues to support a wide spectrum of interests and programmatic themes. These Spaces include open discussions, thematic working groups, and private learning tracks tailored to unique audience needs and content styles.

While data on total contributions and visits help assess engagement levels across Spaces, it's important to consider these numbers within the context of access permissions, content type, and group purpose. Some Spaces are designed for broad participation, while others serve as focused project hubs or time-bound workshops. These variables can significantly influence member activity patterns.

Despite these nuances, several Spaces emerged as high-performing hubs during the first half of 2025, both in terms of content contributions and user traffic, underscoring their central role in platform engagement.

Top Performing Spaces (Jan-Jun 2025)

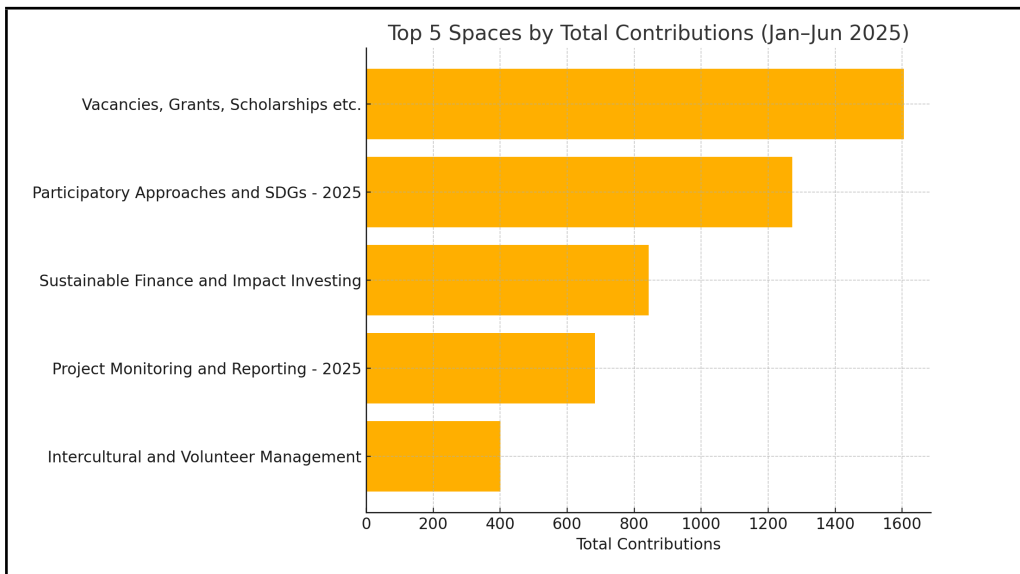
The top 5 Spaces based on **total contributions** are:

- **Vacancies, Grants, Scholarships, etc.** – 1,605 contributions
- **Participatory Approaches and SDGs – 2025** – 1,272 contributions
- **Sustainable Finance and Impact Investing** – 844 contributions
- **Project Monitoring and Reporting – 2025** – 683 contributions
- **Intercultural and Volunteer Management** – 401 contributions

When it comes to **visitor engagement**, the top 5 Spaces by visits are:

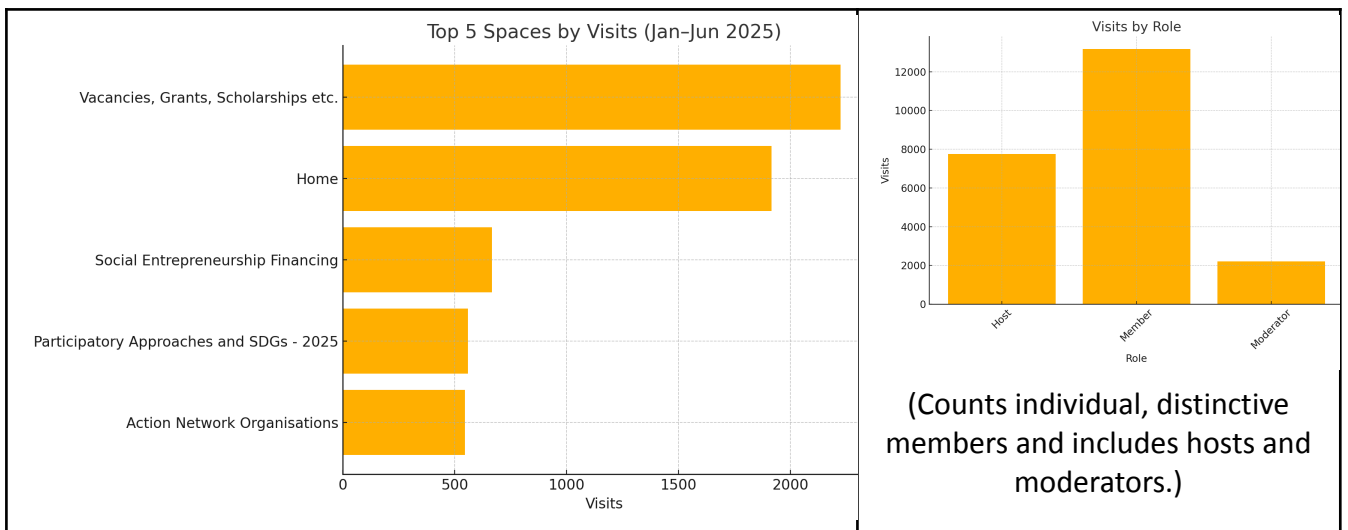
- **Vacancies, Grants, Scholarships, etc.** – 2,223 visits
- **Home** – 1,914 visits
- **Social Entrepreneurship Financing** – 667 visits
- **Participatory Approaches and SDGs – 2025** – 559 visits
- **Action Network Organisations** – 546 visits

Figure 6: Top 5 Spaces by Total Contributions (Jan-Jun 2025)



Contributions and Visits: Our analysis of top-performing Spaces from January to June 2025 reveals clear disparities in engagement across the platform. On average, Spaces received 262 total contributions, but with a high standard deviation of 390.8, indicating substantial variation. While some Spaces serve as high-traffic engagement hubs, others remain relatively inactive. Similarly, visits to Spaces averaged 517, with a standard deviation of 882.4. Visit counts ranged from just 4 in some Spaces to over 2,000 in the most popular, demonstrating a sharp contrast in visibility and user interest. The 25th percentile for contributions was just 7, underscoring that many Spaces received minimal member activity during this period. These disparities suggest that a small number of Spaces account for the majority of interaction, while many others remain underutilised. This points to a need for more equitable distribution of engagement across the platform’s diverse thematic areas

Figure 7: Top 5 Spaces by Visits and Visits by Role (Jan-Jun 2025)



The spaces continue to be the heart of the ANW platform, vital zones for collaboration, peer exchange, and knowledge-sharing. However, the current engagement patterns show an uneven concentration of activity. To maximise the value of underperforming Spaces, the platform should prioritise targeted initiatives such as facilitated discussions, curated content, and strategic cross-promotion to drive visibility and participation.

Strengthening underutilised Spaces through content planning and improved member discovery tools can unlock greater community interaction. At the same time, learning from the design and content of top-performing Spaces can help replicate success across the network, ensuring a more dynamic and inclusive member experience for all.

Most Engaged Posts

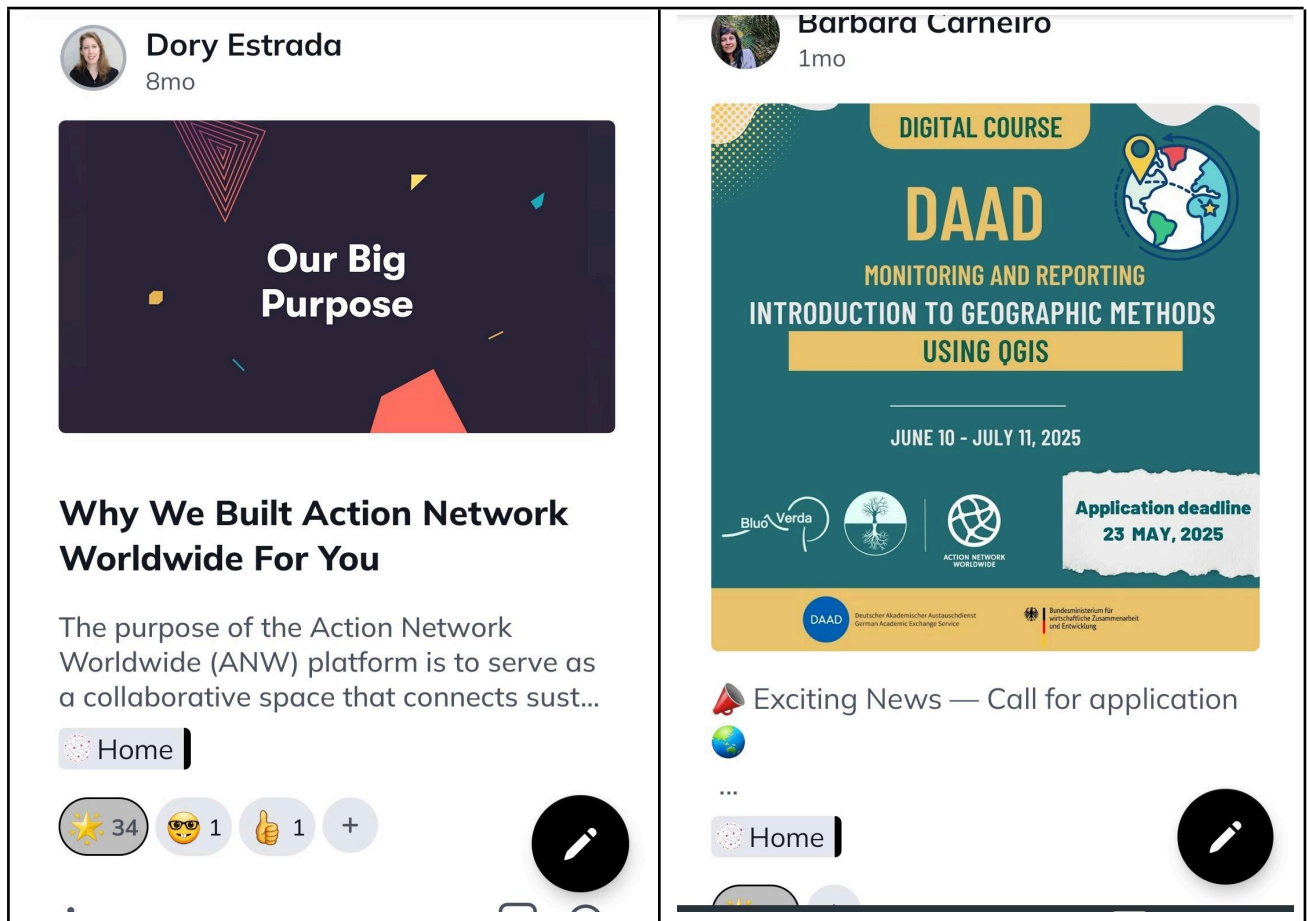
Top Posts and Engagement Trends (Jan-Jun 2025): The first half of 2025 revealed encouraging trends in how members interact with content across the platform. A closer look at the top-performing posts shows that engagement is driven by a combination of timely opportunities, community-building efforts, and content that resonates on a local or emotional level.

Based on the dataset from January to June 2025, here is a discussion of the top posts across the Action Network Worldwide platform:

The top-performing posts reveal a clear trend: content tied to opportunities and onboarding draws the most engagement. Leading the list is a post shared in the “*Vacancies, Grants, Scholarships, etc.*” space, titled “*Call for Applications – Training Programme on...*”, which received the highest number of post clicks (119) among the dataset. This highlights the ongoing importance of opportunity-sharing as a value driver within the platform. Members are clearly motivated by posts that provide direct benefits such as training or funding.

Closely following in engagement are posts tied to welcome messages and platform orientation. Posts like “*Hello everyone and welcome to the Sustainable...*” and “*Hello everyone! I see some of you have already...*” both received high levels of interaction, demonstrated by post clicks (99 and 46, respectively), comments, and reactions. These posts, typically shared by Hosts and Moderators, help create a sense of community and orientation for new members.

Another interesting insight comes from member-generated content. For instance, a post from a member in the “*Climate Change Resources*” space, despite being less promotional and more content-driven, still gained 24 clicks and sparked 5 comments. This shows there is room to strengthen member-led dialogue if more visibility or support is given to grassroots posts.



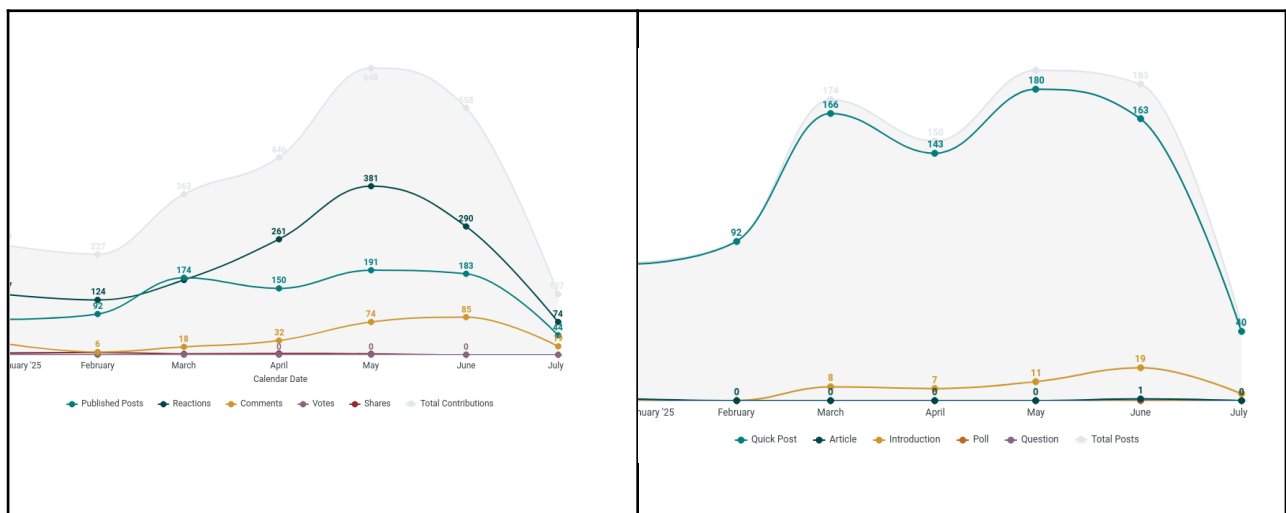
A key observation is the heavy engagement in spaces like “*Project Monitoring and Reporting - 2025*”, “*Sustainable Finance and Impact Investing*”, and “*Vacancies, Grants, Scholarships, etc.*” reinforcing what we have seen in the broader space analytics: members gravitate toward practical, actionable content. Posts in these spaces consistently attracted multiple comments, reactions, and total contributions.

In summary, posts that combine clear value (e.g. training opportunities) with community-building (e.g. onboarding messages) perform best. Encouraging more such posts, especially from members, and not just Hosts, could further deepen platform engagement.

Posts and Feed

A During the January to June 2025 period, the Action Network Worldwide (ANW) platform continued to see strong participation in the posts and feed section, reflecting active content sharing and member engagement across various Spaces. Posts that featured **opportunities** such as scholarships, grants, and training calls consistently drew the highest number of clicks, underscoring the community’s strong interest in real-world resources. Notably, **welcome posts and orientation updates** from Hosts and Moderators ranked among the most interactive content, generating the most comments and reactions. These posts played a key role in community onboarding and set the tone for inclusive dialogue. While most high-performing posts were shared by hosts or moderators, there was a growing presence of impactful **member-driven content**, especially those that shared lived experiences or reflections on global issues like climate change. Quick Posts remained the dominant format, offering accessible, short-form updates that align with the busy schedules of members. This pattern reinforces the importance of **consistently valuable and personal content** in keeping the feed vibrant and fostering deeper engagement within the community. Continued focus on user-generated contributions and interactive post types will help balance content ownership and enrich platform conversations.

Figure 8: Feed and Post Distribution



Member Distribution

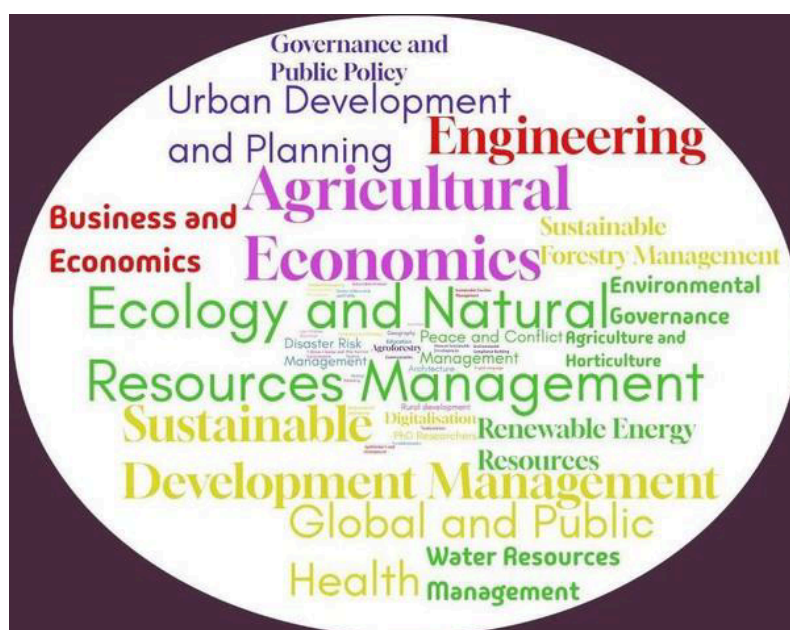
The ANW platform continues to demonstrate a **broad and diverse geographical footprint**, with members actively participating from cities and regions around the world. As of mid-2025, the platform is home to members from **82 different countries**, reflecting its dynamic, decentralised nature and commitment to inclusive global collaboration. This expansive reach spans multiple continents, including **Africa, Europe, Asia, and Latin America**, fostering regional clusters of activity and dialogue. Among the most engaged countries during this period are **Kenya, Nigeria, Germany, Ethiopia, India, Chile, Malawi, Egypt, Ecuador, and Niger**—each contributing significantly to platform discussions, initiatives, and thematic Spaces. The network's diversity remains one of its core strengths. By uniting professionals from varied cultural, linguistic, and disciplinary backgrounds, ANW fosters an environment of innovation, shared learning, and context-specific solutions. Members bring insights rooted in local realities while contributing to a broader, global discourse, enhancing the quality and relevance of collaborative initiatives. This global exchange not only strengthens the network's intellectual and social capital but also enables **cross-sector partnerships, knowledge transfer, and strategic resource mobilisation**. By nurturing this diversity, the platform positions itself as a robust engine for collective action, one that is capable of addressing complex development challenges with both local sensitivity and global impact

Expertise Overview

The Action Network Worldwide brings together a rich tapestry of professional expertise, reflecting its multidisciplinary commitment to solving complex global challenges. Members represent a wide array of specialisations, with leading fields including **ecology and natural resource management, sustainable development, global and public health, agricultural economics, and sustainable forestry.**

Beyond these core areas, the platform also includes experts in **engineering, urban planning, business and economics, water resource management, and renewable energy.** This breadth of knowledge positions the network as a dynamic environment for **cross-sector learning and collaboration.** By bridging domains such as environmental science, health, infrastructure, and economic development, ANW enables members to engage in **interdisciplinary projects that integrate research, policy, and practice.** This diversity not only enriches discussions but also fosters the development of **tailored, innovative, and scalable solutions** to complex issues.

The collective skillset across the network enhances its ability to respond to local and global priorities alike, empowering members to lead impactful initiatives and drive long-term change through **cooperation, knowledge exchange, and shared purpose.**



Email- Subscription

The email subscription service within the Action Network Worldwide plays a vital role in keeping members engaged and informed. As of mid-2025, 609 members have opted in to receive email notifications, an encouraging indicator of the platform's reach and the value members place on timely communication. Of those subscribed, 445 members receive daily updates, reflecting a clear preference for consistent, up-to-date information on discussions, events, and opportunities within the network. This strong uptake highlights the importance of email as a reliable engagement channel. By delivering tailored updates directly to members' inboxes, the platform supports ongoing participation, knowledge-sharing, and collaboration. The ability for users to customise their notification frequency further strengthens communication effectiveness, allowing members to stay connected on their own terms.

The widespread adoption of email updates presents a strategic opportunity to increase awareness of key initiatives, promote events, and boost the visibility of collaborative efforts. As a direct link to a large and responsive segment of the community, the email system enhances the platform's ability to mobilize members, amplify impact, and build momentum across its global network.

Future Goals and Strategies

As we move forward into the second half of 2025, the Action Network Worldwide (ANW) platform is focusing on strategic interventions to sustain growth, boost interaction, and empower every member of our digital community. The following goals outline the roadmap for continued success:

01. Boosting Engagement: To encourage regular check-ins and consistent participation, we will introduce habit-forming features such as weekly prompts, interactive polls, and content routines that give members compelling reasons to return to the platform.

02. Enhancing Onboarding: A structured “First 7 Days” experience will be launched to help new members integrate effectively. This initiative will guide them through key Spaces, encourage introductions, and provide timely engagement nudges to increase retention beyond the fifth week.

03. Reactivating Inactive Members: To bring back dormant users, targeted re-engagement campaigns will be deployed. These may include personalised emails, updates on trending content, and exclusive invitations to participate in ongoing conversations or events.

04. Expanding Peer Interaction: We will focus on increasing member-to-member interaction by facilitating themed discussions, community challenges, and peer-led chat prompts that make it easier for users to connect meaningfully beyond host-moderated spaces.

These strategies are designed to ensure that ANW continues to evolve as a dynamic, inclusive, and empowering digital community. By focusing on activation, retention, and deeper engagement, we aim to transform platform momentum into a sustained movement for collective impact.

Conclusion

The first half of 2025 has shown promising growth and engagement on the Action Network Worldwide platform, with membership rising to 1,043 and total contributions exceeding 7,000. These gains reflect a vibrant and expanding community. However, several areas require continued attention to ensure long-term sustainability and inclusive participation.

Enhancing the early onboarding experience remains critical to improving new member retention beyond the first 30 days. Likewise, expanding engagement across more Spaces beyond the top-performing ones will help balance participation and showcase the network's diversity. While private messaging is gaining momentum, more support is needed to foster peer-to-peer communication and shift away from host-led interactions.

Addressing seasonal engagement drops, especially during holidays and mid-year lulls, through pre-scheduled content and creative campaigns can help maintain continuity. A stronger emphasis on member-driven content facilitated learning, and regional representation will further enrich platform interactions.

Ultimately, by adopting a data-informed, member-centred strategy, the ANW can continue to strengthen collaboration, amplify impact, and build a resilient digital space for global development practitioners. With intentional improvements, the platform is well-positioned to scale both its reach and relevance in the months ahead.