



# CRC RESEARCH WEBSITE & SOCIAL MEDIA ANALYTICS REPORT

April 1<sup>st</sup>, 2016 – March 31<sup>st</sup>, 2017

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# EXECUTIVE SUMMARY

## ABOUT

This report highlights the online presence of Professor Ann Dale's CRC Research program from **April 1st, 2016 to March 31st, 2017**. Using statistics gathered through Google Analytics and social media analytics, it shares highlights of measurable growth from the previous year. With 8 online channels—**Community Research Connections** (primary research website), **Changing the Conversation** (real-time e-Dialogue Platform), **MC<sup>3</sup>**, **Views from the Edge** (blog), **Facebook**, **Twitter**, **HEAD Talks** (YouTube channel), and **Pinterest**—the program shares curated content across multiple dynamic platforms.

## RESEARCH CURATION

Part of our approach is researching and experimenting with the development of the new practice of **research curation**. It is conceived as a method to mobilize research quickly to broad audiences via dynamic online platforms. We believe the integration of new research curatorial practices and social media is critical for knowledge mobilization. Not only does it offer information accessibility through enhanced context, but also provides additional social meaning to research outcomes by adopting elements of contemporary curatorial practice into the dissemination process. These elements include interpretive planning, visual storytelling, audience research and online communications designed to enhance civic literacy. Research curation also considers what connects users to knowledge by establishing multiple points of entry. Research is curated across social media platforms (Facebook, Twitter, Pinterest, and YouTube), illustrated through data visualizations and videos, and reflected on in blog posts. This helps mobilize research as it is being produced on the ground, thereby shortening the time lag of the take-up of knowledge. Our objective is for this new practice to disseminate research further among diverse Canadians, enhance civic literacy around critical social issues, foster deeper connections to knowledge, and bridge existing polarized debates leading to greater social learning.

## HIGHLIGHTS

In 2016/2017, CRC Research online engagement grew considerably from 2015/2016 across every channel. Community Research Connections (crcresearch.org) had over 65,000 users, an increase of 11%, and 206,026 pageviews (a single view of a page on a website), an increase of 87%. Twitter's engagement rate rose by 1133% from the previous year while impressions (the reach to particular Twitter accounts) increased by 877%. Despite the limit of fan page (dedicated CRC research Facebook page) reach on Facebook, resulting from changes made to feed algorithms in 2016, CRC Research reached 10,386 users, an increase of 392%. With 175 blog posts, an increase of 72%, readership grew by 115% on Views from the Edge. This growth is a result of a substantial increase in time dedicated to augmenting the level of engagement and reach of CRC Research. Another noteworthy statistic is the age of users. 61% of users visiting Community Research Connections were millennials (ages 18-34). Twitter users ranked highest in the 25-34 age category while Facebook users ranked highest in the 35-44 age category.

## YEAR IN REVIEW



### COMMUNITY RESEARCH CONNECTIONS

79,090 Visits. 65,795 People. 206,026 Pageviews.



### SOCIAL MEDIA

175 Blog Posts. 507 Tweets. 254 Facebook posts. 733 Pins.



### VISUAL COMMUNICATIONS

2 Maps. 2 Interactive Charts. 3 Data Visualizations. 2 Videos.



### CONVERSATIONS

4 e-Dialogues. 1 Peer-to-Peer Learning Exchange.

## COMMUNITY RESEARCH CONNECTIONS: MEASURABLE GROWTH

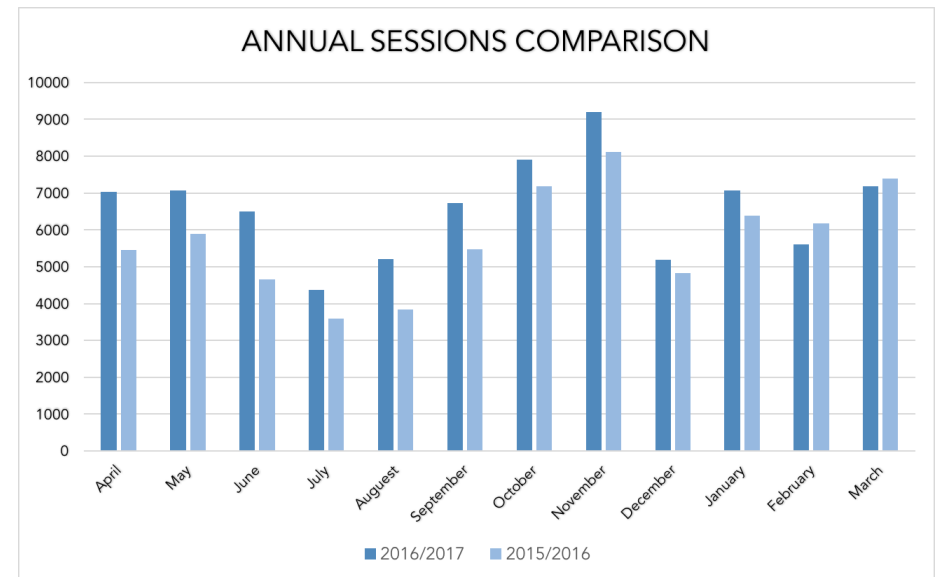
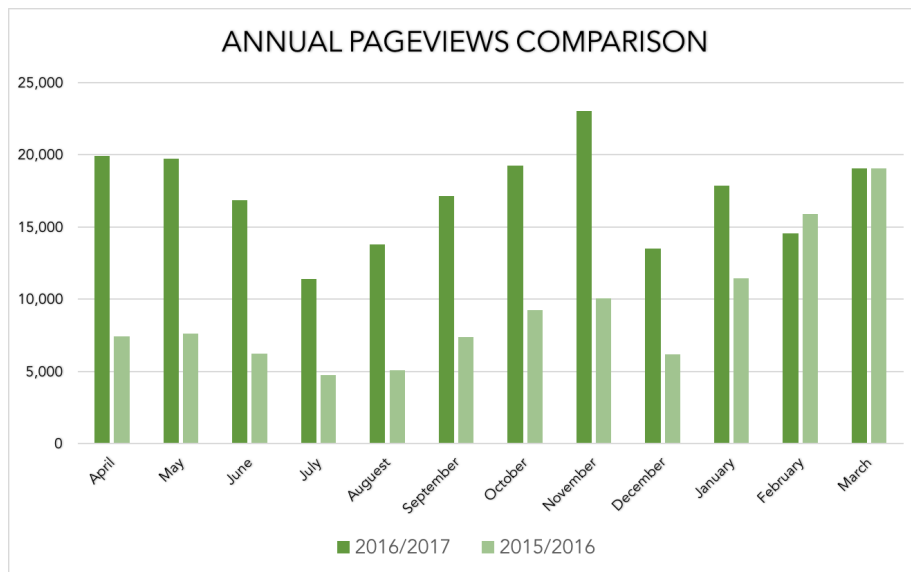
STATISTIC	2015-2016	2016-2017	Numerical Increase	Percentage Increase
Sessions	68,981	79,090	+10,109	+14.65%
Users	59,097	65,795	+6698	+11.33%
Pageviews	<b>110,327</b>	<b>206,026</b>	+95,699	+86.74%
Pages	1.60	2.60	+1	+62.50%
Social Referral	677	1166	+489	+72.23%

### GROWTH FROM 2015/2016 TO 2016/2017

The number of Community Research Connections pageviews increased by 86.74% from 2015/2016 to 2016/2017. This boost is a result of users visiting additional pages during sessions. In 2015/2016, users visited an average of 1.6 pages per session, while in 2016/2017 users visited an average of 2.6 pages. This means that additional website content was reached since users navigated to multiple pages after

viewing their initial entrance page. From 2015/2016 to 2016/2017, the number of sessions increased by 14.65% while the number of users increased by 11.33%. Since social media engagement and presence became a primary focus of the team's dedicated Research Curator in the second half of 2016, the amount of social media referrals (Facebook, Twitter, and Pinterest) increased by 72.23%.

From 2016-2017, 17.07% (13,497) of users were returning visitors while 82.93% (65,593) were unique visitors. This indicates that the majority of users reached by Community Research Connections were new to the website. Furthermore, returning visitors viewed an average of 3.49 pages. This indicates that they frequently visited the website and viewed multiple resources. This is encouraging as this suggests that users are engaging with a range of content on the website.



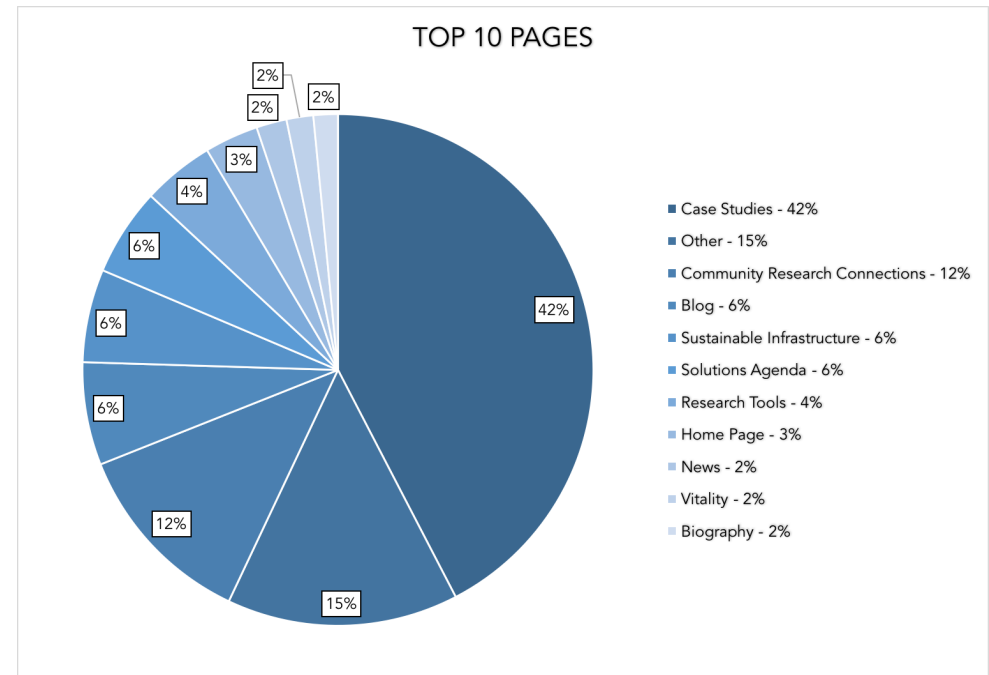
## COMMUNITY RESEARCH CONNECTIONS: CONTENT BREAKDOWN

WEBPAGE	2015-2016	2016-2017	INCREASE
Case Studies	50,863 (46.19%)	87,297 (42.37%)	+72%
Community Research Connections	14,062 (12.75%)	24,633 (11.96%)	+75%
Blog	6224 (5.64%)	13,404 (6.51%)	+115%
Sustainable Infrastructure	4349 (3.94%)	12,119 (5.88%)	+179%
Solutions Agenda	4883 (4.38%)	11,415 (5.54%)	+105%
Research Tools	6196 (5.62%)	9,329 (4.53%)	+51%
Home Page	3788 (3.43%)	7,012 (3.40%)	+85%
News	1966 (1.78%)	3,958 (1.92%)	+101%
Vitality	2481 (2.25%)	3,485 (1.69%)	+40%
Biography	1492 (1.35%)	3,182 (1.54%)	+113%

Listed in the table to the left are the webpages that received the highest number of sessions (a group of pageviews by a single user). Case studies continue to rank highest as referenced in the 2014 website analytics report. The “Case Studies in Sustainable Infrastructure” page, in particular, has a total of 61,456 pageviews. It is also the highest ranking landing page (first page visited by a user) and contains links to 21 case studies. This suggests that many case study titles include key words prompting Google to index this page higher in web searches.

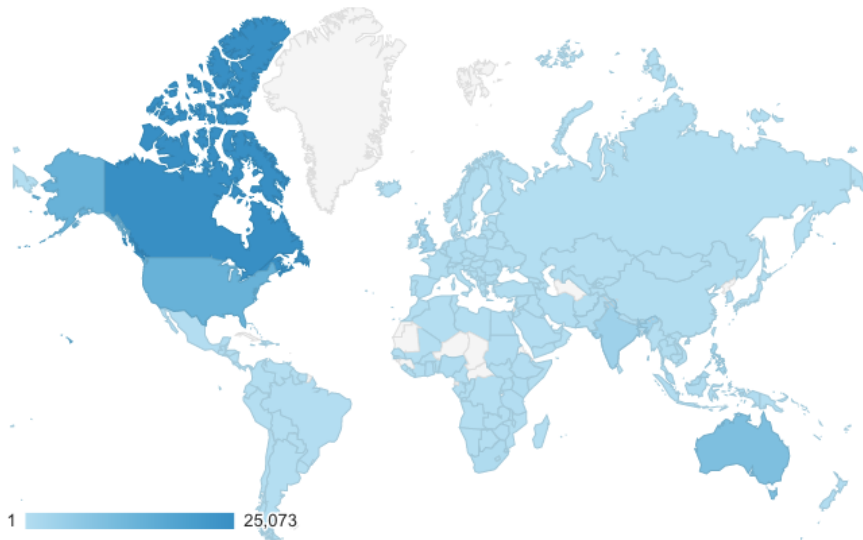
### BLOG: VIEWS FROM THE EDGE

Increases listed in the table above indicate that pages that are updated regularly have seen significant growth in sessions from the previous year. For example, 175 blog posts were published from 2016/2017 causing a 115% increase in readership. With 13,404 pageviews alone, this suggests that blog posts drove additional traffic to the website, whether through social media or Google searches. Blog pageviews also encompass the 100,000+ rise in pageviews overall as many users visited a blog post after viewing a case study or research project.



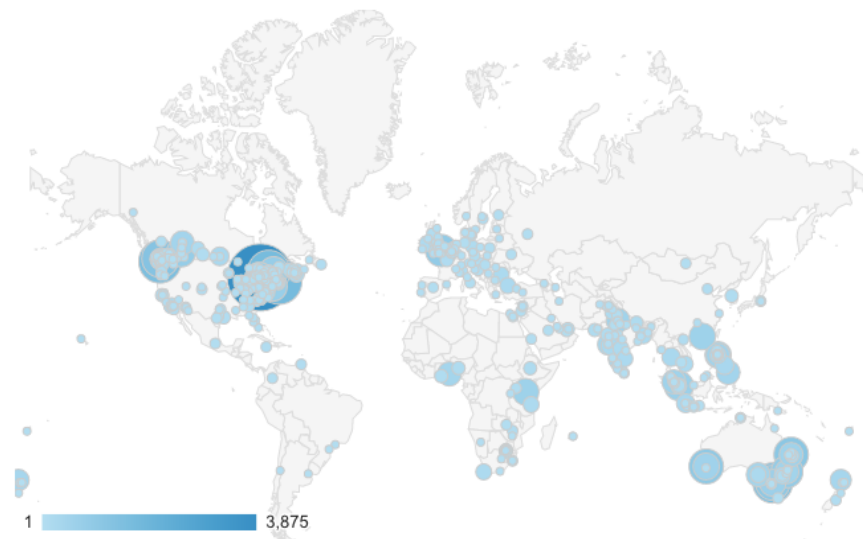
## COMMUNITY RESEARCH CONNECTIONS: LOCATION

CRC Research reached 199 countries and territories from 2016/2017. Canada, the United States, Australia, India, and the United Kingdom are the highest ranking locations. With a total of 79,090 sessions, the top five countries encompass 79% of sessions, while the remaining 194 countries and territories encompass 21% of all sessions.



### TOP 10 COUNTRIES (79% of total sessions)

1. Canada - 25,073 = 32%
2. United States - 13,720 = 17%
3. Australia - 9,627 = 12%
4. India - 3,833 = 5%
5. United Kingdom - 3,243 = 4%
6. Philippines – 2,831 = 3%
7. Malaysia – 1,446 = 2%
8. Singapore – 1,338 = 2%
9. South Africa – 919 = 1%
10. Germany – 718 = 1%



### TOP 10 CITIES (27% of total sessions)

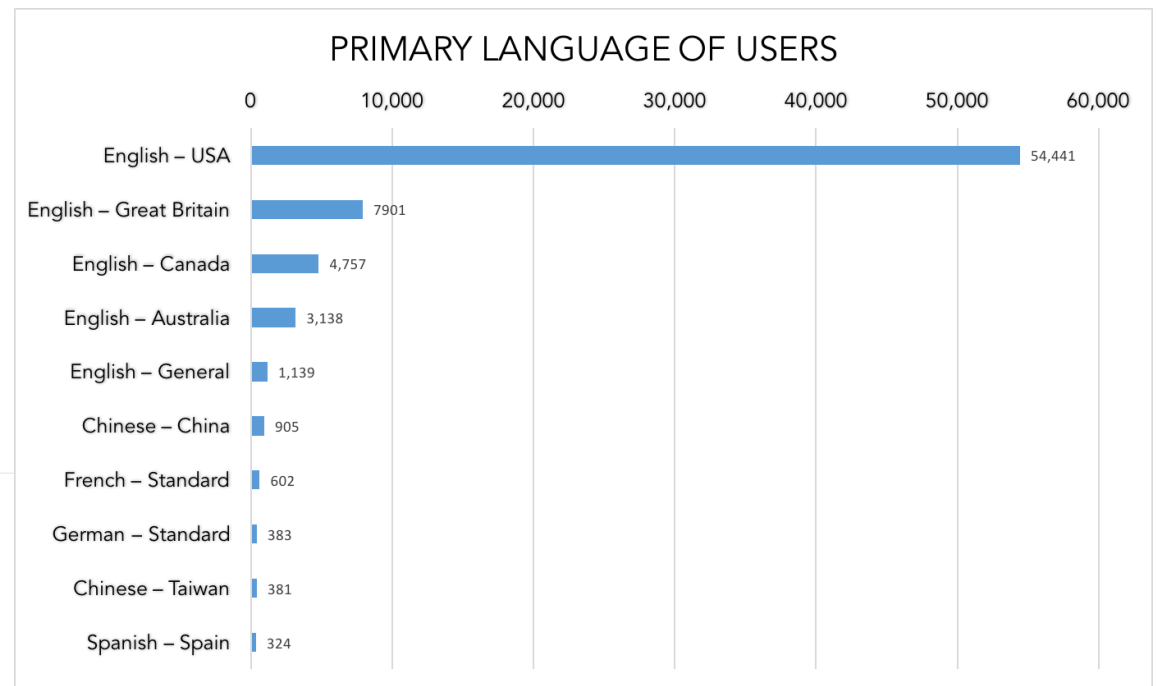
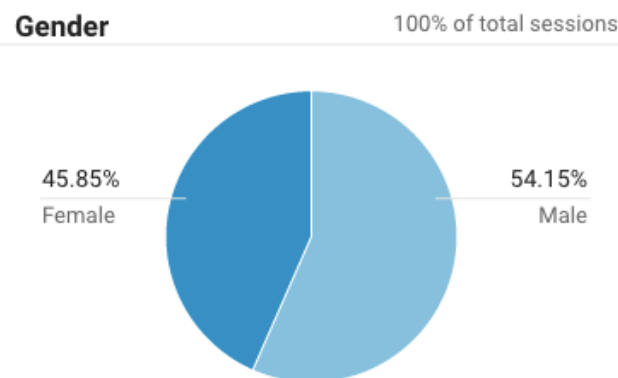
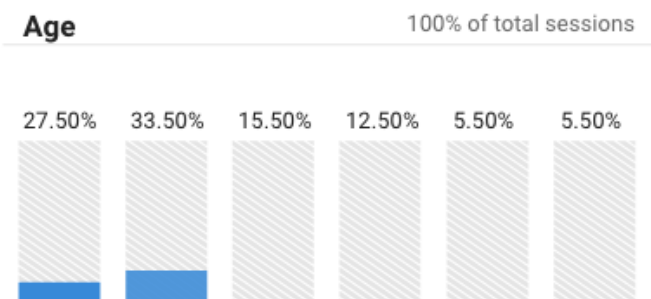
1. Toronto - 3,875
2. Unknown – 3,755
3. Melbourne – 3,106
4. Boston - 1,708
5. Ottawa – 1,668
6. Brisbane – 1,631
7. Perth – 1,533
8. Victoria (BC) – 1,500
9. Sydney – 1,375
10. Vancouver -1,255

# COMMUNITY RESEARCH CONNECTIONS: DEMOGRAPHICS

## AGE, GENDER & LANGUAGE

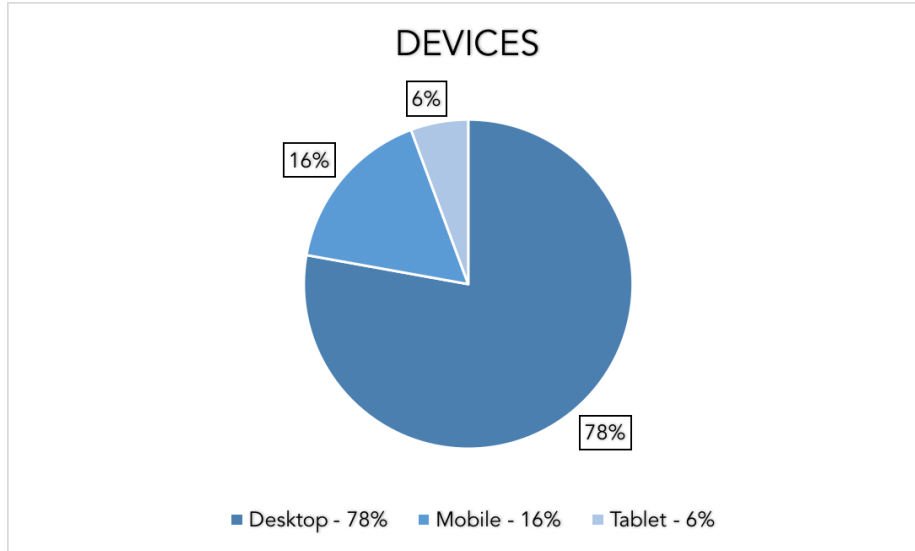
Ages 25-34 was the highest ranking category at 33.50% of sessions while ages 18-24 ranked second at 27.50% of sessions. This indicates that 61% of users are millennials. The fact that younger users are engaging with our content, especially the 18-24 age category, is encouraging as it suggests that our content is increasingly relevant in today's social climate.

The gender balance is almost evenly split with female users encompassing 45.85% of sessions and male users encompassing 54.14% of sessions. 90.24% of sessions were from users whose primary language is English. Chinese, French, German, and Spanish speakers, among others, make up 9.76% of sessions. This may be a result of the large international community attending Royal Roads University.





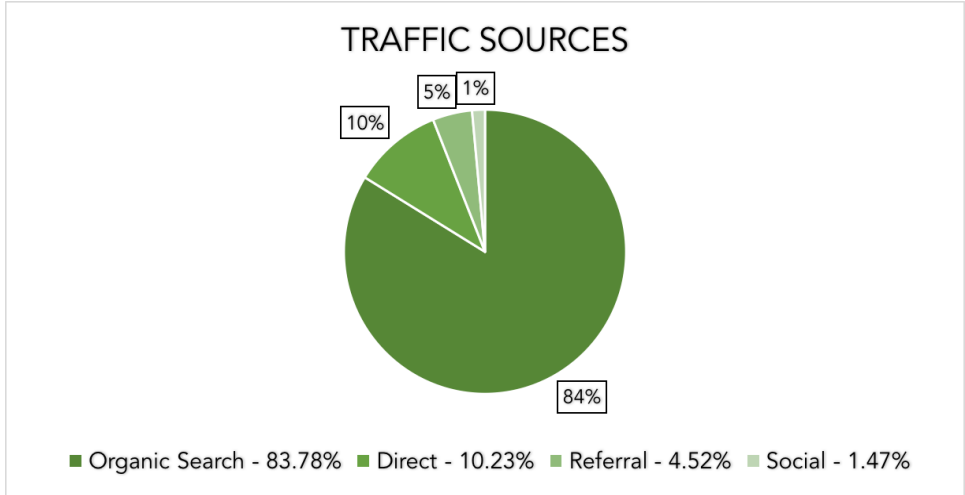
## COMMUNITY RESEARCH CONNECTIONS: OPERATING SYSTEMS & DEVICES



### DEVICES

This chart illustrates the distribution of devices used to access Community Research Connections. 78% of sessions (61,553) are viewed on desktop computers, 16% (13,059) are viewed on mobile phones, while 6% (4,478) are viewed on tablets. This means that a large number of users accessed the website from their mobile devices. Therefore, it is imperative that the website is made responsive (mobile friendly) during the website upgrade this summer.

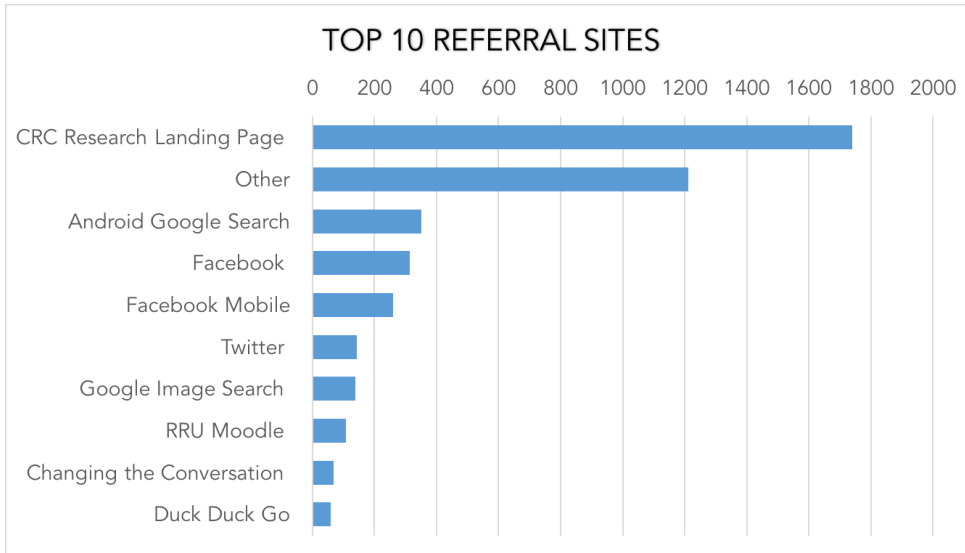
# COMMUNITY RESEARCH CONNECTIONS: TRAFFIC CHANNELS & REFERRAL SOURCES



## TRAFFIC SOURCES

Web traffic was predominantly acquired through organic searches, totaling 83.78% (66,260 total). The fact that this comprises the majority of searches is encouraging as it reveals that the website has strong search engine optimization (series of techniques to boost visits via search engines). With search engine marketing (paid advertising via search engines), many websites are listed before others that rely solely on search engine optimization. Community Research Connections is still ranking high in search engine results despite not paying for advertising (with the help of images, videos, keywords, and search terms). 10.23% (8989 total) of traffic is generated through direct

searches, meaning visitors manually enter the URL or have it bookmarked. 4.52% (2575 total) of traffic was acquired through referral sites meaning visitors followed a link from another site—including search engines, blogs, and other websites that list the website URL. 1.47% (1166 total) of traffic sources come from social media posts.



## TOP 7 REFERRAL SOURCES (4391 total)

Of the 4391 referral sources (5.55% of total sessions), the Community Research Connections landing page (entrance page listing “enter” and “explore”) was the highest ranking source at 39.60% of all referrals. While this indicates that users are clicking forward to the main site, Google Analytics should be adjusted to ensure this page is not counted as a referral site. Facebook, Twitter, Royal Roads University Moodle, Changing the Conversation, Google image searches, and Duck Duck Go (search engine) made up 72.4% of total referral sources. The remaining 27.6% referrals are from 286 “other” websites. Of these “other” sites, the majority made 60 or less referrals each.

## CHANGING THE CONVERSATION: E-DIALOGUE PLATFORM

Google Analytics removes statistics generated by the majority of web bots (programs that create entries for search engine indexes). However, the login feature of e-Dialogues tends to attract this type of traffic making it difficult to differentiate it from that of humans. Furthermore, some traffic is generated by spambots most notably from Russia. With this in mind, it is possible that 9 users listed from Russia (138 sessions) were in fact spambots.

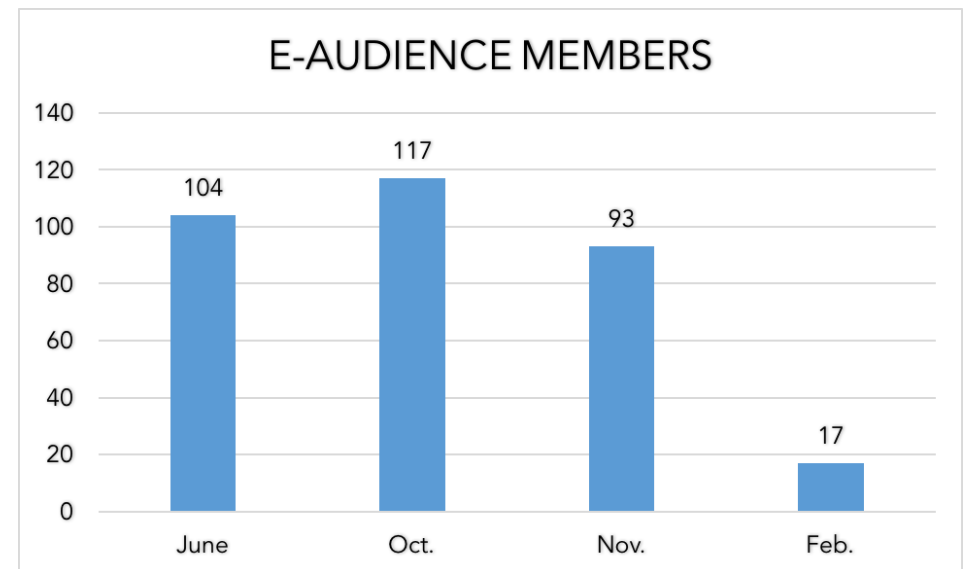
### MONTHLY ANALYTICS BREAKDOWN

April 1<sup>st</sup>, 2016 – March 31<sup>st</sup>, 2017

STATS	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total
e-Dialogues	0	0	1	0	0	0	1	1	0	0	1	0	4
Sessions	51	130	147	73	59	13	147	216	90	67	32	7	1032
Users	49	169	104	66	59	12	117	93	60	60	17	7	724
Pageviews	102	130	3107	553	78	49	2880	2324	224	425	1241	39	11,191
Pages	2	1.3	21.14	7.58	1.32	3.77	19.59	10.76	2.49	6.34	38.78	5.57	10.84

### NUMBER OF PARTICIPANTS

The October 2016 e-Dialogue (Challenges to Integrated Planning) was the most successful of all 4 during 2016-2017 with 117 members in the e-audience. The e-Dialogue in June 2016 (Co-Benefits of Climate Action) was the second most successful e-Dialogue with 104 members, while the e-Dialogue in November 2016 (MC<sup>3</sup> 2.0 Data Collection and Analysis Update) was the third most successful with 93 members in the e-audience. The e-Dialogue in February 2017 was considerably less successful. There are 3 contributing factors that may have caused low attendance: it was planned and advertised last minute, there were only 4 panelists whereas previous conversations include between 8-10 panelists, and it continued the discussion from the November 2016 e-Dialogue.



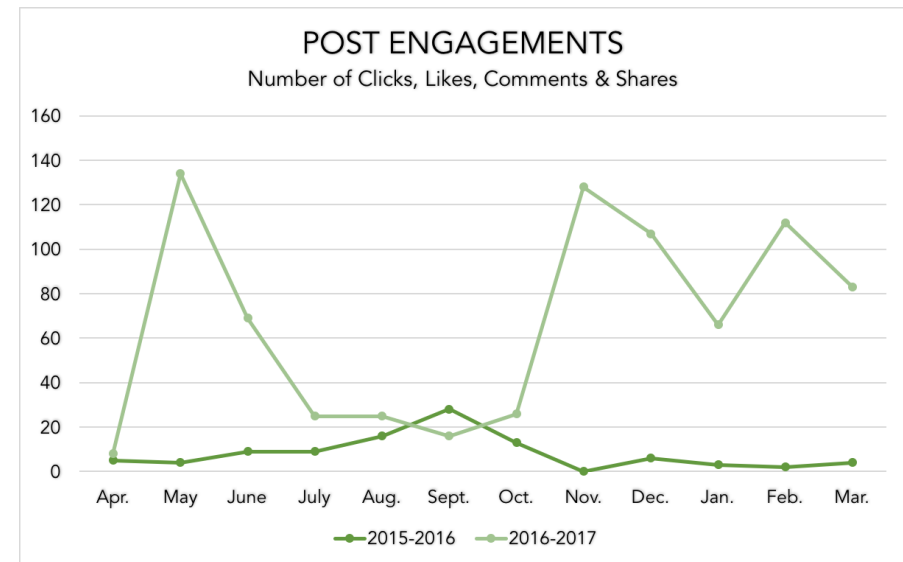
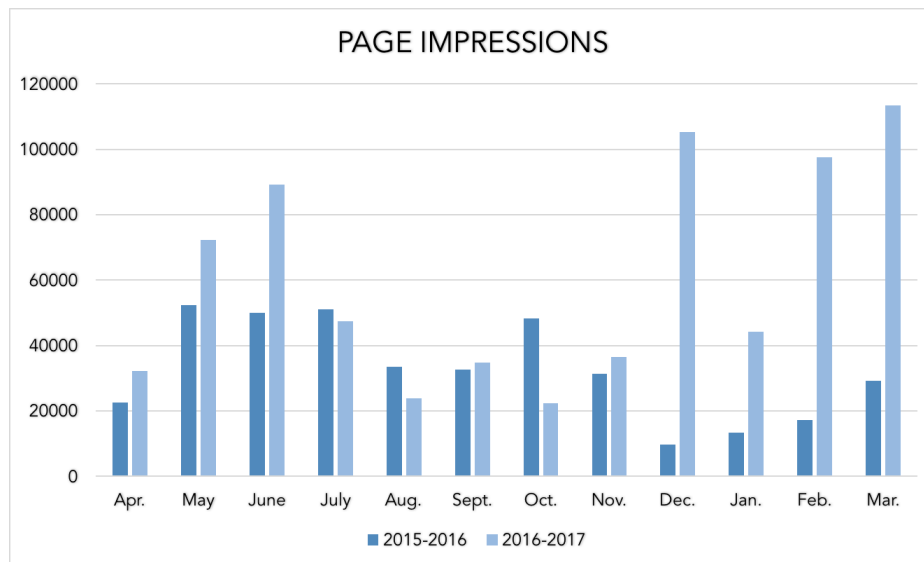
## FACEBOOK: MEASURABLE GROWTH

### COMPARISON BETWEEN 2015/2016 & 2016/2017

STATISTICS	2015-2016	2016-2017	Numerical Increase/Decrease	Percentage
Number of Posts	47	254	+207	+440%
Post Reach	2648	13034	+10,386	+392%
Post Impressions	4533	23160	+18,627	+411%
Post Engagement	99	799	+700	+707%
Page Likes	100	68	-32	-32%
Page Engagements	5125	14303	+9178	+179%
Page Reach	54999	198317	+143,318	+261%
Page Impressions	391058	719025	+327,967	+84%

The increase to Facebook activity is a result of a consistent posting schedule and an integrated social media strategy intended to increase engagement with CRC Research content. With an 81% increase in posts, CRC Research reached 80% more users and gained 80% more impressions (the number of times a post is displayed in a news feed) from 2016-2017. As a result, user engagement (calculated from the number of clicks, likes, comments, and shares) increased by 88%. The only

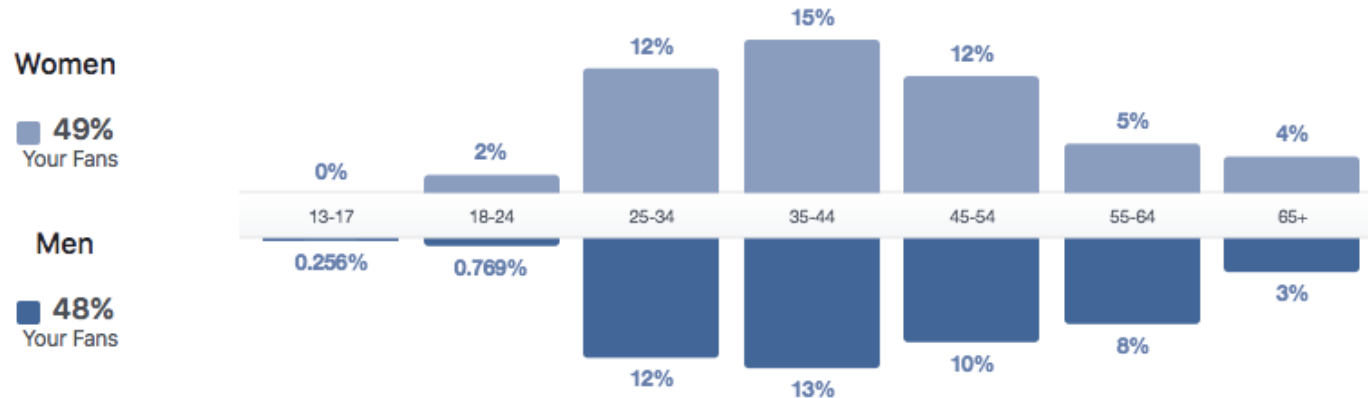
area that decreased was the number of new page likes. From 2015-2016, 100 users liked CRC Research while only 68 users liked the page the following year. Changes to Facebook algorithms is largely responsible for this decrease as the social platform prioritized content from friends and family over fan pages in 2016. Consequently, this limited organic visibility and reach.



# FACEBOOK: PEOPLE WHO LIKE CRC RESEARCH

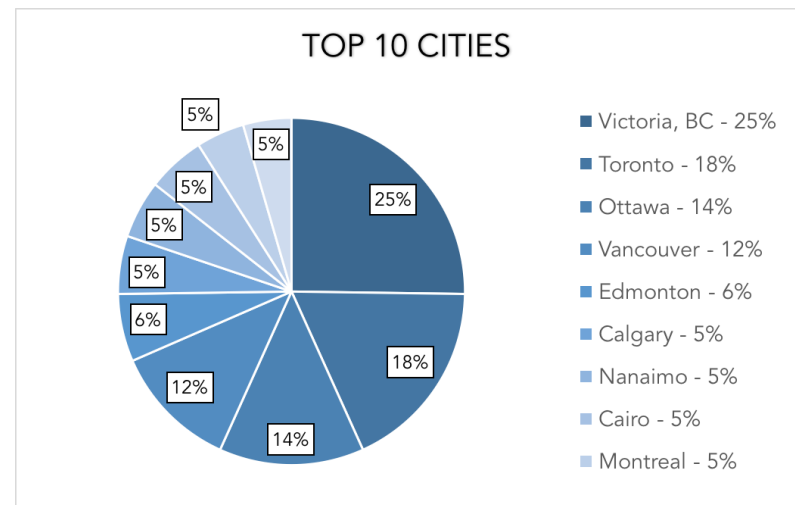
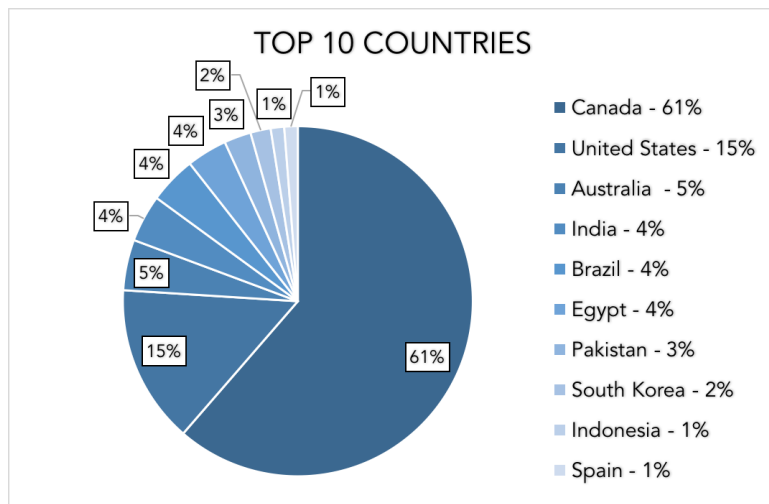
## AGE & GENDER

Male and female fans are evenly split. Ages 25-44 make up 52% of the total likes meaning over half the fans are millennials.



## TOP 10 COUNTRIES (321 of 390 Likes) & TOP 10 CITIES (111 of 390 Likes)

The top 10 ranking countries listed below make up 82% of the total 390 likes. The top 4 ranking countries listed below correspond with statistics collected with the website's top 10 countries. This suggests that people who visit the website may also be fans on Facebook. The top 10 cities make up 29% of the total 290 Likes. While the majority of fans reside in Canada, it is encouraging to see that 14% of followers are from Asia. This could be due to the large international community attending Royal Roads University.

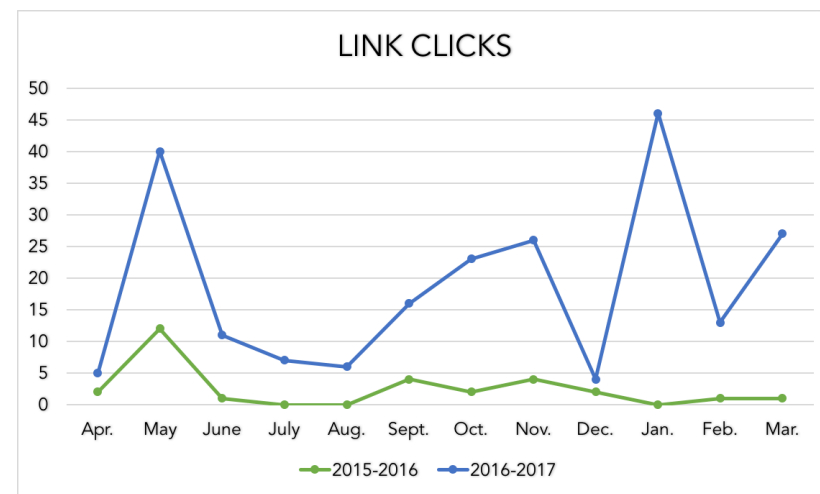
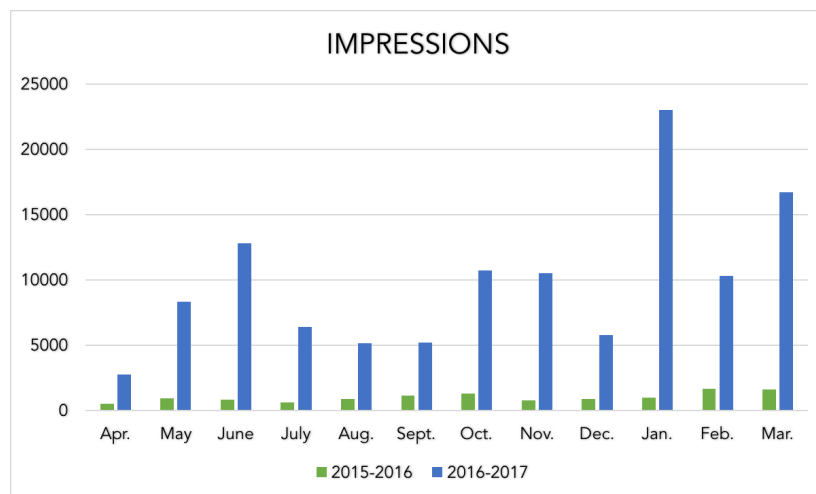


## TWITTER: MEASURABLE GROWTH

Increases in Twitter activity is largely a result of a consistent posting schedule and an integrated social media strategy intended to increase engagement with CRC Research content. Since the number of tweets rose by 2568%, the engagement rate was boosted by 113% while there was an 877% increase in impressions. This helped direct users to content on the CRC website as reflected by the 648% rise in link clicks.

### COMPARISON BETWEEN 2015/2016 & 2016/2017

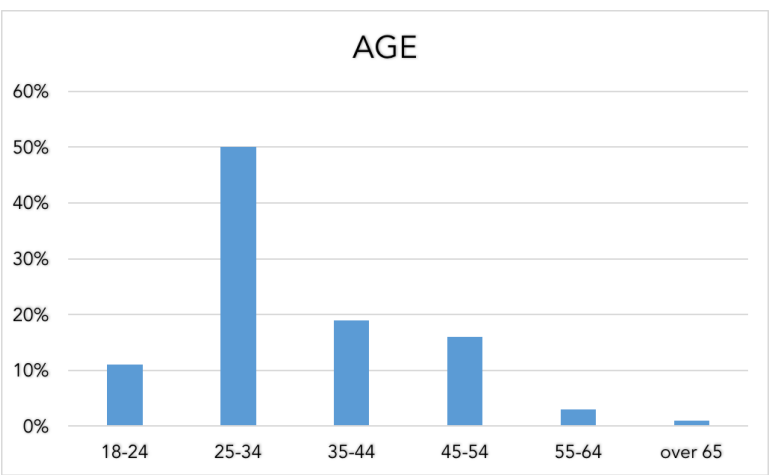
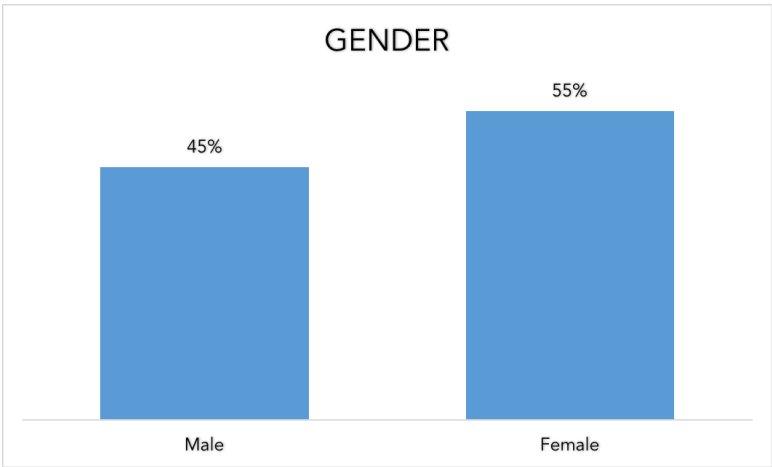
STATISTIC	2015-2016	2016-2017	Numerical Increase	Percentage Increase
Number of Tweets	19	507	+488	+2568%
Engagement Rate	3.2%	6.8%	+3.6%	+113%
Impressions	12,027	117,489	+105,462	+877%
Profile Visits	227	5,581	+5,354	+2358%
Link Clicks	29	217	+188	+648%
Retweets	2	144	+142	+7100%
Likes	1	242	+241	+24,100%
Replies	2	142	+140	+7000%
Mentions	7	51	+44	+629%
New Followers	0	69	+69	+690%



# TWITTER: PEOPLE WHO FOLLOW CRC RESEARCH

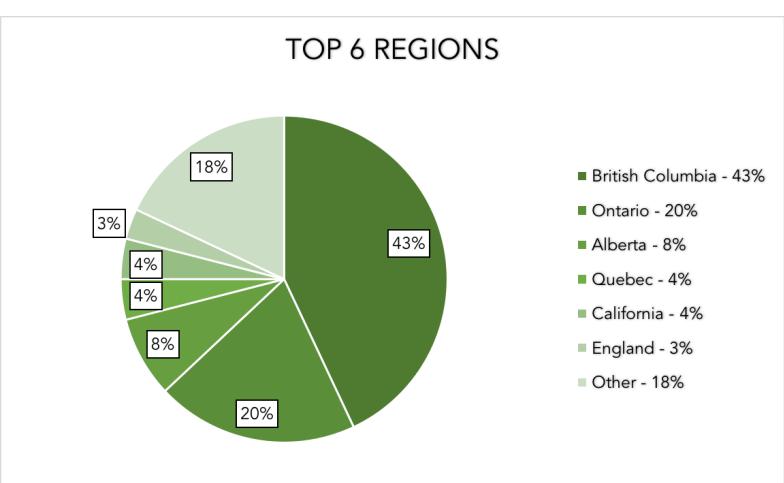
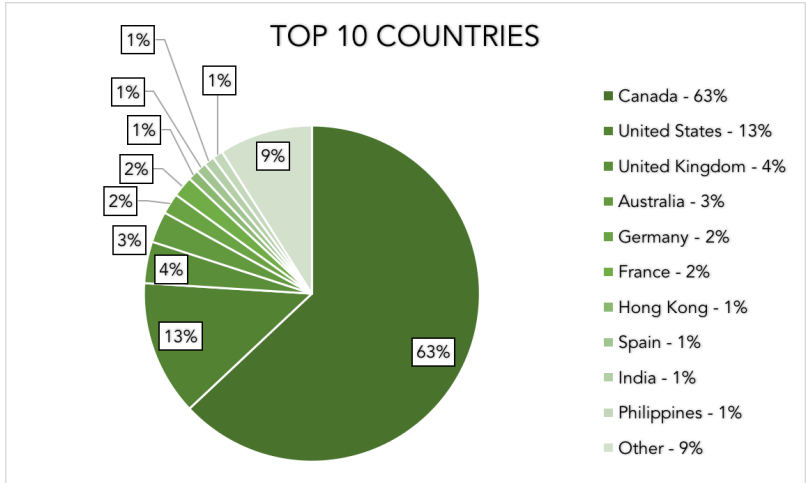
## AGE & GENDER

Female users make up over half of all followers at 55%. Ages 18-24 make up a surprising 11% while ages 25-34 make up 50% of followers. This indicates that Twitter reaches a younger audience, especially followers in their late teens as well as young adults.



## TOP 10 COUNTRIES & TOP 6 REGIONS

The top 10 countries make up 91% of the total 291 followers. The top 6 regions make up 82% of the total 291 followers.



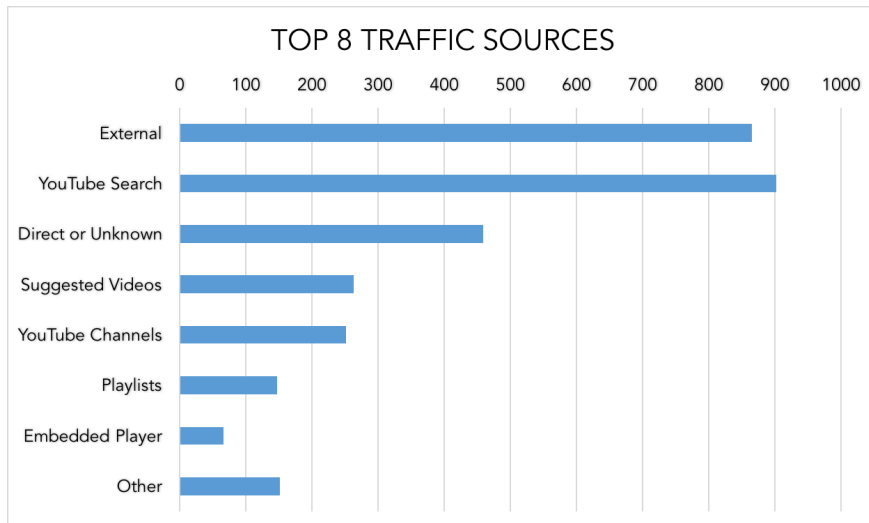
## HEAD TALKS: YOUTUBE CHANNEL

### COMPARISON BETWEEN 2015/2016 & 2016/2017

Statistic	2015/2016	2016/2017	Numerical Increase	Percentage Increase
Views	3104	2897	-207	-7%
Total Watch Time	6576	4829	-1747	-27%
Average View Duration	2:07	1:40	67%	-32%
Shares	43	79	+36	+84%

From 2016-2017, 2 videos were created for HEAD Talks by the CRC Research team. From 2014 to late 2015, 8 videos were created in collaboration with the Professional Communications Program at Royal Roads University. As a result, the level of reach and engagement during this earlier period was higher on HEAD Talks (this momentum continued into late 2015) than it was during the 2016-2017 period. The number of views dropped by 7% in 2016/2017, however the number of shares increased by 84% because videos were circulated more widely across

Facebook and Twitter. The average total watch time dropped by 32%, from 2:07 to 1:40, suggesting that videos should be no more than 2-3 minutes in length. Because video production is intensive and time consuming, collaboration with other parties not only increases content output but also the level of engagement. Furthermore, Facebook is beginning to outrank YouTube in video engagement since it prioritizes uploaded video content over all other media. Videos uploaded to the platform often have more reach and garner views faster than YouTube videos. However, YouTube videos are more mobile and can be embedded on other sites while videos hosted on Facebook can only be shared within the platform. Therefore, the most effective approach to circulating video content is by using both social networking sites in tandem.



### TOP TRAFFIC SOURCES

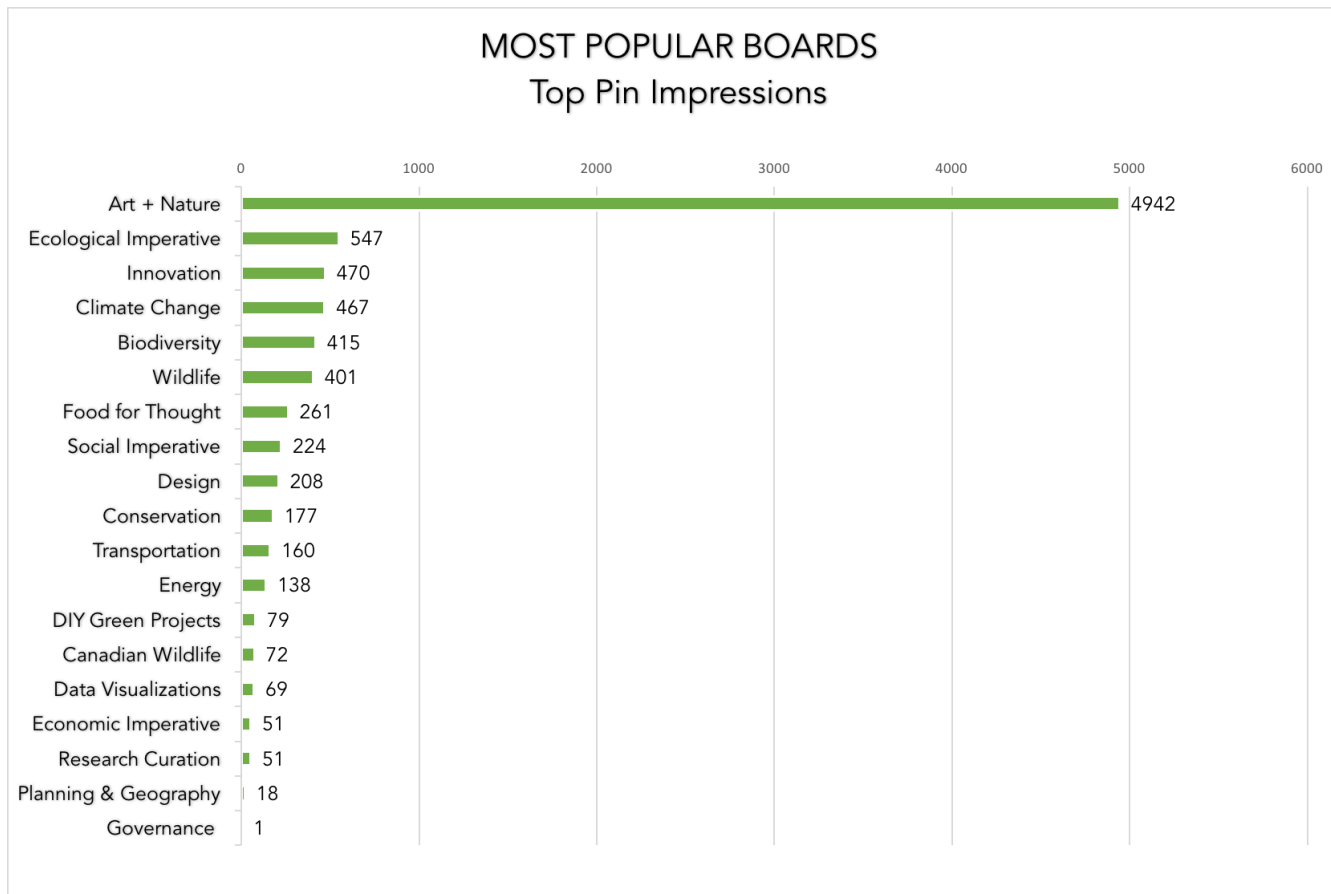
The highest traffic source comes from videos embedded on external websites, totaling 37% of views. This is encouraging since it indicates that HEAD TALKS videos have been circulated on websites outside of CRC Research's 8 platforms. 26% of views are acquired through searches on YouTube suggesting that the keywords assigned to each video have increased their reach. 7% of views are directed by URL's shared via social media.



## PINTEREST

The CRC Research Pinterest page was officially launched on November 1<sup>st</sup>, 2016. It currently features 20 curated boards with a total of 734 pins. On average, it receives 5200 monthly views. While the most popular categories on Pinterest are fashion, food, home décor, crafts, and holidays, CRC Research is using the platform to experiment with visual communication of content related to sustainable development. Since it also functions as an image-based search engine, over time, pinned content will be indexed in Google searches. This may become a key entry point that augments engagement and reach since Google image searches already accounted for 138 referrals to Community Research Connections.

### STATISTICS FROM NOVEMBER 1<sup>st</sup>, 2017 – MARCH 31<sup>st</sup>, 2017



### DAILY AVERAGES

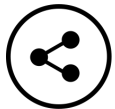
Average Daily Impressions: 227  
Average Daily Viewers: 138  
Average Monthly Viewers: 3034  
Average Monthly Engaged: 28

## NEXT STEPS



### COMMUNITY RESEARCH CONNECTIONS

- Update website to Drupal 8
- Develop responsive version (mobile friendly)
- Update content on each page and adjust formatting where necessary
- Update information architecture (navigation) of website
- Increase traffic to blog by 10%
- Improve search engine optimization



### SOCIAL MEDIA

- Increase following on all social media channels by 10%
- Follow other academics mobilizing research and information across social media
- Conduct audience research to determine how to increase engagement
- Create a social media plan and digital engagement framework
- Increase visual content shared across social media (images, videos, maps, data visualizations, and gifs)
- Increase content on curated YouTube playlist



### VISUAL COMMUNICATIONS

- Create 6 data visualizations
- Continue to develop content on existing interactive maps
- Develop 4 videos illustrating research



### CONVERSATIONS

- Launch biodiversity e-Dialogue series in September 2017
- Develop online engagement plan to mobilize e-Dialogue conversations
- Curate engaging and informative webpages on Changing the Conversation for biodiversity series

# GLOSSARY

## GOOGLE ANALYTICS FOR COMMUNITY RESEARCH CONNECTIONS

- **Sessions:** Represent a group of interactions that take place on a website within a given time frame. For example, a single session can contain multiple screen or page views.
- **Users:** Represent visitors who are visiting a website for the first time.
- **Pageviews:** Represent a single view of a page on a website.
- **Pages:** Represent the number of visits to individual webpages on a website.
- **Social:** Represents the amount of link clicks from social media posts that result in a webpage visit.

## FACEBOOK INSIGHTS

- **Post Reach:** The number of people who saw your page post in news feed, ticker, or on your page's timeline.
- **Post Impressions:** The number of times a post is displayed in a news feed, ticker, or on a page's timeline.
- **Post Engagements:** The number of people who clicked anywhere in your posts—this includes likes, comments, and shares.
- **Page Reach:** The number of people who have seen any content associated with your Page.
- **Page Engagement:** The number of people who engaged with your Page. Engagement includes any click or story created.
- **Page Impressions:** The number of times your posts were seen in News Feed or ticker or on visits to your Page. These impressions can be by people who have liked your Page and people who haven't.

## TWITTER ANALYTICS

- **Engagement Rate:** The number of engagements divided by impressions. Engagements are counted anytime a user clicks anywhere on a tweet, including retweets, replies, follows, favourites, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.
- **Impressions:** The amount of times tweets were delivered to the Twitter stream of a particular account. This includes exposure to through hashtags and search terms.

## APPENDIX A

### COMMUNITY RESEARCH CONNECTIONS WEBSITE: MONTHLY ANALYTICS BREAKDOWN

#### APRIL 1<sup>st</sup>, 2016 – MARCH 31<sup>st</sup>, 2017

STATS	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total
Sessions	7039	7064	6493	4381	5216	6726	7909	9204	5198	7064	5606	7190	79,090
Users	6122	6092	5547	3747	2.64	5776	6849	7674	4366	5931	4745	5945	65,795
Pageviews	19,897	19,725	16,864	11,404	13,760	17,130	19,257	23,002	13,516	17,839	14,566	19,066	206,026
Pages	2.83	2.79	2.60	2.60	2.64	2.55	2.43	2.50	2.60	2.53	2.60	2.65	2.60
Social	61	148	102	55	109	84	76	126	98	86	117	104	1166

#### APRIL 1<sup>st</sup>, 2015 – MARCH 31<sup>st</sup>, 2016

STATS	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total
Sessions	5448	5883	4665	3588	3830	5481	7187	8122	4828	6380	6182	7387	68,981
Users	4773	5152	4136	3084	3381	4802	6250	7082	4263	5568	5460	6382	59,097
Pageviews	7440	7627	6216	4748	5063	7351	9239	10,061	6187	11,442	15,912	19,041	110,327
Pages	1.37	1.30	1.33	1.32	1.32	1.34	1.29	1.24	1.28	1.79	2.57	2.58	1.60
Social	66	34	48	35	6	114	80	61	46	39	62	86	677

## APPENDIX B

### FACEBOOK: MONTHLY ANALYTICS BREAKDOWN

#### APRIL 1<sup>st</sup>, 2016 – MARCH 31<sup>st</sup>, 2017

Statistic	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total
Number of Posts	2	22	25	13	18	19	21	29	19	21	27	38	254
Post Reach	109	2058	915	345	603	421	314	2113	1195	1222	2015	1724	13,034
Post Impressions	222	4195	1729	656	1121	833	659	3825	1877	2010	3280	2753	23,160
Post Engagement	8	134	69	25	25	16	26	128	107	66	112	83	799
Page Likes	5	9	3	6	4	4	2	3	4	21	5	2	68
Page Engagement	582	1269	1270	1042	602	588	477	875	2479	1385	2051	1683	14,303
Page Reach	9433	21,047	19,695	14,647	6596	9321	4430	10,818	39,228	13,471	25,889	23,742	198,317
Page Impressions	32,299	72,273	89,218	47,371	23,924	34,734	22,317	36,510	105,200	44,219	97,588	113,372	719,025

#### APRIL 1<sup>st</sup>, 2015 – MARCH 31<sup>st</sup>, 2016

Statistic	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total
Number of Posts	6	8	6	4	5	6	6	0	1	1	2	2	47
Post Reach	132	225	327	321	367	484	372	0	136	71	123	90	2648
Post Impressions	260	420	522	543	562	880	659	0	197	112	198	180	4533
Post Engagement	5	4	9	9	16	28	13	0	6	3	2	4	99
Page Likes	13	17	7	7	12	8	10	3	4	5	3	11	100
Page Engagement	443	621	415	689	430	444	501	409	90	339	270	474	5125
Page Reach	2406	5223	5679	8251	5149	5632	6377	3191	448	4096	2943	5604	54999
Page Impressions	22,571	52,417	49,977	50,991	33,419	32,727	48,232	31,360	9612	13,406	17,179	29,167	391,058

## APPENDIX C

### TWITTER: MONTHLY ANALYTICS BREAKDOWN

#### TWITTER STATISTICS: APRIL 1<sup>st</sup>, 2016 – MARCH 31<sup>st</sup>, 2017

Statistic	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total
Number of Tweets	2	24	66	13	19	19	81	79	22	68	73	41	507
Engagement Rate	0.20%	0.40%	0.40%	0.30%	0.50%	1.10%	0.70%	0.70%	0.30%	0.50%	0.70%	1.0%	6.8%
Impressions	2728	8296	12,800	6376	5129	5196	10,700	10,500	5764	23,000	10,300	16,700	117,489
Profile Visits	61	544	633	314	274	188	520	659	313	640	581	854	5,581
Link Clicks	3	28	10	7	6	12	21	22	2	46	12	26	217
Retweets	1	3	26	9	5	10	18	21	2	17	11	21	144
Likes	0	7	22	8	14	14	33	12	8	45	22	49	242
Replies	0	1	37	0	2	0	29	24	0	17	32	0	142
Mentions	1	5	11	2	2	0	7	2	2	6	7	6	51
New Followers	0	0	0	5	6	8	9	1	5	23	3	9	69

#### TWITTER STATISTICS: APRIL 1<sup>st</sup>, 2015 – MARCH 31<sup>st</sup>, 2016

Statistic	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total
Number of Tweets	8	9	7	5	5	6	10	0	1	1	2	6	19
Engagement Rate	0.2%	0.9%	0.6%	0%	0%	0.2%	0.1%	1.0%	0.1%	0%	0%	0.1%	3.2%
Impressions	500	936	808	594	878	1,155	1,300	747	889	962	1656	1602	12,027
Profile Visits	0	0	0	0	0	0	73	48	12	6	48	40	227
Link Clicks	2	12	1	0	0	4	2	4	2	0	1	1	29
Retweets	1	1	0	0	0	0	0	0	0	0	0	0	2
Likes	0	0	1	0	0	0	0	0	0	0	0	0	1
Replies	0	0	0	0	0	1	0	0	0	1	0	0	2
Mentions	0	0	0	0	0	0	3	2	0	2	0	0	7
New Followers	0	0	0	0	0	0	0	0	0	0	0	0	0