



# **PCC Engagement**

Annual Report 2014

# Consultation and engagement activity

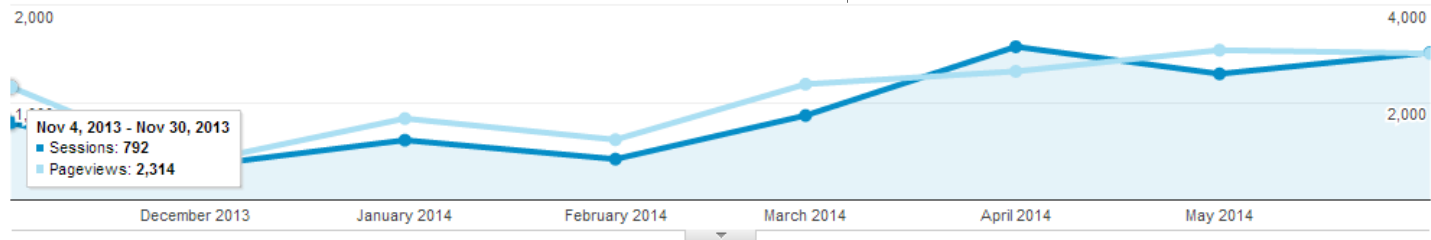
	Responses
Newcraighall North	20+
Abercorn Terrace Pedestrian Crossing	129
ScotMid February	100
ScotMid March	59
School Holiday changes	60
Beach Zones consultation	600+
ScotMid May	50
ScotMid June	30

# Website overview

Sessions vs. Pageviews

Hourly Day Week **Month**

Sessions Pageviews



Sessions

7,409



Users

3,971



Pageviews

17,069



Pages / Session

2.30



Avg. Session Duration

00:01:54



Bounce Rate

53.89%

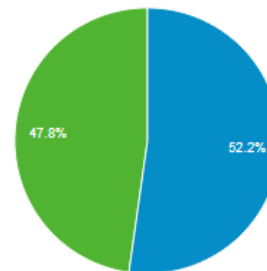


% New Sessions

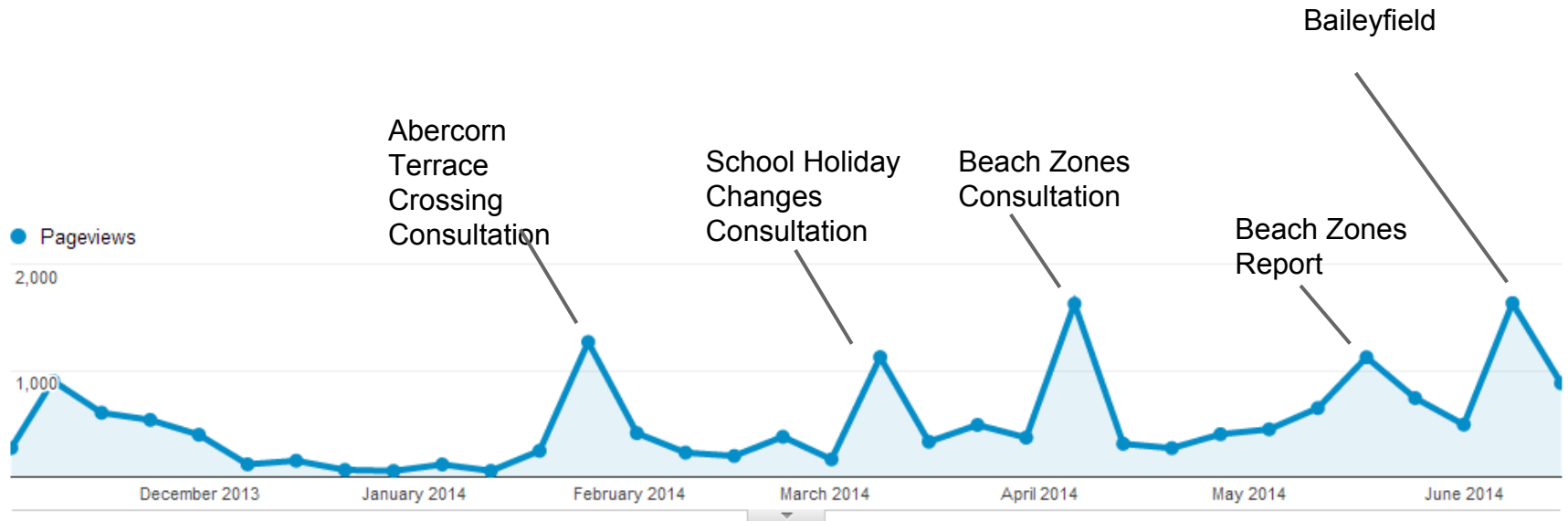
52.21%



New Visitor Returning Visitor

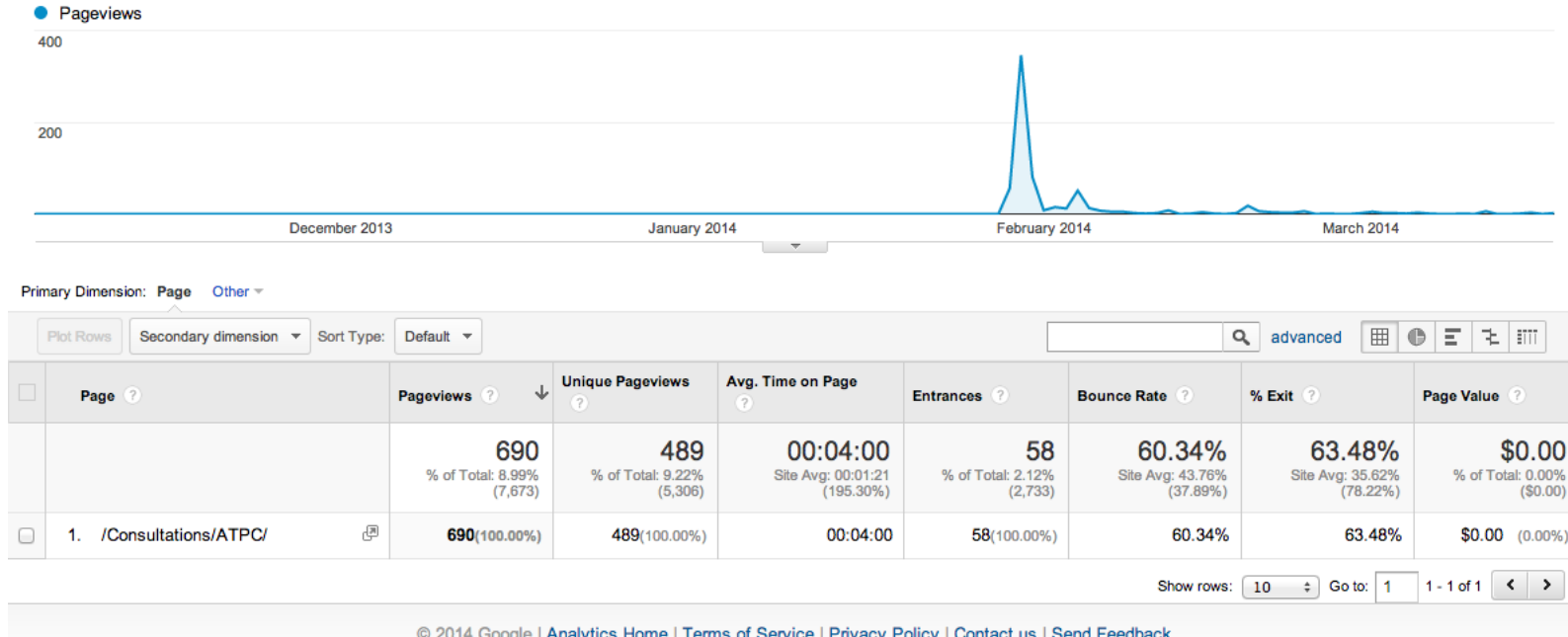


# Website traffic



Primary Dimension: [Page](#) [Page Title](#) [Other](#) ▾

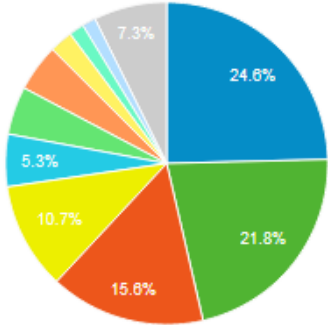
# Case analysis - Community Engagement with Abercorn Terrace Crossing Consultation



This illustrates how many people were engaged with the Pedestrian Crossing consultation against how many responded. A huge spike of interest when the consultation was announced. Consider page views (690) and time on page (average 4 mins) against actual responses (total 129).

# Where do Website clicks come from?

<input type="checkbox"/>	Source / Medium	Sessions <input type="text" value="Sessions"/> <input type="text" value="↓"/>	Sessions	Contribution to total: <input type="text" value="Sessions"/> <input type="text" value="↓"/>
		7,409 % of Total: 100.00% (7,409)	7,409 % of Total: 100.00% (7,409)	
<input type="checkbox"/>	1. <input type="checkbox"/> (direct) / (none)	1,823	24.61%	
<input type="checkbox"/>	2. <input type="checkbox"/> m.facebook.com / referral	1,613	21.77%	
<input type="checkbox"/>	3. <input type="checkbox"/> facebook.com / referral	1,153	15.56%	
<input type="checkbox"/>	4. <input type="checkbox"/> google / organic	795	10.73%	
<input type="checkbox"/>	5. <input type="checkbox"/> bbc.co.uk / referral	389	5.25%	
<input type="checkbox"/>	6. <input type="checkbox"/> l.facebook.com / referral	357	4.82%	
<input type="checkbox"/>	7. <input type="checkbox"/> t.co / referral	351	4.74%	
<input type="checkbox"/>	8. <input type="checkbox"/> portobellocc.us3.list-manage.com / referral	172	2.32%	
<input type="checkbox"/>	9. <input type="checkbox"/> porty.org.uk / referral	112	1.51%	
<input type="checkbox"/>	10. <input type="checkbox"/> forum.talkporty.org / referral	101	1.36%	



A pie chart visualizing the data from the table above. The chart is divided into 10 segments, each representing a source/medium and its percentage contribution to the total sessions. The segments are: (direct) / (none) (24.6%), m.facebook.com / referral (21.8%), facebook.com / referral (15.6%), google / organic (10.7%), bbc.co.uk / referral (5.3%), l.facebook.com / referral (4.8%), t.co / referral (4.7%), portobellocc.us3.list-manage.com / referral (2.3%), porty.org.uk / referral (1.5%), and forum.talkporty.org / referral (1.4%).

# Facebook



Portobello Community Council  
Build Audience - Promote Page

See Insights

	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	485	481	0.8%
New Likes	7	0	0.0%
Weekly Total Reach	1,328	449	195.8%
People Engaged	203	108	88.0%

Total likes are up from 341 on 5 Dec

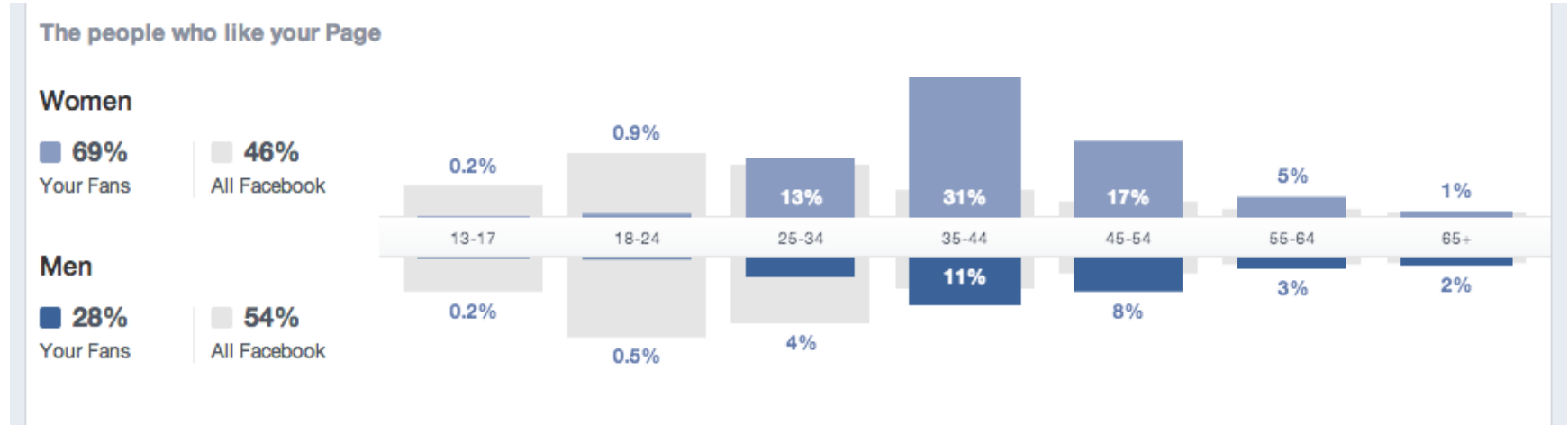
Reach varies from week to week

## Definitions

**Engaged:** the number of unique individuals who liked, commented or shared posts in the period.

**Reach:** How many people 'saw' PCC posts in the period. Although, it is really a measure of how many people's Newsfeed the post appears in.

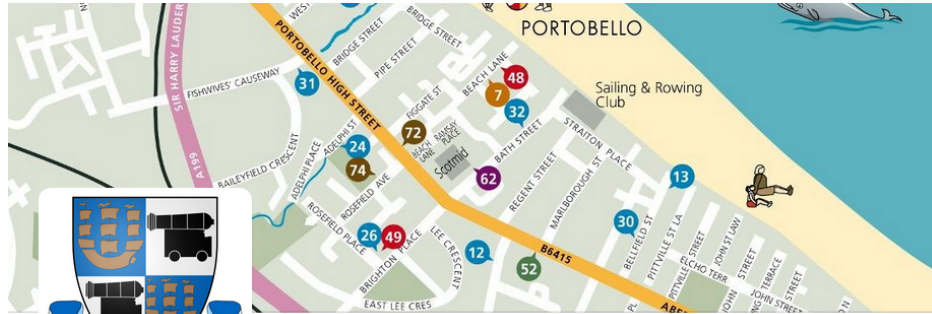
# Facebook - demographics



On Facebook, we have a strong female following, particularly in the 35-44 and 45-54 age groups. PCC page is above average (for whole of Facebook) for both males and females in the 35-54 age range. In contrast, PCC has very few followers under 24 on Facebook.



# Twitter



## Porty Community Cncl

@portobellocc

Portobello Community Council meets on the last Monday of every month except July and December.

Portobello, Edinburgh

[portobellocc.org](http://portobellocc.org)

Joined August 2010

27 Photos and videos



TWEETS 990 PHOTOS/VIDEOS 27 FOLLOWING 73 FOLLOWERS 420 FAVORITES 6 More ▾

Tweets Tweets and replies

Porty Community Cncl @portobellocc · 18h  
Creating Dementia Friendly Portobello Meeting Monday 23 June 2014  
[portobellocc.org/pccpn/2014/06/...](http://portobellocc.org/pccpn/2014/06/...)

Porty Community Cncl @portobellocc · 21h  
Aldi Cruden Masterplan at Baileyfield published  
[portobellocc.org/pccpn/2014/06/...](http://portobellocc.org/pccpn/2014/06/...)

Porty Community Cncl @portobellocc · Jun 18  
Reminder: Baileyfield Development Exhibition TODAY in Portobello Town Hall, noon - 7pm.  
[portobellocc.org/pccpn/2014/06/...](http://portobellocc.org/pccpn/2014/06/...)

## Definitions

**Tweets:** How many times you've posted something or passed on something someone else has posted [up from 778 in Dec]

**Following:** The number of people whose tweets you will see [47 in Dec]

**Followers:** The number of people who have said they want to see your tweets [315 in Dec]

# Mailing List

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⋮	<input type="checkbox"/>	<b>Mailing List</b>	<b>519</b>	<b>56.7%</b>	<b>15.0%</b>
		Created Nov 09, 2013 12:21 pm	Subscribers	Opens	Clicks
		★★★★☆			

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## ***Definitions:***

***Subscribers:*** How many email users on the list **[Up from 107 in December]**

***Open Rate:*** What % of recipients open the emails we send out **[Down from 66%]**

***Click Rate:*** What % of recipients click on a link in an email we send out **[Down from 16%]**