

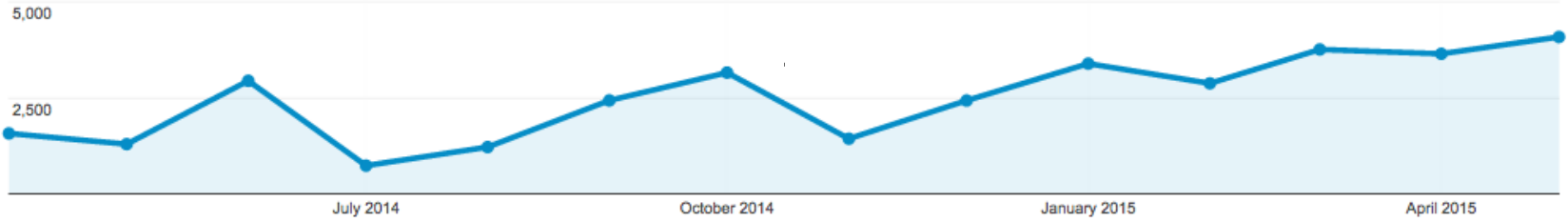
# Portobello Community Council

Engagement Statistics - Annual Report 2015



# Website overview

● Sessions



Sessions

34,935

Users

18,575

Pageviews

63,395

Pages / Session

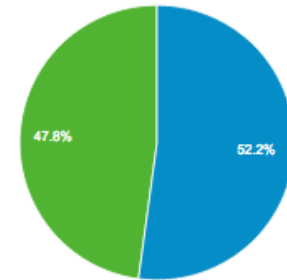
1.81

% New Sessions

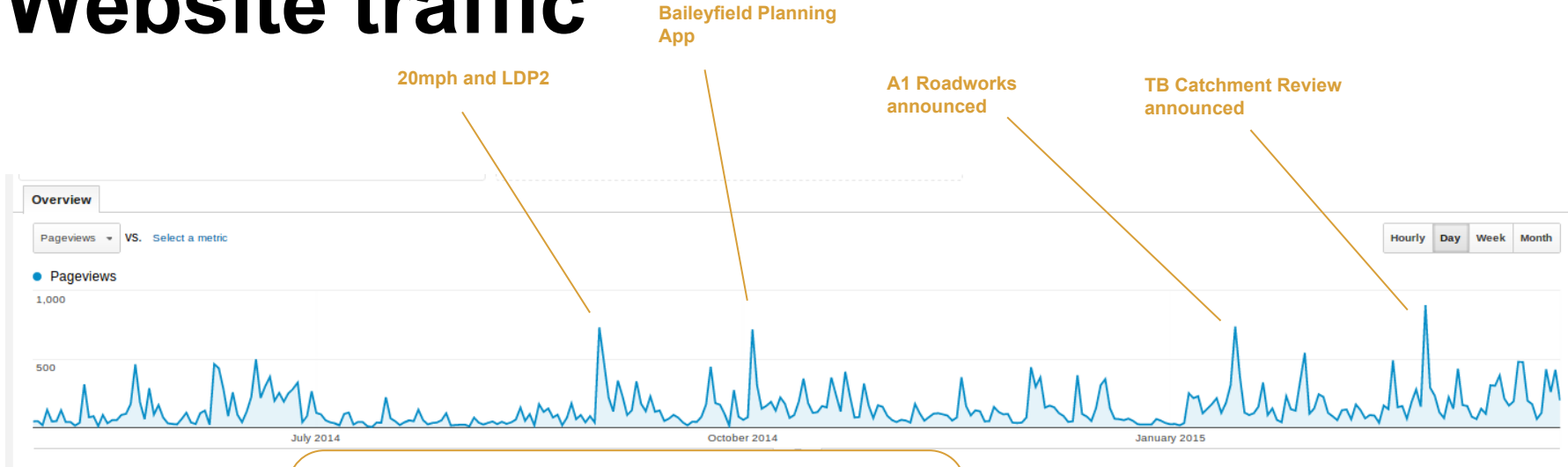
52.13%

- 18,575 website users in the period
- 34,934 visits (user sessions)
- 63,395 pages viewed

■ New Visitor ■ Returning Visitor



# Website traffic



- Day-to-day usage driven by community matters

# Facebook



Portobello Community Council

See Insights

	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	1,060	1,055	0.5%
New Likes	9	7	28.6%
Weekly Total Reach	7,801	3,216	142.6%
People Engaged	1,347	409	229.3%

Total likes are 1060, up from 481 in May 2014

Reach and Engagement heavily topic driven and 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.

# Twitter



**Portobello CC**

@portobellocc

Representing Portobello on matters of community interest.

📍 Portobello, Edinburgh

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

🕒 Joined August 2010

TWEETS **3,098** FOLLOWING **408** FOLLOWERS **729** FAVORITES **178** LISTS **4**

Tweets Tweets & replies Photos & videos

Portobello CC retweeted



**Edinburgh Weather** @Edinbur\_Weather · 58m

17/06/15 - A wet start with rain for a time, but mostly dry. Windy. Max 16c Wind W 20mph Chance of precip: 65% Min 10c

729 followers, up from 420 last May

## Definitions

**Tweets:** How many times you've posted something or passed on something someone else has posted

**Following:** The number of people whose tweets you will see

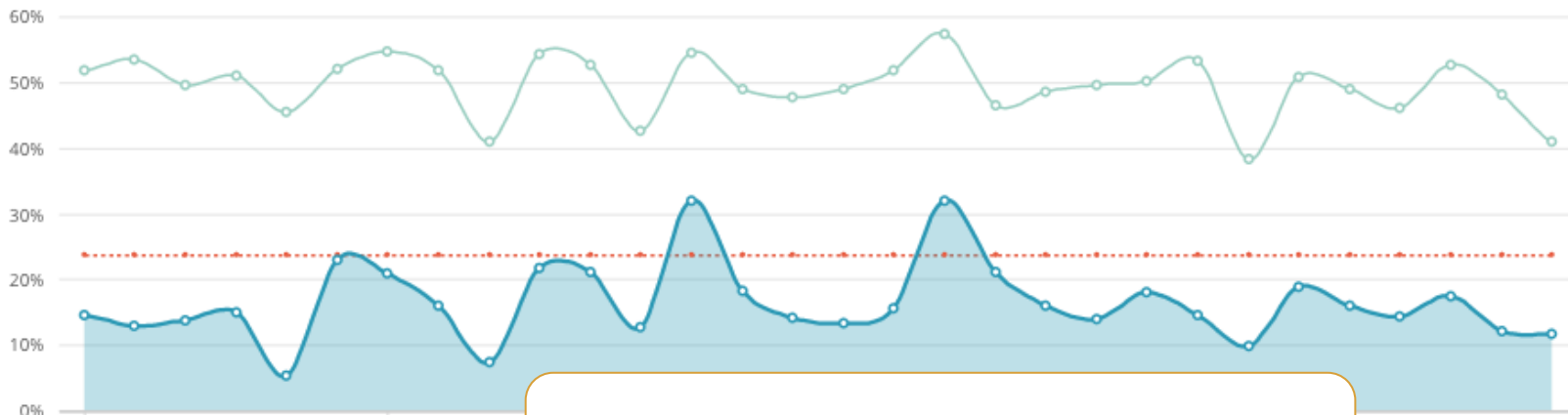
**Followers:** The number of people who have said they want to see your tweets (Total followers up from 420 last year)

# Mailing List

Overview Revenue

All Lists ▾

Open Rate Click Rate Industry Avg. Open Rate



1,234 subscribers, up from 519 last time

# Consultation and engagement activity

2014/15

	Responses
20 mph consultation	121
Local Development Plan 2	137
Village Show / Prize Draw	200
Baileyfield Planning App	423
Portobello Loos Closure	304
Beach Volleyball Courts	160
Brighton Place Resurfacing	393
Towerbank Informal Consultation	182
Retirement Development	109

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