

# Portobello Community Council

Engagement Statistics - Annual Report 2017

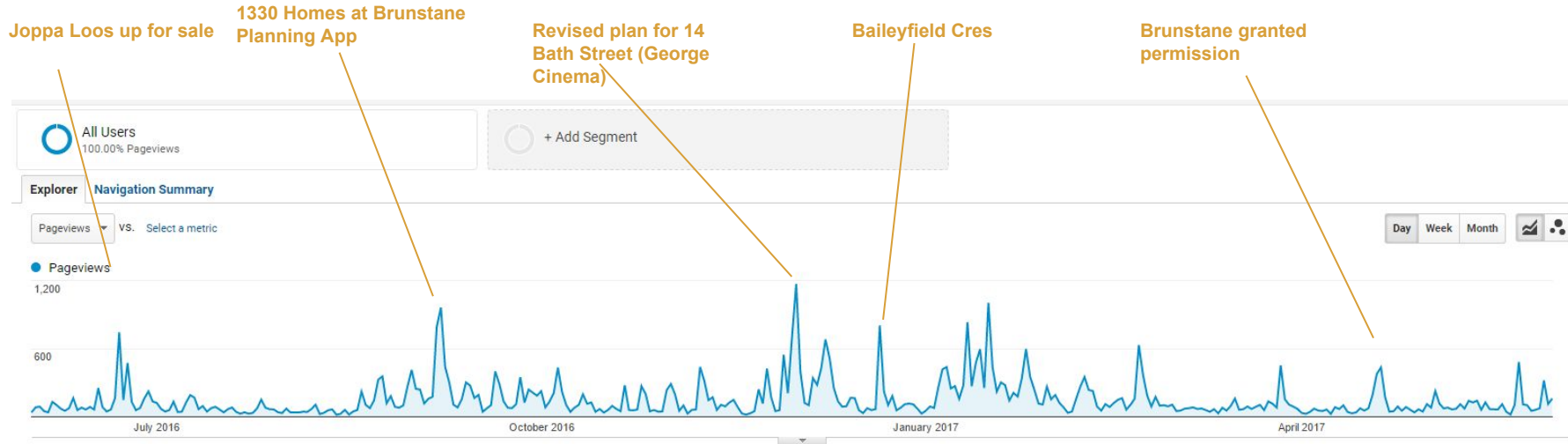


# Website overview



- 19,529 website users in the period
- 33,574 visits (user sessions)
- 56,304 pages viewed

# Website traffic



- Day-to-day usage driven by community matters

# Website Demographics



All Users  
100.00% Sessions

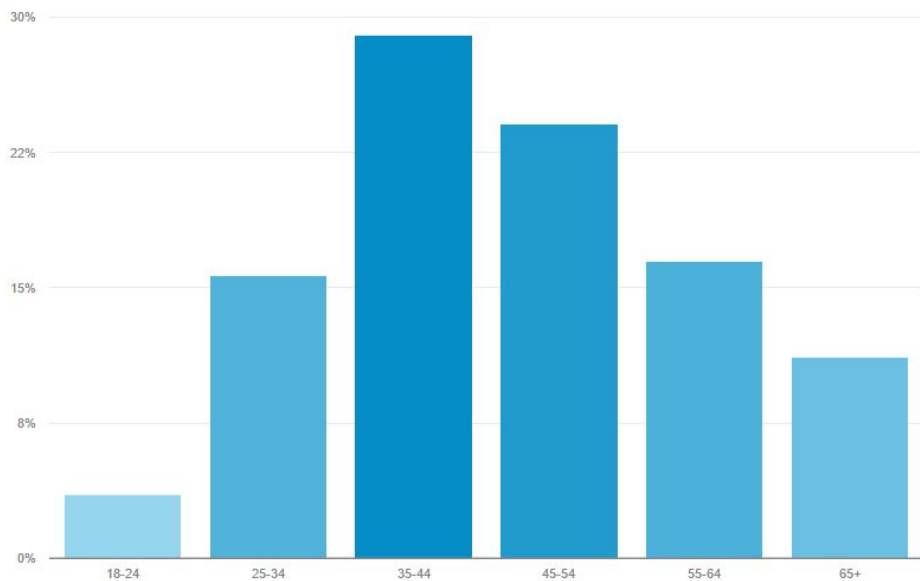


+ Add Segment

Key Metric: Sessions

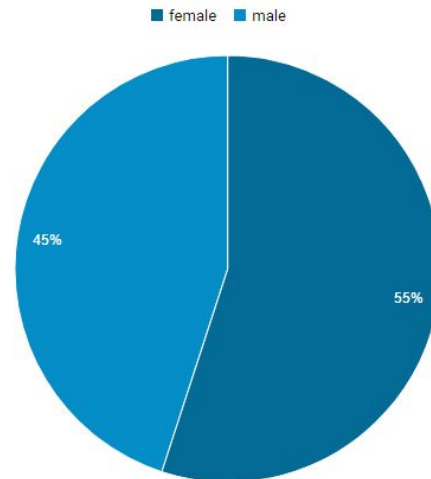
Age

66.51% of total sessions

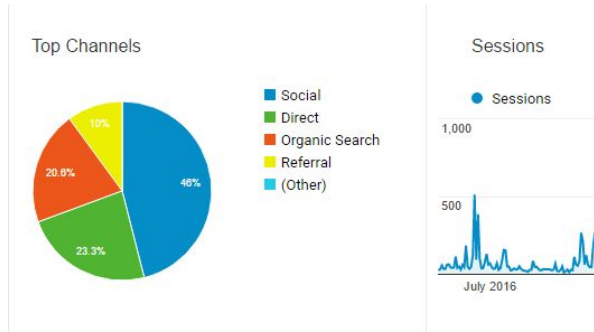


Gender

66.97% of total sessions

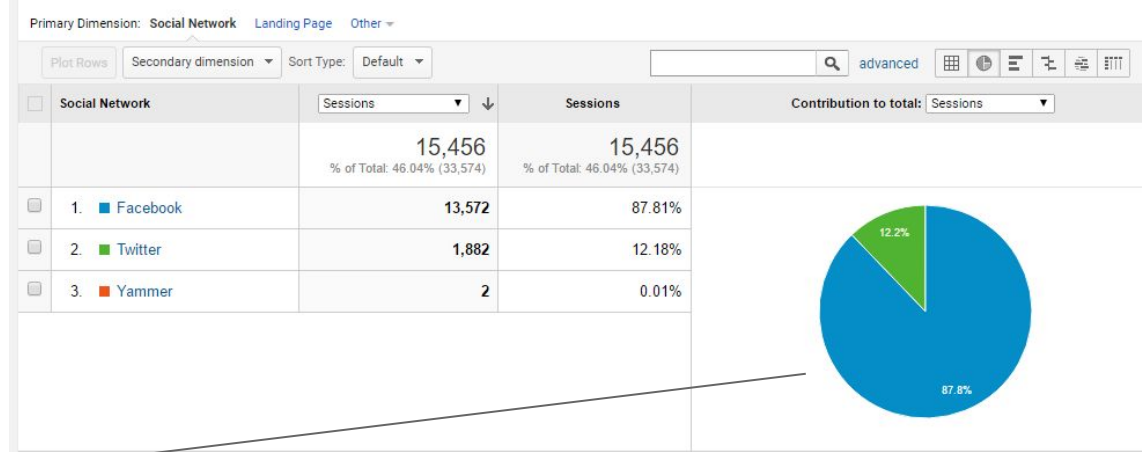


# Website Sources



Acquisition		
	Sessions	% New Sessions
	33,574	55.11%
1 Social	15,456	
2 Direct	7,832	
3 Organic Search	6,910	
4 Referral	3,372	
5 (Other)	4	

To see all 5 Channels click [here](#).



- Facebook is main channel for raising awareness

# Facebook

Total likes are 2,212, up from 1,963 last year and compares with 481 in May 2014

## Post Reach

The number of people your posts were served to.



### BENCHMARK

Compare your average performance over time.

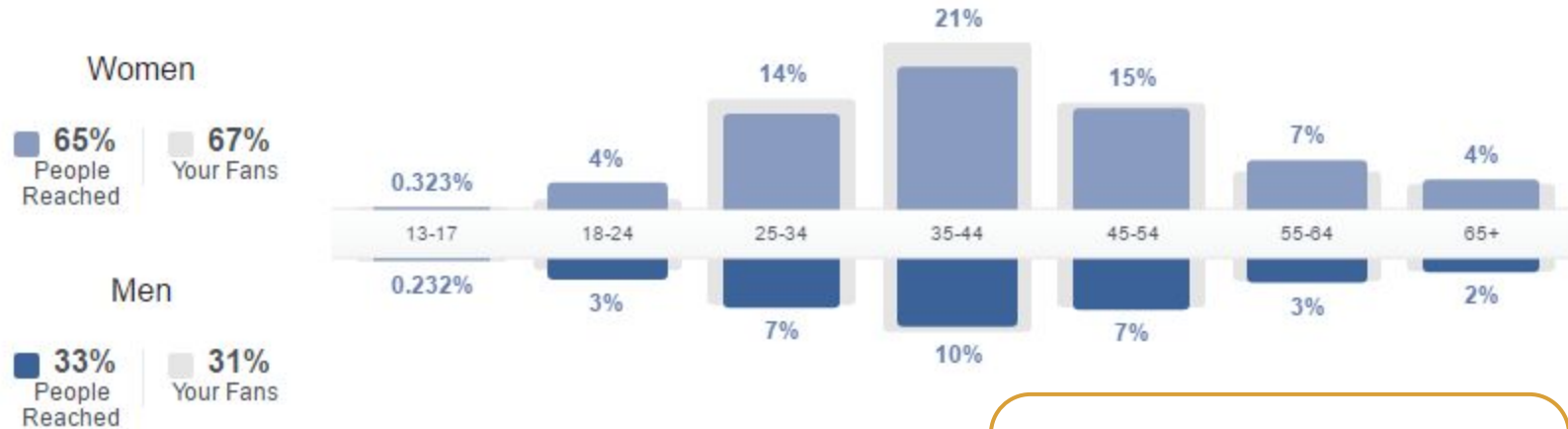
Organic

Paid

Reach can be increased by 'boosting' posts (paid for)

# Facebook

The number of people your post was served to in the past 28 days.



More females than males reached via Facebook and females more likely to engage with posts.

# Twitter

**Portobello CC**  
@portobellocc  
Representing Portobello on matters of community interest.  
Portobello, Edinburgh  
portobellocc.org  
Joined August 2010

**Tweets** 8,909   **Following** 536   **Followers** 1,263   **Likes** 611   **Lists** 4   **Moments** 0

**Tweets & replies**   **Media**

You Retweeted  
**Kirsty Lewin** @KirstyLewin · 20h  
The good people of Porty standing firm in the face of a jellyfish invasion

1,263 followers, up from 1040 in May 2016 and 729 in 2015

## 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)






# Twitter

Your Tweets earned **31.9K impressions** over this **91 day** period



## YOUR TWEETS

During this 91 day period, you earned **351 impressions** per day.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate	
	<b>Portobello CC</b> @portobellocc · May 18 Edinburgh East #ge2017 Hustings; Porty Town Hall; Wed 31 May 7:15pm @tristangrayedi, Katie Mackie, @TommySheppard Invited: @PatsyKingEdEast pic.twitter.com/3A4VXrmyyA <a href="#">View Tweet activity</a>			3,598	132	3.7%	<a href="#">Promote</a>
	<b>Portobello CC</b> @portobellocc · May 25 @EdinReporter Edinburgh East hustings, next Wed, Porty Town Hall, 7:15pm portobelloc.org/pccpn/2017/05/... #GE2017 pic.twitter.com/kIzWlIGoNX <a href="#">View Tweet activity</a>			2,526	59	2.3%	<a href="#">Promote</a>
	<b>Portobello CC</b> @portobellocc · Mar 22 What about it @on_lothianbuses - an all day X26 to replaced the busy X15 which will no longer service Porty? pic.twitter.com/aUPIRqqCWW <a href="#">View Tweet activity</a>			2,031	184	9.1%	<a href="#">Promote</a>

## Engagements

Showing 91 days with daily frequency

### Engagement rate

1.9%



### Link clicks

275



On average, you earned **3 link clicks** per day

Twitter reach and engagement more variable than other channels.

Spike of activity around Porty Hustings on May 31.

# Mailing List

Campaigns Comparative Automation

ActionParty urgent

Prize Draw survey

