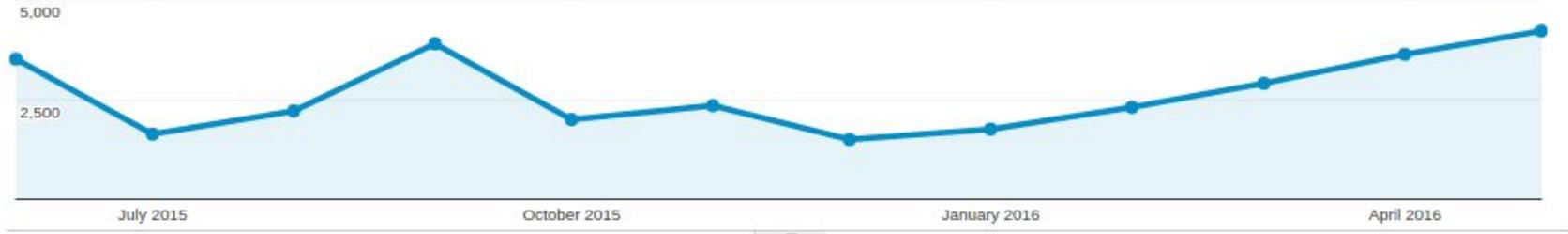


Portobello Community Council

Engagement Statistics - Annual Report 2016



Website overview



Sessions

31,859

Users

19,967

Pageviews

55,357

Pages / Session

1.74

Avg. Session Duration

00:01:14

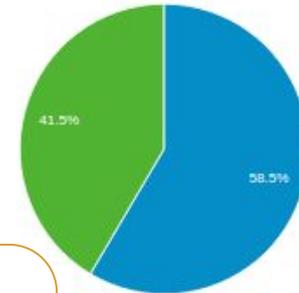
Bounce Rate

66.11%

% New Sessions

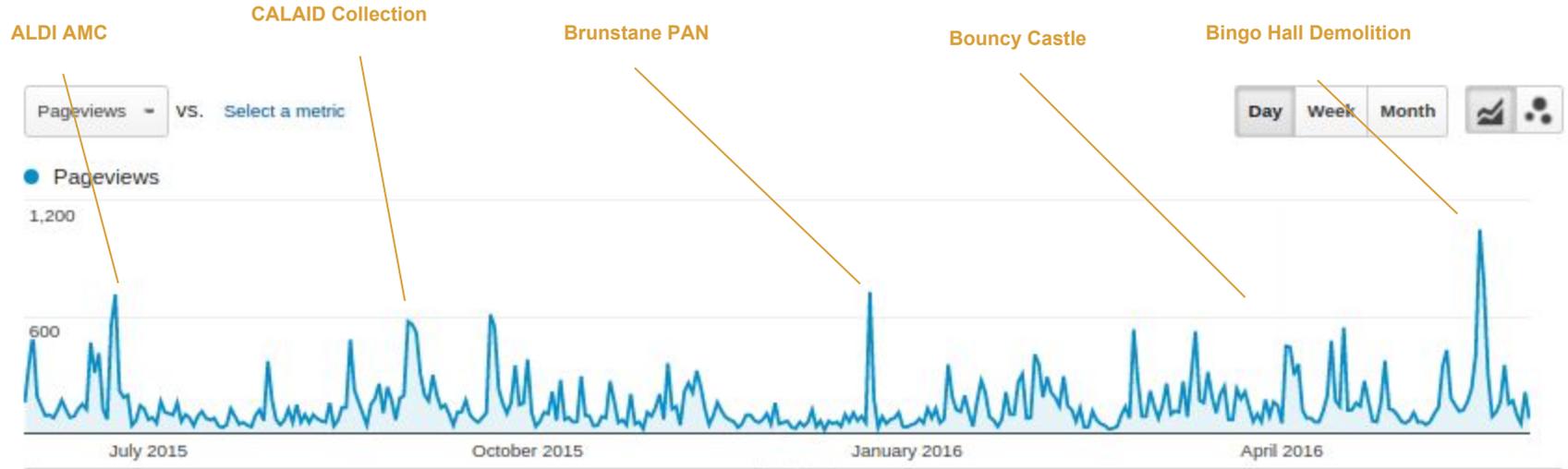
58.53%

■ New Visitor ■ Returning Visitor



- 19,967 website users in the period
- 31,859 visits (user sessions)
- 55,357 pages viewed

Website traffic



Primary Dimension: **Page** Page Title Other

- Day-to-day usage driven by community matters

Facebook



Portobello Community Council
Promote Page

See Insights

	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	102	82	24.4%
Weekly Total Reach	7,092	5,214	36.0%
People Engaged	837	576	45.3%
Total Page Likes	1,963	1,957	0.3%

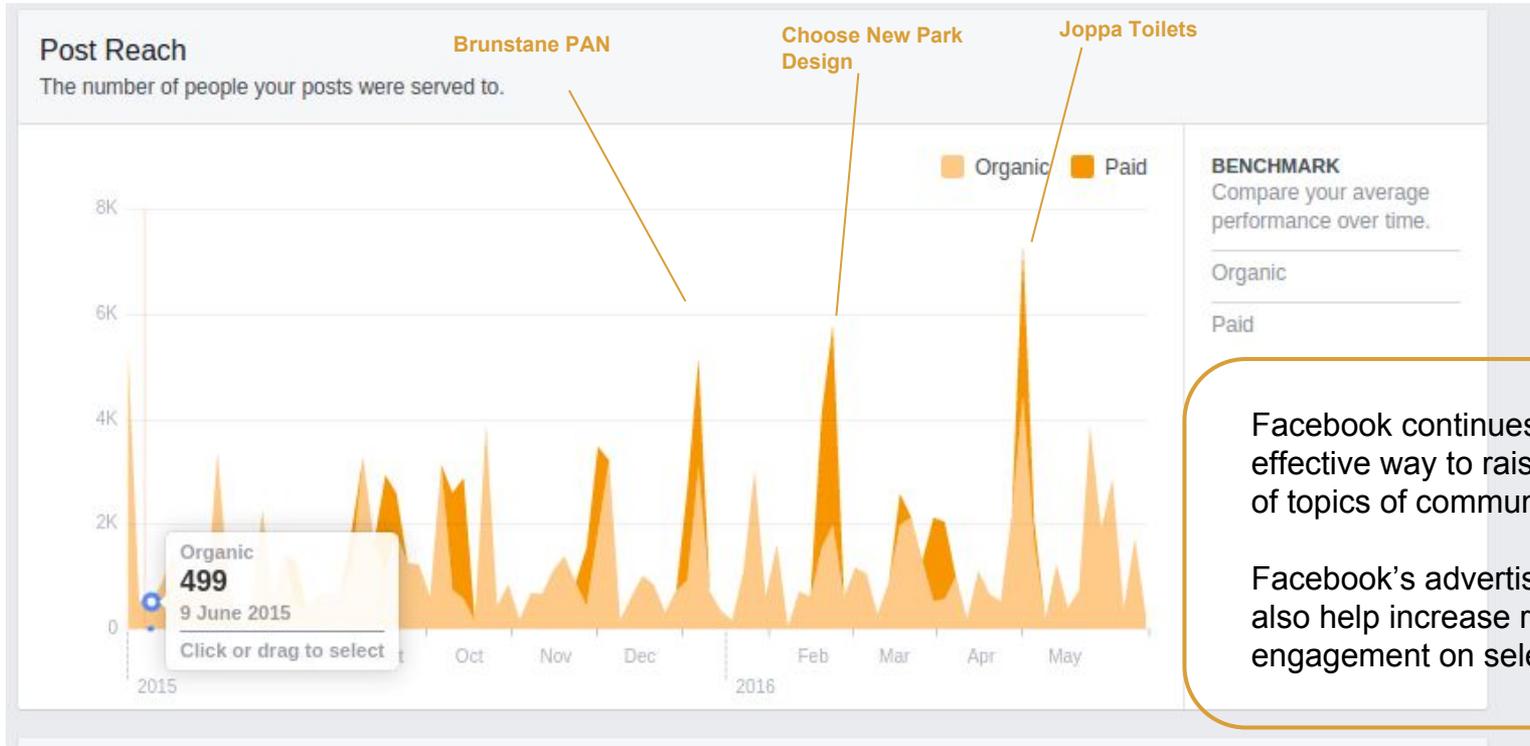
Total likes are 1,963, up from 1,060 last year and compares with 481 in May 2014

Definitions

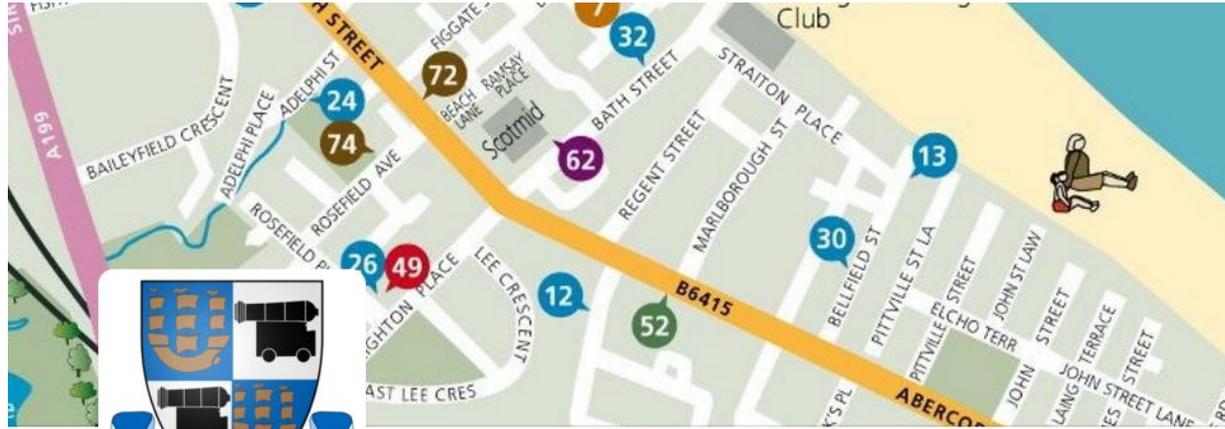
Engaged: the number of unique individuals who liked, commented or shared posts in the period.

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



Twitter



Portobello CC
@portobelloc
Representing Portobello on matters of community interest.

Portobello, Edinburgh
portobelloc.org
Joined August 2010
137 Photos and videos

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
6,825	522	1,040	475	4

Tweets Tweets & replies Media

You Retweeted
C-T Allotments @CraigentinyTel · 3h

1040 followers, up from 729 in May 2015 and 420 in 2014



Definitions

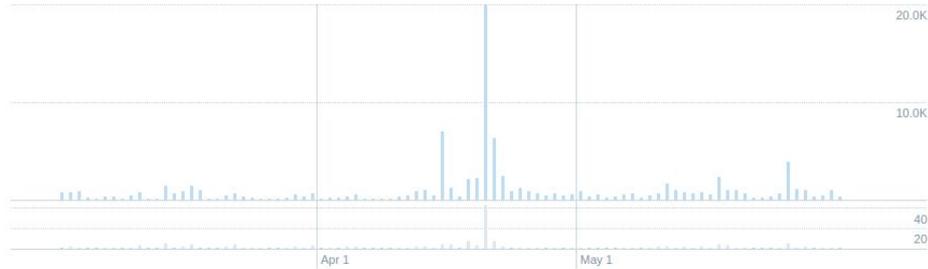
Tweets: How many times you've posted something or passed on something someone else has posted

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 **56.4K impressions** over this **91 day** period



YOUR TWEETS

During this 91 day period, you earned **619 impressions** per day.

Twitter reach and engagement more variable than other channels.

Spike of activity around Porty Hustings on April 20.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Portobello CC @portobelloc - Apr 20	Porty hustings tonight - confirmed attendees representing all 9 parties on Lothian list # edea eastern # sp16 pic.twitter.com/7J9WPEBAAX		8,824	192	2.2%
		View Tweet activity	Promote			
	Portobello CC @portobelloc - Apr 15	BBC Breakfast take beach comforts to a new level! # Portobello # BBCNews pic.twitter.com/6SeVqDsMjM		4,502	325	7.2%
		View Tweet activity	Promote			
	Portobello CC @portobelloc - Apr 12	Edinburgh Eastern # SP16 Porty Hustings Wed 20 April 19:30 at Porty Town Hall # Edinburgh portobelloc.org/hustings pic.twitter.com/g9D26mcOkP		1,744	55	3.2%
		View Tweet activity	Promote			

Engagements

Showing 91 days with daily frequency

ENGAGEMENT RATE
3.6%



LINK CLICKS

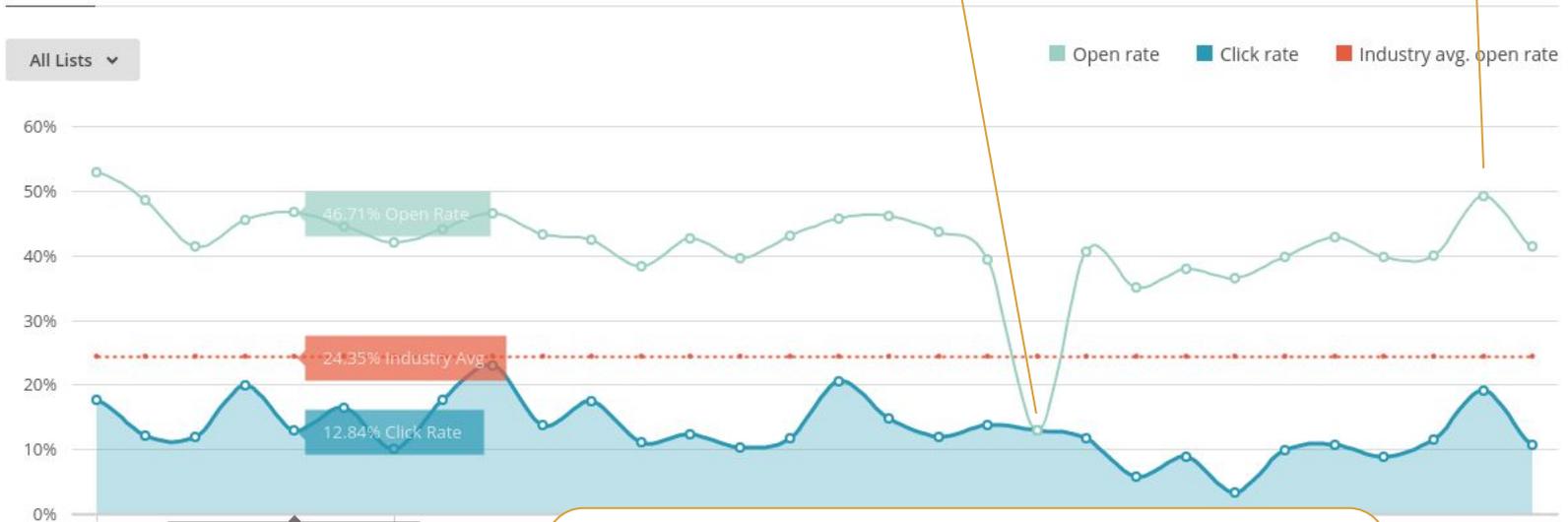
551



On average, you earned **6 link clicks** per day

Mailing List

Overview Revenue



1,651 subscribers, up from 1,234 last time and 519 in 2014.

Consultation and engagement activity

2015/16

	Responses
Barratt Crudens Baileyfield	54
SESPlan Main Issues Report	58
UCG	129
Telferton	46
Porty Places	68
Bouncy Castle	100
Joppa Loos (Reopen?)	55
Bouncy Castle 2	162
Bath St Bingo Hall	363

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