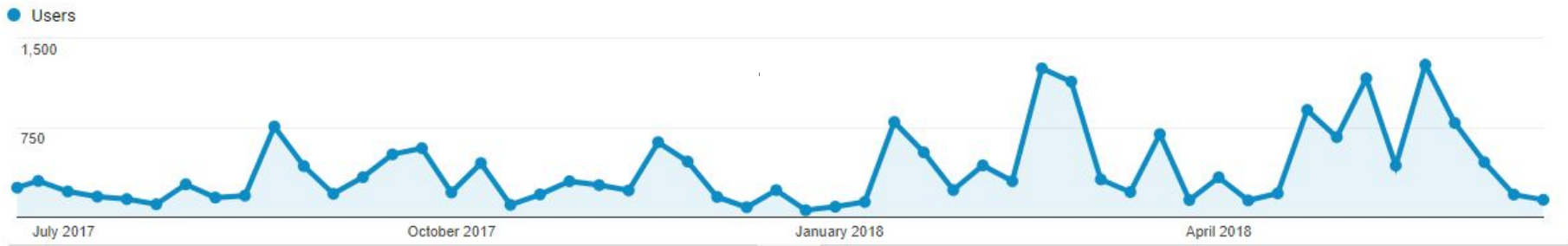


Portobello Community Council

Engagement Statistics - Annual Report 2018



Website overview



Users

14,494



New Users

14,048



Sessions

23,659



Number of Sessions per User

1.63



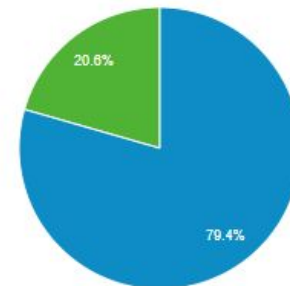
Page Views

41,341

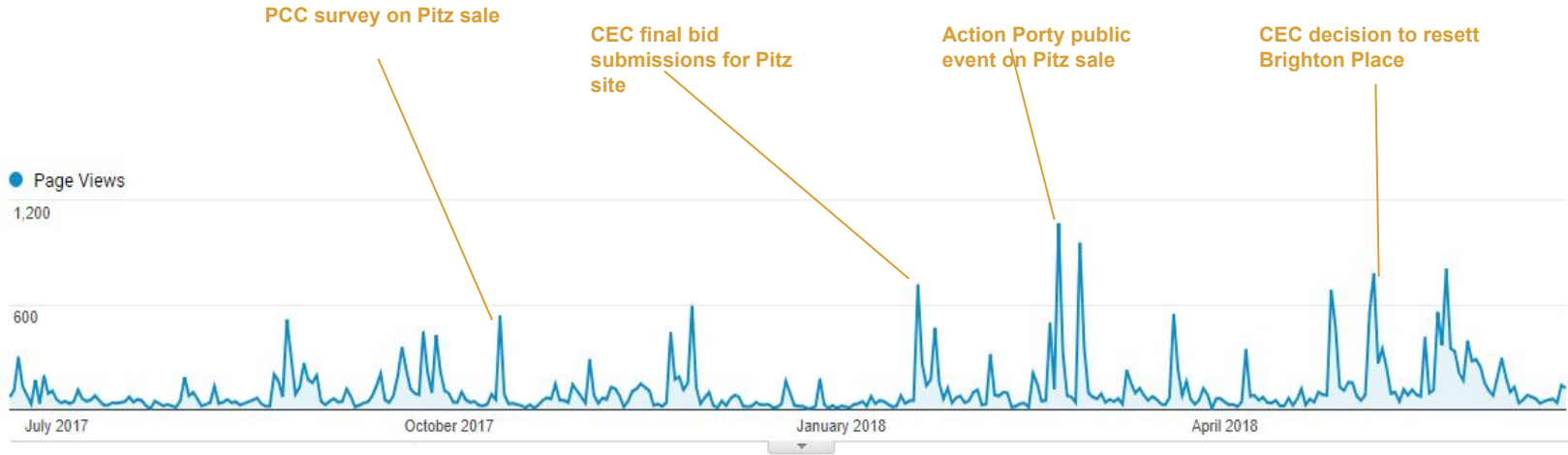


- 14,494 website users in the period
- 23,659 visits (user sessions)
- 41,341 pages viewed

■ New Visitor ■ Returning Visitor



Website traffic

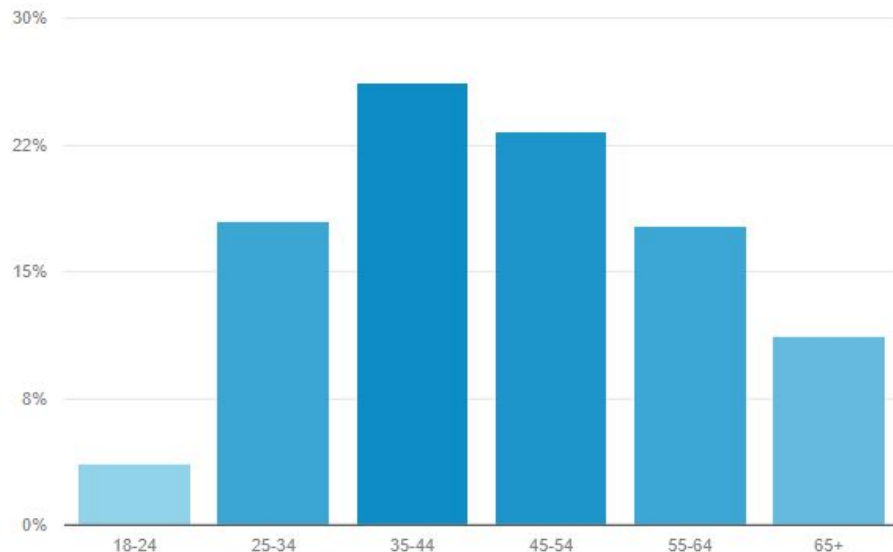


- Day-to-day usage driven by community matters

Website Demographics

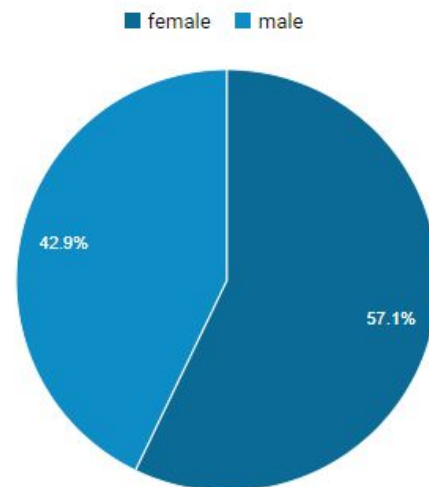
Age

63.53% of Total users



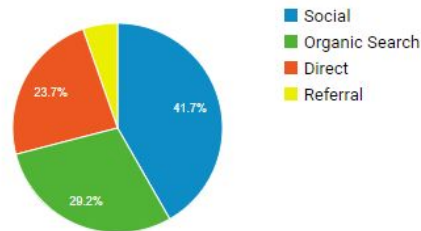
Gender

59.21% of Total users



Website Sources

Top Channels



Acquisition		
	Users	New Users
	14,494	14,048
1 Social	6,341	
2 Organic Search	4,442	
3 Direct	3,599	
4 Referral	814	

Social Network	Sessions	Page Views	Avg. Session Duration
1. Facebook	9,969 (83.34%)	13,845 (83.28%)	00:00:48
2. Twitter	1,992 (16.65%)	2,778 (16.71%)	00:00:50
3. goo.gl	1 (0.01%)	1 (0.01%)	00:00:00

- Facebook is main channel for raising awareness

To see all 4 Channels click [here](#).

Facebook

Total likes are 2,331, up from 2,212 last year and compares with 481 in May 2014

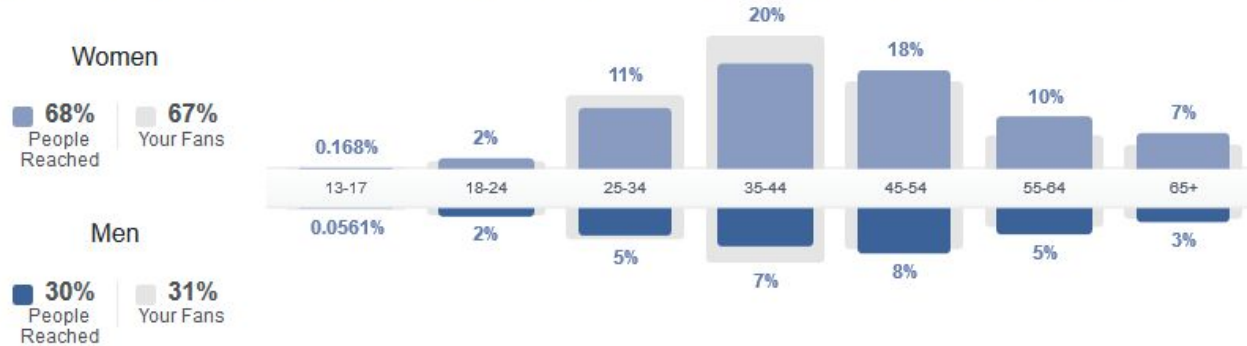
Total Reach

The number of people who had any content from your Page or about your Page enter their screen.



Facebook

The number of people who saw any content by your Page or about your Page, grouped by age and gender.



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 **Following** **Followers** **Likes** **Lists** **Moments**

10.4K 544 1,428 769 4 0

Tweets **Tweets & replies** **Media**

You Retweeted

Josiah Lockhart @josiahlockhart · Jun 22

Super excited to take to the family along to the Bellfield opening party this weekend, and that both myself and another of the #ScottishLandFund committe get the chance to see the impact of the first urban community right to buy

1,428 followers, up from 1,263 in May 2017 and 729 in 2015

Definitions

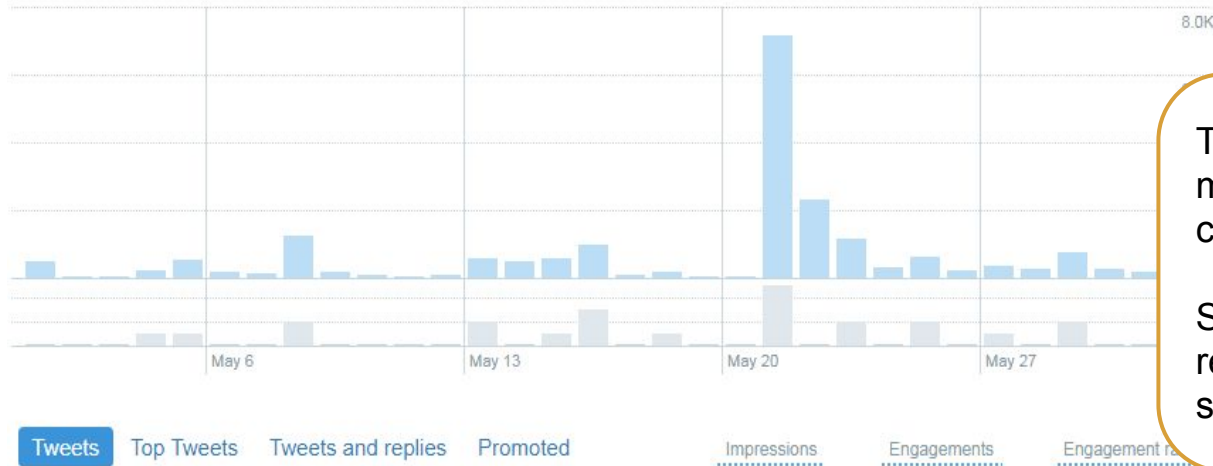
Tweets: How many times you've posted something or passed on something someone else has posted

Following: The number of people whose tweets you will see

Followers: The number of people who have said they want to see your tweets

Twitter

Your Tweets earned **19.9K impressions** over this 31 day period



Twitter reach and engagement more variable than other channels.

Spike of activity around replacement of Brighton Place sets on 21st May 2018



Portobello CC @portobellocc · May 29

Porty Prom is perfect and could never be improved?

portobellocc.org/pccpn/2018/05/...

pic.twitter.com/wKLpOKKcpU

[View Tweet activity](#)

945

95

10.1%