

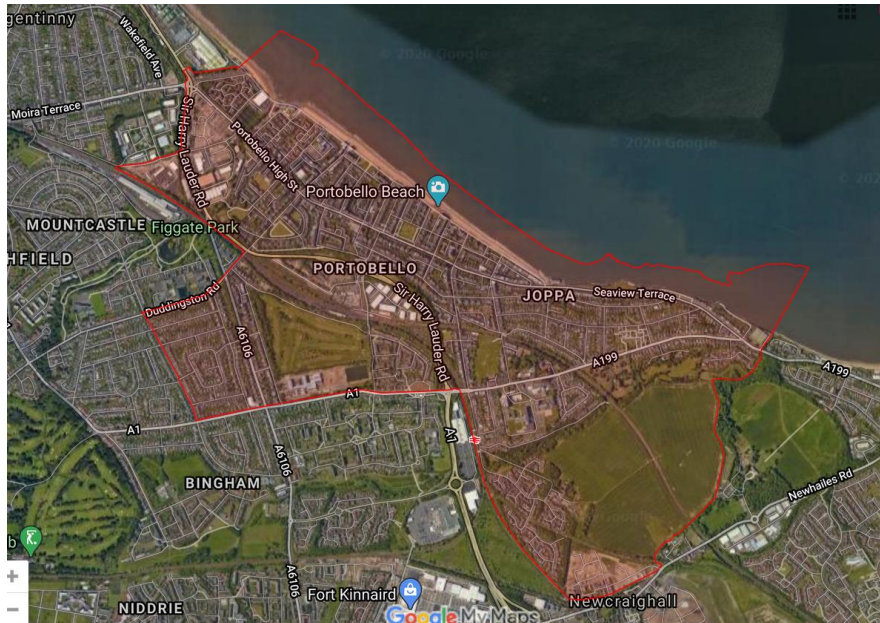
Portobello Community Council

Engagement Report 2020



Context

Portobello Community Council area boundary



Portobello and Craigmillar Ward population mid-year estimate, 2019

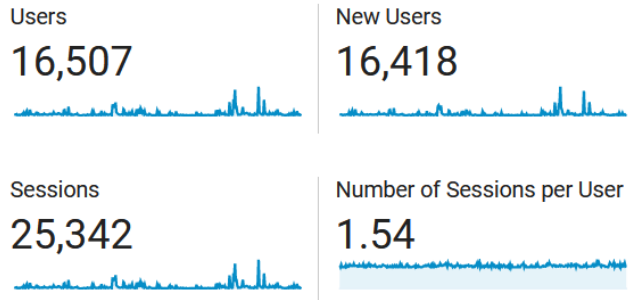
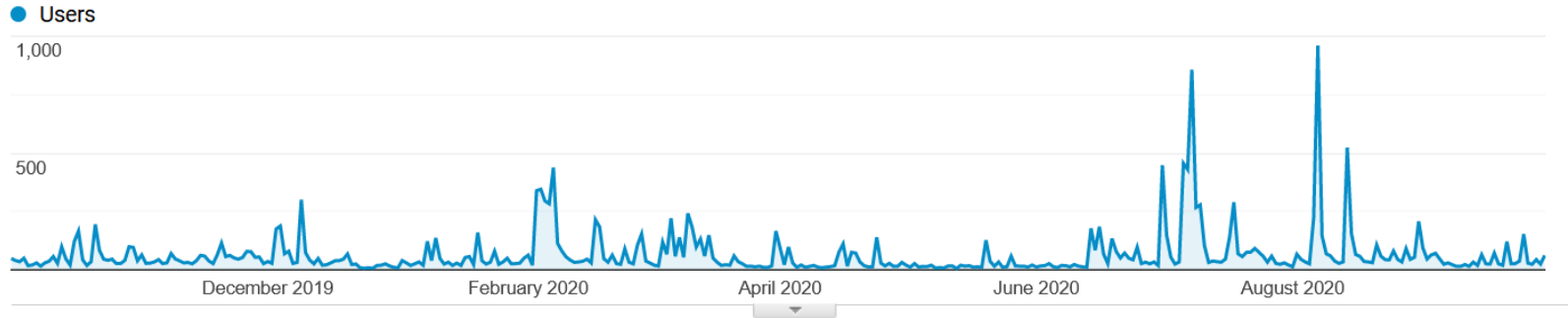
31,957

<https://porty.org.uk/local-info/general-info/>

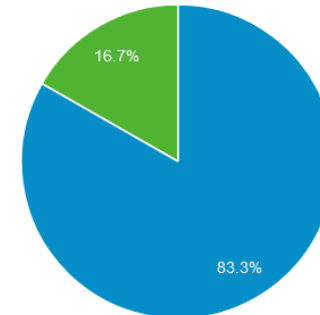
<https://statistics.gov.scot/>

Website overview

- 16,507 website users in the period
- 25,342 visits (user sessions)
- 41,978 pages viewed



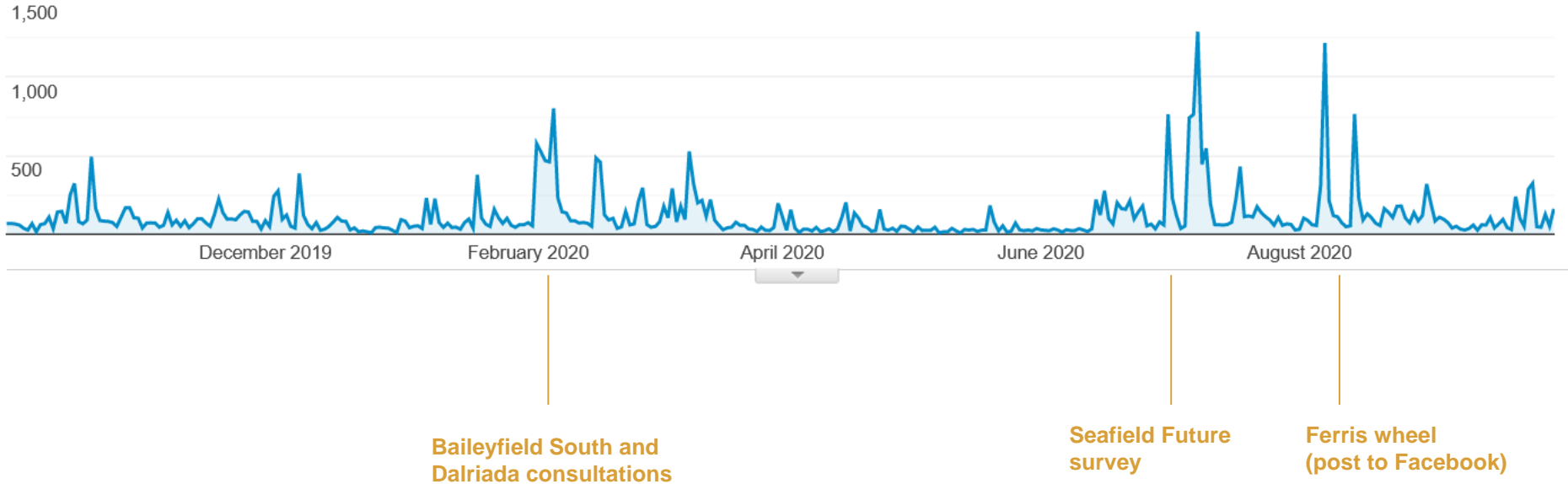
■ New Visitor ■ Returning Visitor



Website traffic

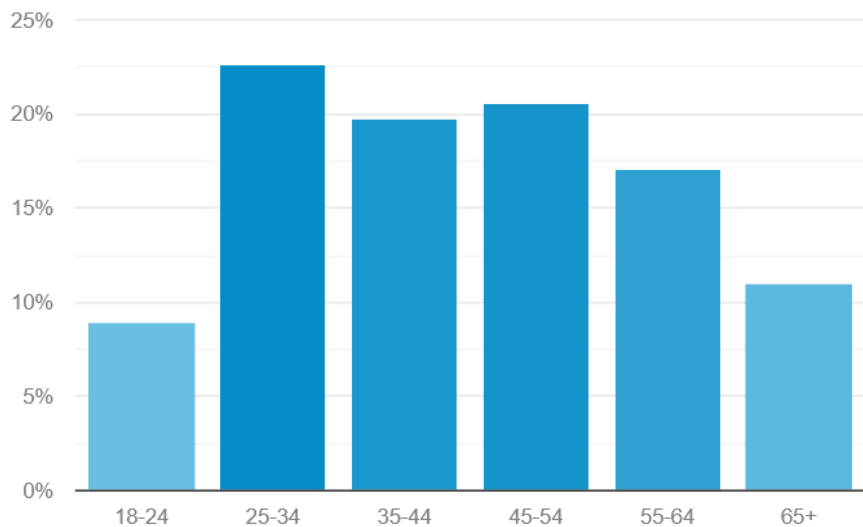
- As in previous years, day-to-day usage driven by community matters

● Pageviews

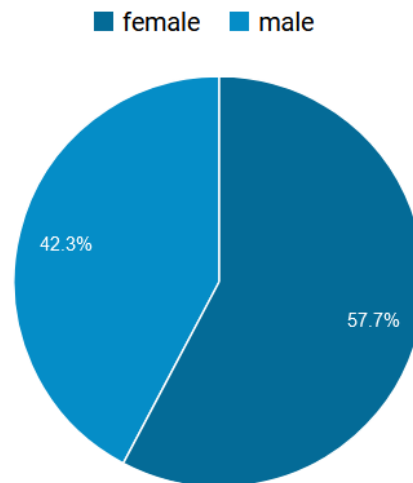


Website Demographics

Age 42.76% of total users

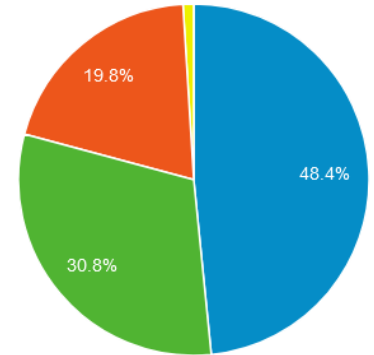


Gender 40.05% of total users



Website Sources

		16,828 % of Total: 100.00% (16,828)	16,828 % of Total: 100.00% (16,828)
<input type="checkbox"/>	1. ■ Social	8,322	48.40%
<input type="checkbox"/>	2. ■ Organic Search	5,291	30.77%
<input type="checkbox"/>	3. ■ Direct	3,411	19.84%
<input type="checkbox"/>	4. ■ Referral	167	0.97%
<input type="checkbox"/>	5. ■ (Other)	2	0.01%



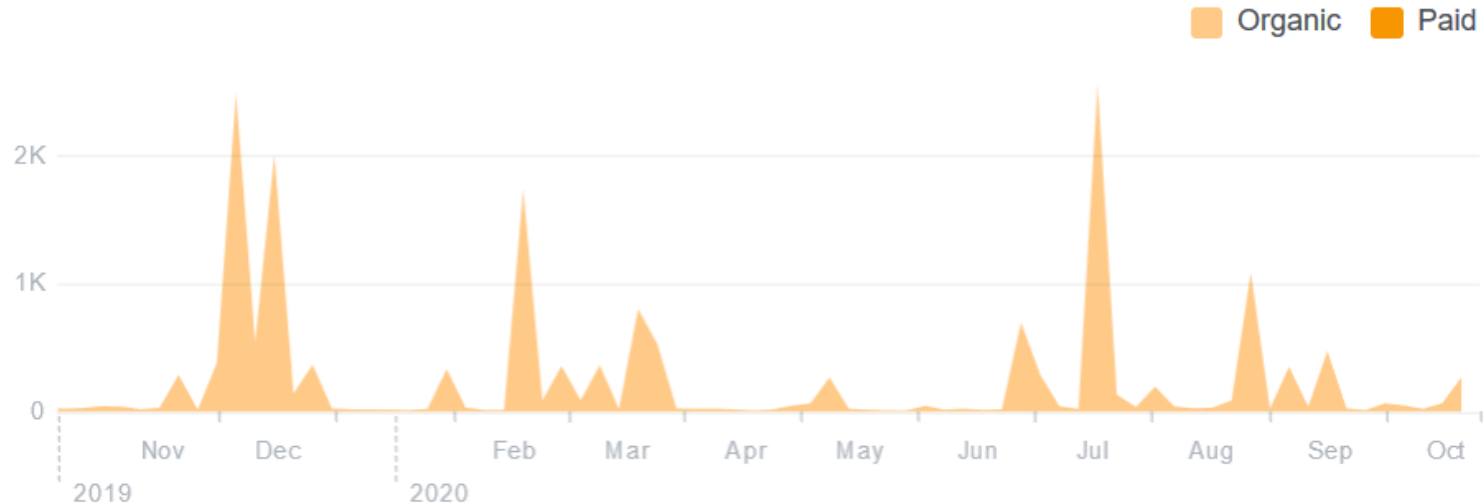
Social Network	Users
Facebook	6,643
Twitter	1,746

Facebook

Total page likes are 2,543 up from 2,331 in 2018 and compares with 481 in May 2014.

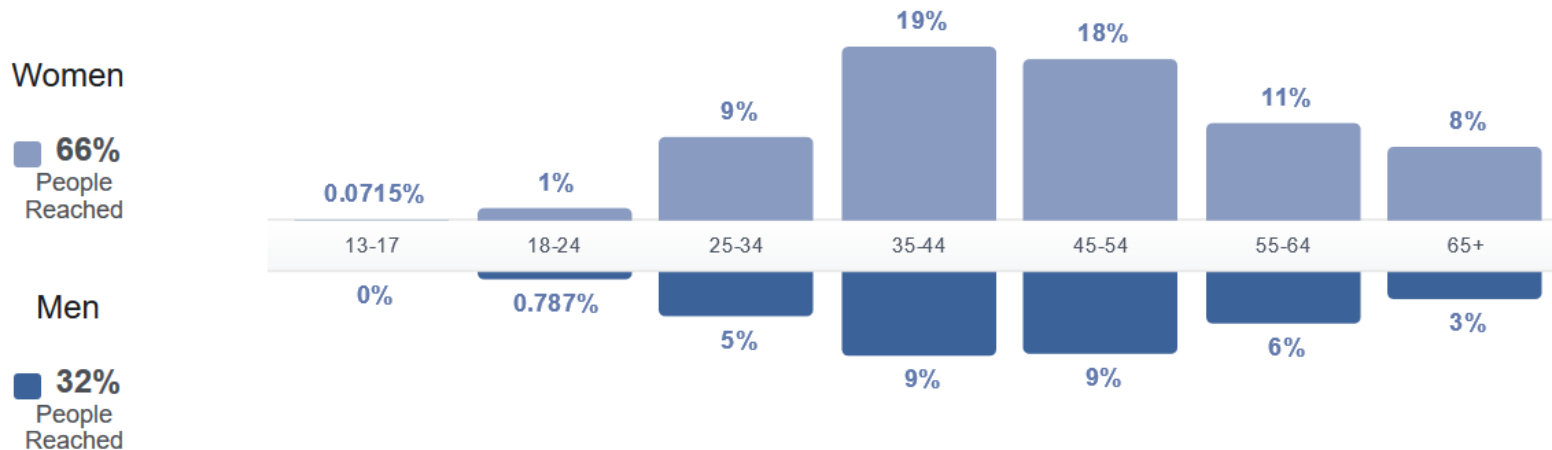
Total reach

The number of people who saw any content from your Page or about your Page. This metric is estimated.



Facebook

The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.



More women than men reached via Facebook and women more likely to engage with posts.

Twitter

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

Portobello CC
11.1K Tweets

Portobello CC
@portobellocc

Representing Portobello on matters of community interest.

Portobello, Edinburgh portobellocc.org Joined August 2010

599 Following 1,751 Followers

Edit profile

1,751 followers, up from 1,428 followers in 2018 and 729 in 2015.

Mailing List

693 (up from 666 in October 2019) people
subscribe to the mailing list



On average, 432 (62%) recipients open the e-mail



On average, 159 (23%) recipients click on a link in
the e-mail

Consultations

- Baileyfield South (73 responses)
- Dalriada (55 responses)
- Choices for City Plan 2030 (173 responses)
- Brunstane Road and Joppa Triangle (441 responses)
- Seafield Future (joint consultation with Craigentenny and Meadowbank Community Council, Leith Links Community)

Other activities

- General election hustings
- Drop-in session: travel in and around Portobello (joint event with local councillors)
- Brief pieces in the Portobello Reporter and Portobello Direct