



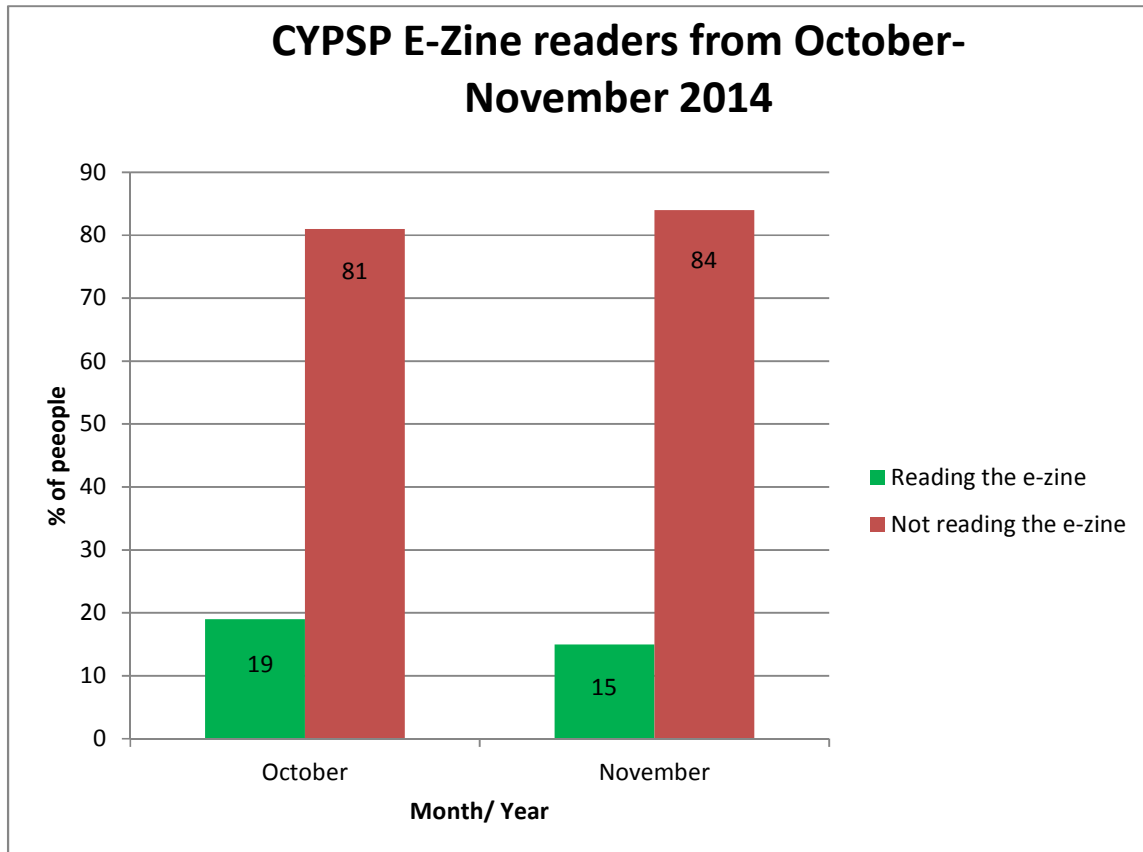
**CYPSP
COMMUNICATION
PERFORMANCE
REPORT**

(October- December 2014)

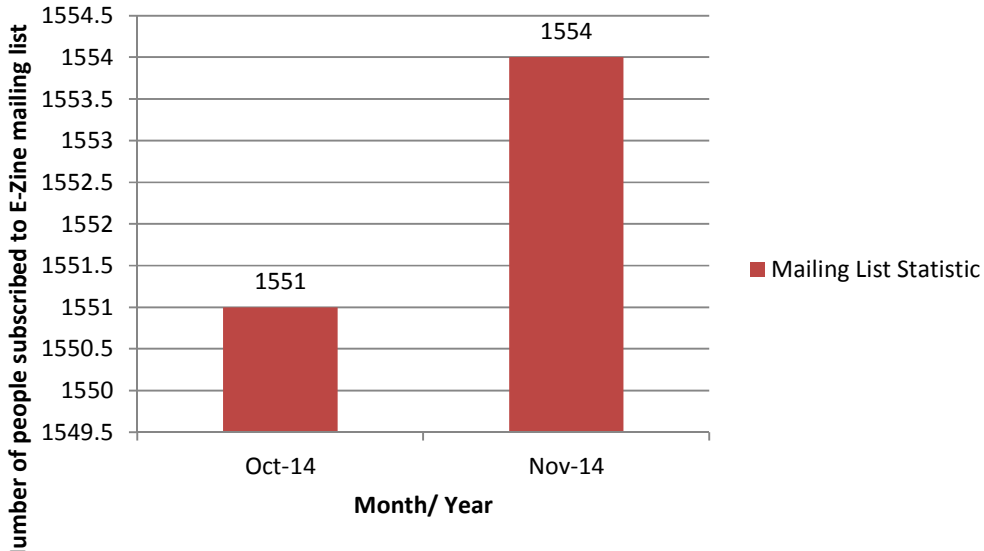
CYPSP Communications Performance

Please note that it was decided to cancel the December E-zine.

CYPSP E-Zine – October- December 2014



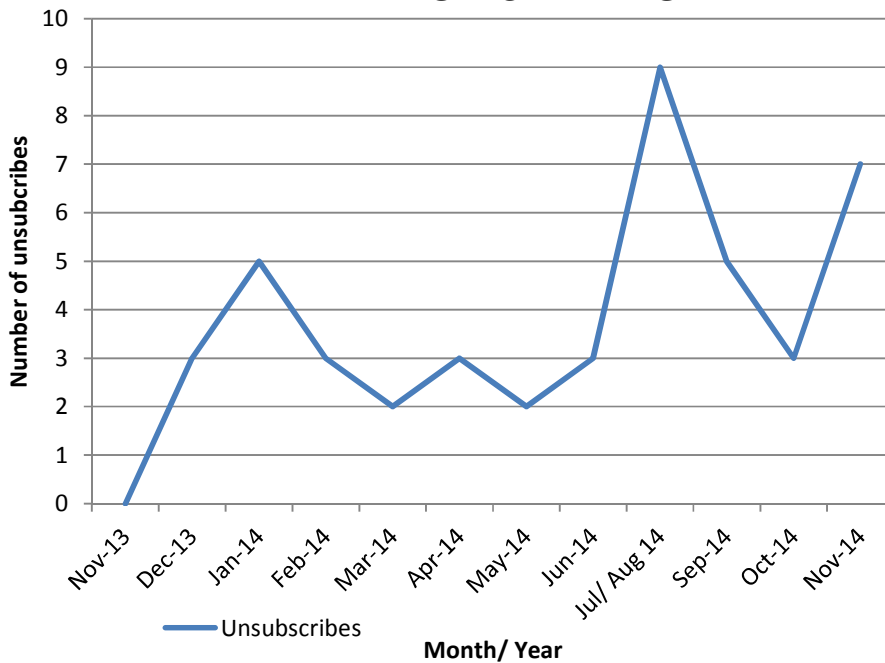
CYPSP E-Zine Mailing List October- November 2014



- Opening rate of 15-19%
- Unopened rate of 81-84%)
- Mailing list is increasing



Number of people unsubscribing from the CYPSP E-Zine



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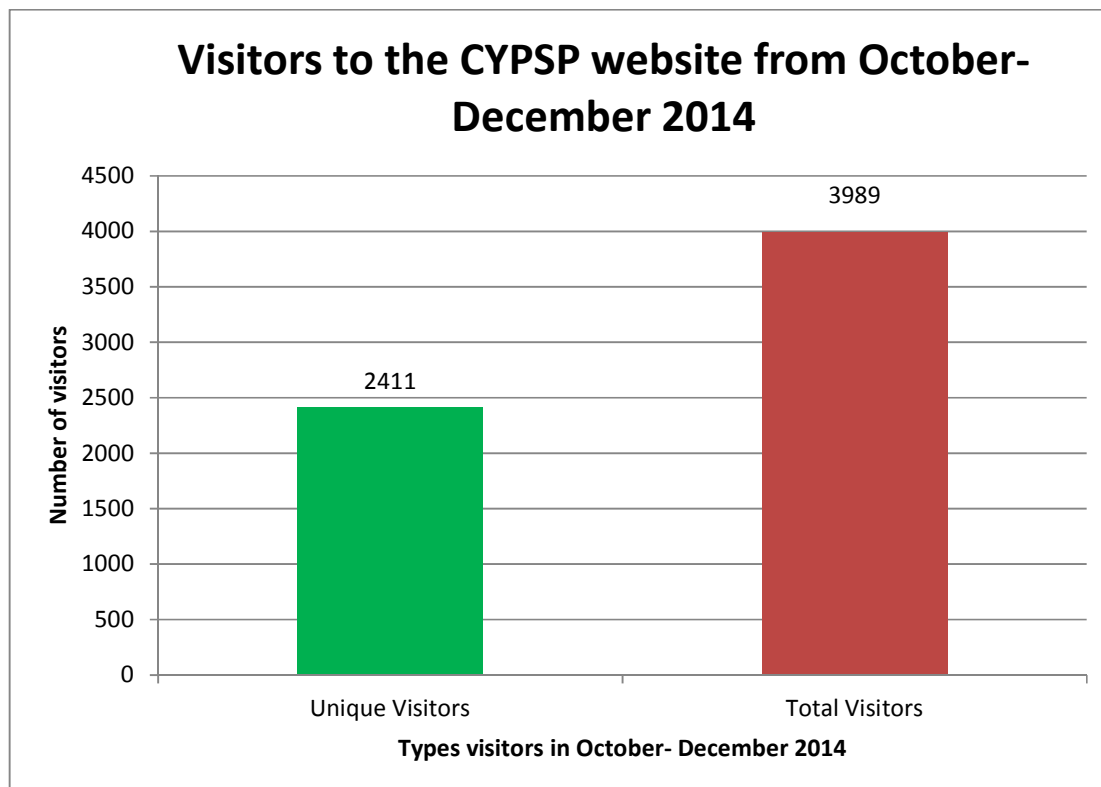
There has been a decline in the number times readers are using the CYPSP e-zine. Between the months of October and December, the e-zine performance recorded that the e-zine was being opened approximately 3 times per person.

From the E-zine records the e-zine has not been forwarded in the last 3 months. However, there is no method of monitoring who forwards the e-zine from their email which will ultimately skew statistics.

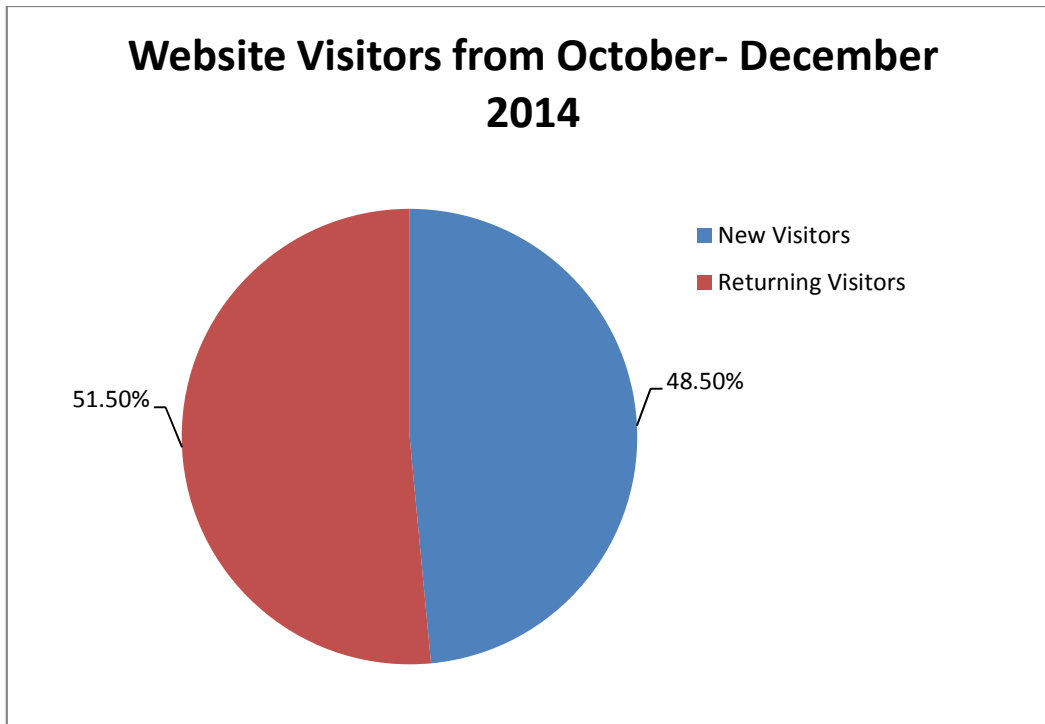
Most popular links in the last 3 months of October- December 2014 have been;

- News and Events- Childcare in Practice 20th anniversary event (Oct)
- Fermanagh Family Support Booklet (Nov)

CYPSP Website –October- December 2014



- **Unique visitors:** Have increased by 174 visitors since last quarter (July- September 2014).
- **Total visitors:** There has been an overall increase in the total number of (new and returning visitors using the website with a increase of 134 visits since the last quarter (July- September 2014).



The number of pages viewed on the CYPSP website has decreased slightly since last quarter July- September.

- 25,706 pages – January to March 2013
 - 18,471 – April to June 2013
 - 11,705 - July to September 2013
 - 11,459 – October – December 2013
 - 15,092 – January – March 2014
 - 12,429 – April- June 2014
 - 11,277- July- September 2014
 - **10,735- October- December 2014**
- **Average page views** per visit is **3** pages
 - **Search traffic** to website has increased from 48% in the last quarter to **56%** of website entries. This means people are directly searching for the CYPSP website through search engines. The top 5 keyword searches in this quarter were; cypsp, cypsp northern Ireland, Maurice Leeson, www.cypsp.org and children and young people's partnership.

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- **Referral traffic** from other sources has increased to 40% which is nearly double the 21% in quarter 3 (July-September 2014)
The most popular referral pathways between January and March 2014 have been; CYPSP e-zine, rvhwp.hscni.net, hscboard.hscni.net, action for children, community ni and the Western Trust
- **Social referral traffic** saw 65 referrals from October – December 2014 from social media routes of which; 64% from Twitter and 44% from Tiny URL
- **Direct traffic** to the website through typing the website into the url address link has increased from 21% at July- September 2014 to 48.29% in October – December 2014
- International visits to the CYPSP website;
 1. **UK – 92%**
 2. **Ireland – 1%**
 3. **USA – 1%**
 4. **Brazil 1%**
 5. **Canada- 0.45%**
 6. **Italy- 0.3%**
 7. **Australia- 0.2%**
 8. **India- 0.2%**
 9. **Russia- 0.2%**
 10. **France- 0.2%**
- Most popular pages;
 1. **Homepage (2675 page views)**
 2. **News and Events (1221 page views)**
 3. **Family Support Hubs (610 page views)**
 4. **Locality Planning Groups (538 page views)**
 5. **Publications (323 page views)**
 6. **Maps (297 page views)**

CYPSP Twitter – Monthly – October- December 2014

CYPSP in Northern Ireland - @cypsp

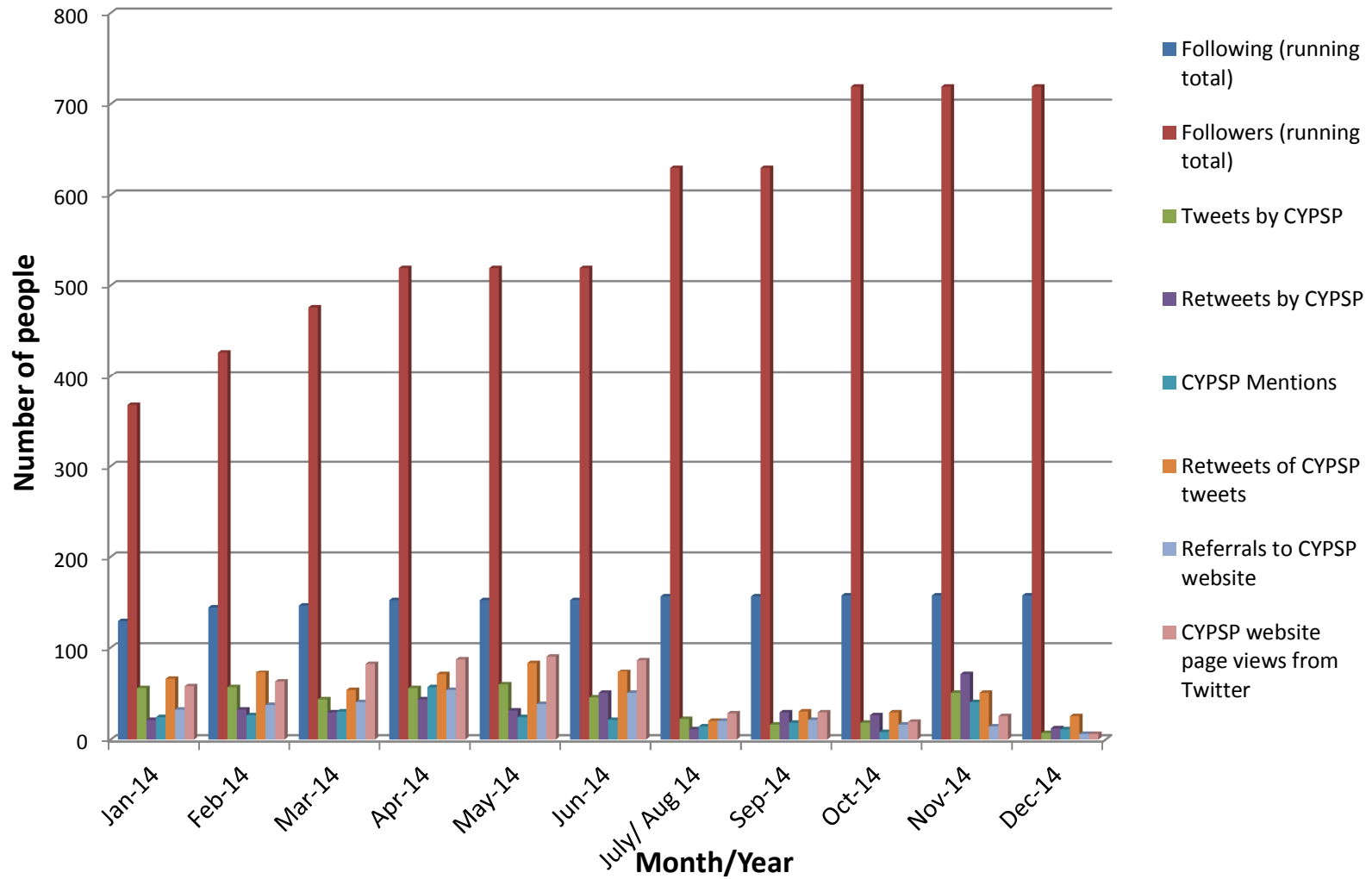
Activity from the CYPSP twitter account has continued to increase over the past year. The statements below reflect the CYPSP twitter account performance for October-December 2014;

- Between **0-1 tweets a day** with an average of **25 tweets a month**.
- Average of **34 re-tweets** a month
- CYPSP twitter **follows 158** organisations that work with or for children and

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- young people.
- CYPSP **followers** have increased from:-
 - **43** at January 2013, to
 - **106** at April 2013, to
 - **245** at September 2013, to
 - **333** at December 2013, to
 - **475** at March 2014
 - **518** at June 2014, to
 - **629** at September 2014
 - **719** at December 2014
 - On average there have been approximately **12 referrals to the CYPSP website** from twitter each month. In the last three months there have been 75 tweets from CYPSP. This means for **every tweet, two people have been referred** to the CYPSP website.
 - The CYPSP twitter account has accounted for on average 16 page views each month between October- December 2014 (total of **48 page views** in 3 months).

CYPSP Twitter Activity from January - December 2014



CYPSP Media pickups – Monthly (October – December 2014)

There have been **x7 news/ media pick-ups** between October and September 2014 of which;

X2 October 2014

Date	Organisation link originated	Type of media pick up	Subject
2 October 2014	www.cookstownmagherafeltvc.org	Website update/ CYPSP mention	<p>http://www.cookstownmagherafeltvc.org/volunteer-recruitment-fair-2013--2014.html</p> <p>On 2 October 2014, Cookstown Leisure Centre was bustling with students and members of the public hoping to find out more about volunteering at the Volunteer Recruitment Fair hosted by Cookstown and Magherafelt Volunteer Centre in partnership with CYPSP and funded by Cookstown District Council.</p> <p>Seventy organisations, community groups and charities attended the fair, promoting the voluntary opportunities within their organisations and recruiting new volunteers. This was also a fantastic opportunity to network and raise awareness of the excellent work being carried out by voluntary organisations locally.</p>
13 October 2014	www.larnetimes.co.uk/news	Website update/ CYPSP mention	<p>http://www.larnetimes.co.uk/news/sanctuary-for-larne-pupils-to-relax-and-chillax-1-6336614</p> <p>Pupils at Larne High School are being offered a safe haven where they can discuss issues such as bullying or exam stress.</p> <p>'Relax and Chillax' is a new free service available every Wednesday lunchtime to all year 11 and 12 pupils at the school.</p> <p>The initiative, led by Larne YMCA One Stop Shop and the Children and Young People's Strategic Partnership (CYPSP) Larne Locality Planning Group, provides a</p>

			safe place for young people to speak to service providers from the voluntary, community and statutory sector.
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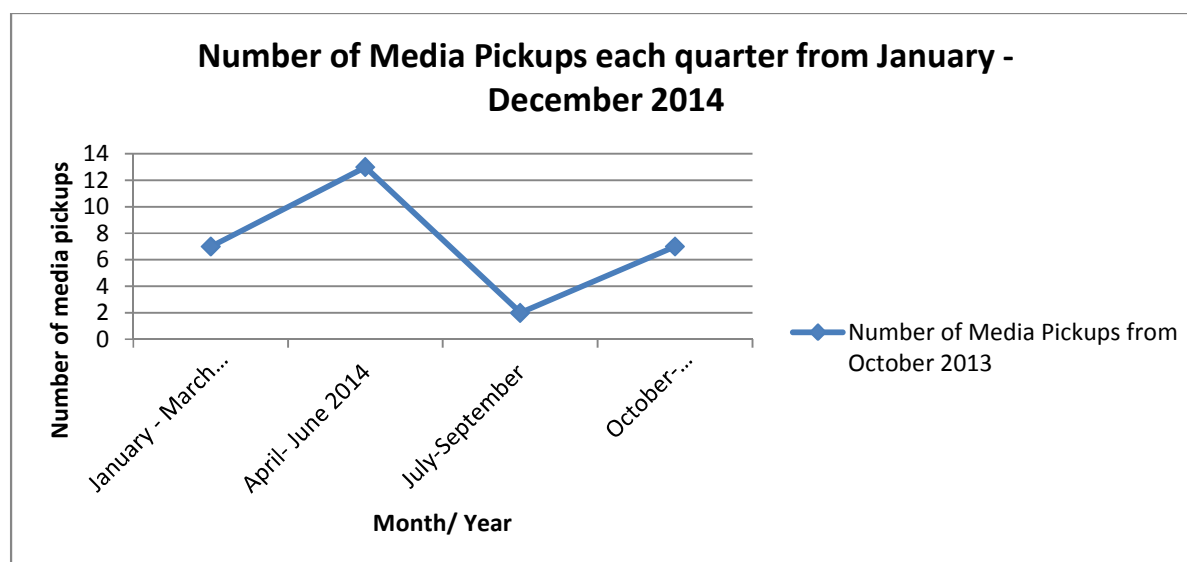
X4 November

Date	Organisation link originated	Type of media pick up	Subject
27 November 2014	Ballymena Chronicle	Press Release	Over 600 pupils attend local annual youth fair Ballymena Chronicle, page 6, 27 November 2014 More than 600 year 11 pupils in the Ballymena Learning Together Partnership attended the annual youth fair at Ballymena North Business Centre last week.
27 November 2014	Ballymena Guardian	Press Release	Over 600 pupils attend local annual youth fair Ballymena Guardian, page 6, 27 November 2014 More than 600 year 11 pupils in the Ballymena Learning Together Partnership attended the annual youth fair at Ballymena North Business Centre last week.
28 November 2014	Fermanagh News	Press Release	Supporting families in Fermanagh Fermanagh News, page 7, 28 November 2014 Fermanagh Parents forum joined over 80 representatives from local community, voluntary and statutory organisations on Friday 14 November to renew, refresh and reinvigorate partnerships efforts to improve outcomes for children and young people in the Fermanagh Area
29 November 2014	www.ballymenatimes.com	Website update/ CYPSP mention	http://www.ballymenatimes.com/news/local-news/ballymena-youth-fair-1-6442028 Over 600 year 11 pupils in the Ballymena Learning Together Partnership attended the Annual Youth Fair at Ballymena North Business and Recreation Centre last week. Organised by Ballymena Children and Young People's Strategic Partnership

			(CYPSP) Locality Group and Ballymena Learning Together Partnership, the Fair's main theme was "Positive Mental Health and Positive Choices" and over 25 stalls of local service providers were present on the day to raise awareness of the support that is available to young people in the area, and how to access it.
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X1 December 2014

Date	Organisation link originated	Type of media pick up	Subject
2 December 2014	Ballymena Times	Press Release	Magnificent turnout for Ballymena's Youth Fair Ballymena Times, page 27, 2 December 2014 Over 600 year 11 pupils in the Ballymena Learning Together Partnership attended the Annual Youth Fair at Ballymena North Business and Recreation Centre last week.



The reason for the low number of Media Pick-ups from July- September was that there was a problem with searching for HSCNI websites.

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There have been **x2 consultations and papers mentioning CYPSP** relating to CYPSP between October-December 2014 of which;

X December 2014

Date	Organisation link originated	Type of media pick up	Subject
1 December 2014	www.womensaidni.org	Annual Report/ CYPSP Mention	http://www.womensaidni.org/themaintenance/wp-content/uploads/2014/12/our-annual-report-for-2013-14-is-now-online/Womens-Aid-Annual-Report-2013-141.pdf Women's Aid Federation Annual Report 2013-14 Page 33
3 December	www.dhsspsni.gov.uk	Progress Report Paper	http://www.dhsspsni.gov.uk/a_fitter_future_for_all_update_report_2012_-_2014 A FITTER FUTURE FOR ALL: Framework for Preventing and Addressing Overweight and Obesity in Northern Ireland Progress Report