



**CYPSP
COMMUNICATION
PERFORMANCE
REPORT**

(April - June 2017)



Visitors to the CYPSP website

- **Unique visitors:** There has been an increase in the percentage of new visitors to the CYPSP website. A total of 63% were new visitors between the months of April and June 2017. There has been a 2% increase since the last reporting period. ↑
- **Total visitors:** There has been a slight decline in the total number of returning visitors since the last reporting period with a decrease from 39% to 37% in this reporting quarter. ↓



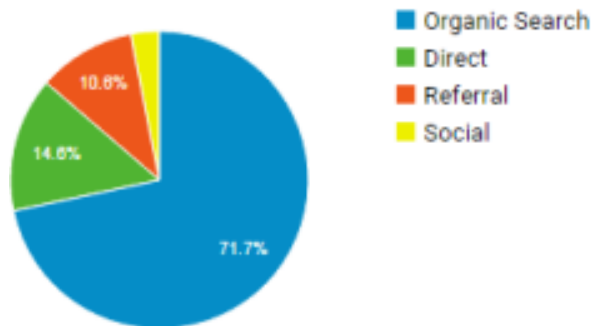
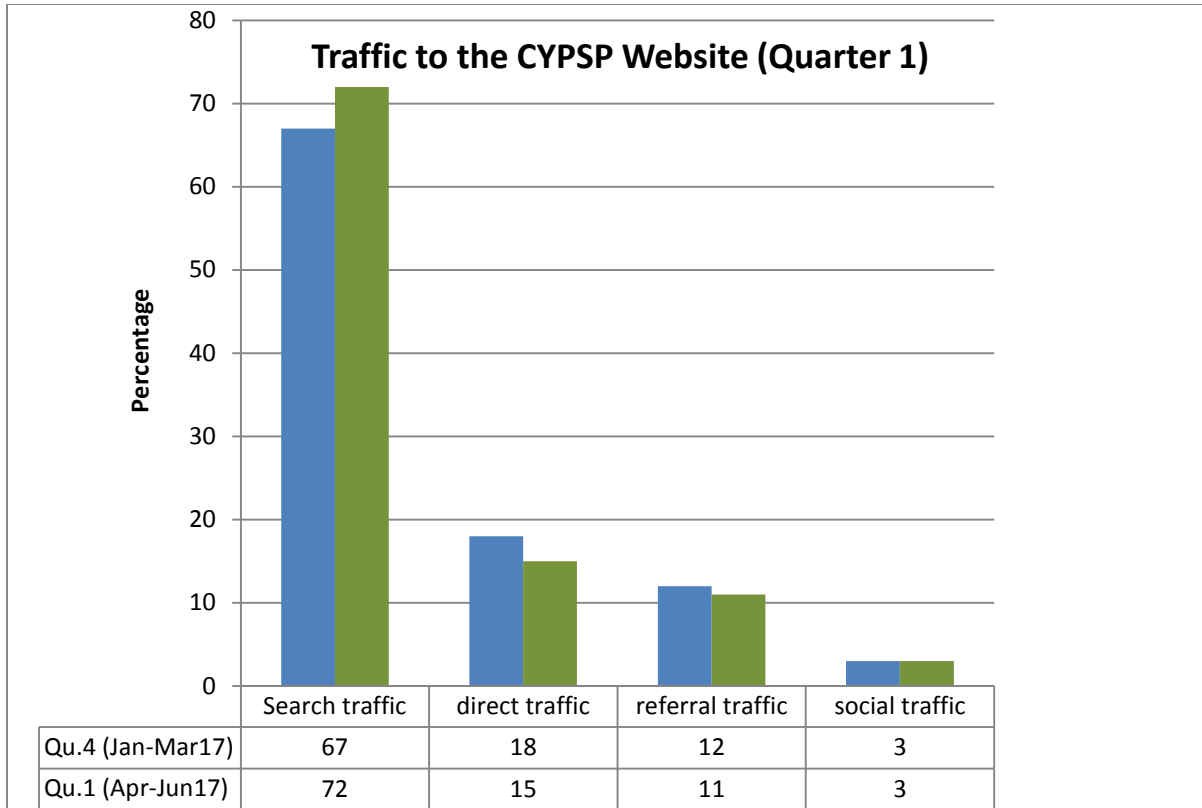
The number of pages viewed on the CYPSP website has increased since the last quarter from July to September 2016. ↑

- 13,423 January- March 2015
- 12,469– April – June 2015
- 10,781- July-September 2015
- 12,997 – October – December 2015
- 12,556- January- March 2016
- 12, 463 April – June 2016
- 11,248 July – September 2016
- 13,820 October – December 2016
- 13,907 January – March 2017
- **12,963 April – June 2017**

- **Average page views** per visit is **3 pages**

CYPSP Website

Traffic to the CYPSP website






- Search traffic** to website has continued to increase its search traffic over the last three reporting periods from 64% - 67% - **72% in April to June 2017**

Search traffic means people are directly searching for the CYPSP website through search engines. The top 4 keyword searches in this quarter were; cypsp, www.cypsp.org, family support hubs, cypsp Northern Ireland.



CYPSP Website

- **Referral traffic** of the total CYPSP website visits has decreased slightly from 12% in the last reporting quarter to **11% from April to June 2017.** 
The most popular referral pathways between April and March 2017 have been; CYPSP e-zine, Health and Social Care emails, Education Authority NI, EITP Getting Ready to Learn and SE HSC Trust.
- **Social referral traffic** – Social referral traffic remained steady at **3% of the referrals** to the CYPSP website in this quarter 
 - Twitter – 50% (a decrease from 58% in the last reporting period)
 - Facebook – 46% (CYPSP have saw a steady increase in the social referral traffic to the CYPSP website over recent quarters. There was of 4% increase from 42% to 46% since the last reporting period from January to March 2017.
 - Yammer – 3%
 - URL – 1%
- **Direct traffic** to the website through typing the website into the URL address link has continued to decrease from 18% over the months of January to March to 15% from April to June 2017. 

There has been direct user interest in the following website items; CYPSP homepage, family support hubs, early intervention transformation programme, changing childhood conference in the northern area and locality planning groups.

Top 5 International visits to the CYPSP website:

1. UK – 91% - 4246 session visits
2. United States – 2% - 100 session visits
3. Ireland – 1.79% - 83 session visits
4. India – 0.56% - 26 sessions
5. Australia – 0.37% - 17 sessions

Top 5 Most Popular CYPSP Webpages:

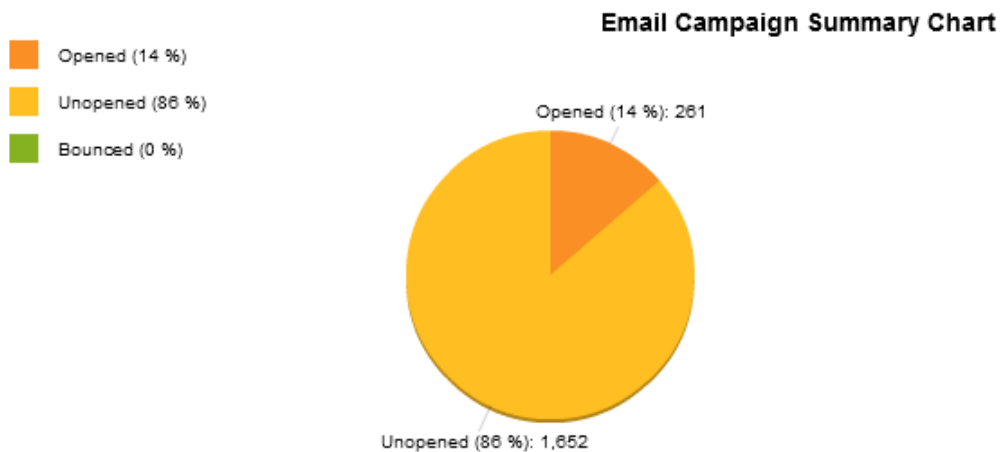
1. CYPSP Homepage > 18% - 2308 page views
2. Family Support Hubs > 9% - 1217 page views
3. Locality Planning Groups > 5% - 636 page views
4. CYPSP news and events > 3% - 412 page views
5. Publications > 2% - 318 page views

CYPSP Bi-Monthly E-Zine

There has been a notably increase in readership and subscriptions to the e-zine since last quarter.

All previous e-zines are on the CYPSP website>Publications>E-zine

May 2017 Edition



The e-zine was sent to a **total of 1913 people in February 2017**. This has been an additional 5 new registrations since the last e-zine in February 2017. It has been opened a total of 904 times since it was circulated in February 2017 and was opened by 261 individuals.

Opening Rate: 14%
Un-opened Rate: 86%



The most popular link in the October edition was: Education Authority NI Consultations

Unsubscribes: There were **11** within this quarter

Forwarding on: none

Mailing List – has continued to increase since the last e-zine in February 2016 however with a few outdated email addresses our mail list has decreased to 1608. There are now 1817 individuals on the mailing list. There continues to be notable increase in interest for the CYPSP e-zine during recent months.

CYPSP Social Media: Twitter



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 April to June 2017;





Twitter Engagement: ↑

- CYPSP twitter **follows 220** organisations that work with or for children and young people. This has increased by 3 since the last reporting quarter.
- CYPSP **followers have increased by 150 followers** since March 2017:
 - 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
 - 821 at March 2015
 - 880 at June 2015
 - 979 at September 2015
 - 1069 at December 2015
 - 1147 at March 2016
 - 1281 at June 2016
 - 1339 at September 2016
 - 1504 at December 2016
 - 1648 at March 2017
 - **1798 at June 2017**


CYPSP Social Media: Twitter

The CYPSP twitter account has engaged and **78,600 impressions** over the months of April to June 2017.

Tweets: 

- There have been a total of 79 tweets from CYPSP between April and June 2017. This figure has continued to decrease since the last reporting period of which CYPSP sent out **105 tweets from CYPSP between January and March 2017**. June had the greatest number of tweets within this reporting period from the CYPSP account with 34 messages sent out, followed by May with 33 tweets and April with 12 tweets being sent out. 
- Equates to approximately **1 tweet per day**.
- Average of 321 retweets this quarter with the most activity reported in May. This is approx. **4 retweets per day**. 
- CYPSP tweets within this quarter have gained **17 replies**. 
- A **total of 126 mentions** over the last three months. 

Top Tweets



The CYPSP twitter page has had a total of 78,600 impressions between April and June 2017 (a decrease of 2,800 since the last reporting quarter) of which has accounted for 864 impressions per day. 

The top 3 tweets in this quarter were:

- May 2017, HSC & Education have launched RISE NI to help primary school children access learning opps & enhance developments
- May 2017 - HSC & Education have launched RISE NI to help primary school children access learning opps & enhance developments tinyurl.com/mwrt6gr
pic.twitter.com/zsfvxUAQli
(4,590 impressions)
- June 2017 - Celebrate Giving Your Child the Best Start in Life during Infant Mental Health Week at Enniskillen Castle on 16 June tinyurl.com/ycleweke
pic.twitter.com/XVvio1PDEC
(2,850 impressions)

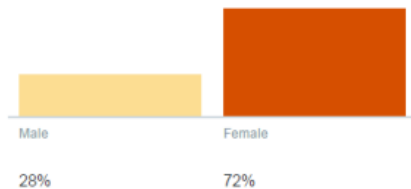
CYPSP Social Media: Twitter

Referral Traffic from the CYPSP Twitter account to the CYPSP Website

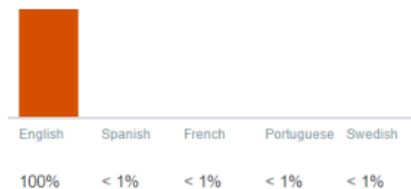
- There have been **71 referrals to the CYPSP website** from the CYPSP Twitter account between October and December 2016. This has decreased from 63 referrals in the last reporting quarter. 
- On average there have been **24 referrals per month** from Twitter to the CYPSP website of which as saw an increase from 17 in the previous quarterly reporting. The largest increase in referral traffic in May to 37 referrals in one month, followed by 20 in June and 14 in April 2017. 

Demographics of our Twitter followers

Gender



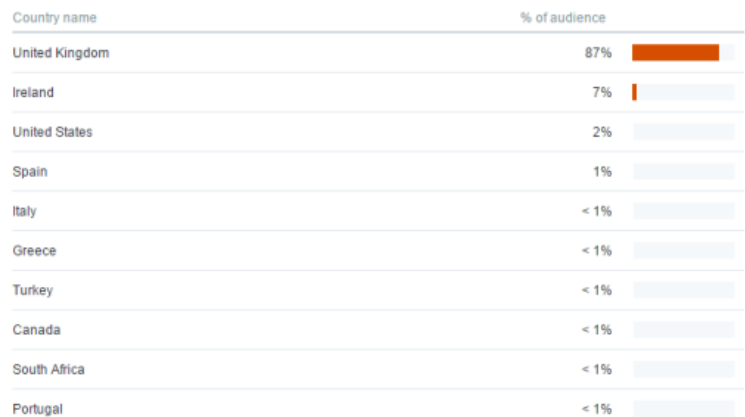
Languages



Age



Country



CYPSP Social Media: Facebook

Review of the CYPSP Facebook account from April to June 2017

Activity from the CYPSP Facebook page has increased in its usage, engagement and referral traffic to the CYPSP website over the last few months:

Facebook Views



- The number of Facebook followers continues to increase and this quarter we reported **245 followers** to the CYPSP page. This has been an increase of 27 followers.
- The CYPSP Facebook page had **30 likes** between the months of April to June 2017. This is significantly lower than the last reporting period of January and March 2017 that saw 217 likes.
- There have also been a total of **28 shares** in this quarter. This has decreased from 78 in the last quarter.

Facebook Engagement



- There were a total of **48 posts on the CYPSP Facebook page** over the last reporting period of April to June 2017 of which have **reached a total of 10,155 people**. This is slightly lower than the last reporting period of which reached 15,075 people through 42 posts however still demonstrates a very busy reporting period and an increasing use of Facebook to engage with families.
- June was the busiest month on the CYPSP Facebook account. During this month CYPSP posted the largest number of posts, 24 posts followed by May with 18 posts and April with 5 posts.
- There were no **unlike posts reported in this quarter**.

The top 3 Facebook posts in this quarter were:

1. 30 May 2017 – 2552 people reached
The Employers For Childcare Cost Survey 2017 is now out for parents and childcare providers to share their views. When you complete the survey you will be entered into their competition for a chance of winning an overnight stay for a family of four in the Galgorm Resort and Spa <http://tinyurl.com/ycdwc4h5>
2. 22 May 2017 – 809 people reached
Do you work with children, young people & families in Ballyclare & rural Newtownabbey? Join us at our stakeholder event on 1 June - Click here to find out more and register - <http://tinyurl.com/m6udday>

CYPSP Social Media: Facebook

3. 9 June 2017 – 772 people reached
Congratulations to all the parents that recently completed the 10 week Family Links Nurturing Programme in Antrim. Read more here - <http://tinyurl.com/ybdpdo bu> #improvingchildrenslives

Referral Traffic from the CYPSP Facebook to the CYPSP website



- On average there has been 66% of social referrals to **the CYPSP website from the CYPSP Facebook account**. This has increased significantly since the last reporting period of which the figure was 58% of referrals to the CYPSP website from Facebook. The CYPSP Facebook account continues to grow user engagement particularly with parents and young people.
- A total of **66 webpages** were **viewed via Facebook referrals** this has decreased by 23 since the last quarter.
- The busiest month via Facebook to the CYPSP website within this reporting period was May 2017 of which experienced 44% of referrals from the CYPSP Facebook account to the CYPSP website. This has been an increase of 3% since the last reporting quarter of January to March 2017.

Top 5 International Visitors to the CYPSP Facebook page:



- 1) UK – 238 people
- 2) Ireland - 8 people
- 3) USA – 2 people
- 4) New Zealand – 2 people
- 5) Spain / Israel / Czech Republic / Nepal / Australia / Sweden – 6 visitors – A total of 1 visitor per area


Total International Audience – this quarter **256 international visitors** have been using the CYPSP Facebook account. This has increase by 35 visitors since the January to March 2017 reporting. Our international and local visitor base has continued to grow over the past 9 months.

CYPSP Social Media: Facebook

Top 5 Local visitors to the CYPSP Facebook page from Northern Ireland:

- 1) Belfast – 58 people
- 2) Newry - 17 people
- 3) Derry / Londonderry - 11 people
- 4) Ballymena – 10 people
- 5) Omagh – 7 people

(Note we also had 9 visitors to the CYPSP website from London during this reporting period.)

Total Local Audience – this quarter 139 people of which has continued to increase since the last reporting quarter of January to March that accounted for 129 local visitors. 

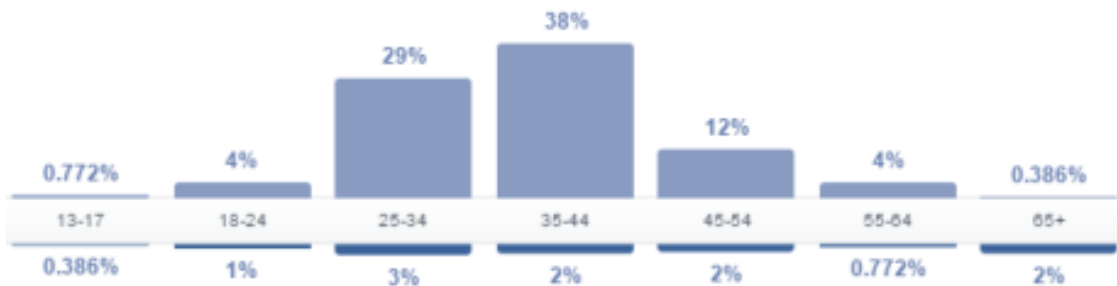
Gender breakdown of Facebook followers between April and June 2017:

88% female

12% male

(Note this statistic has remained the same since the last reporting period.)

Age breakdown of our CYPSP Facebook followers:

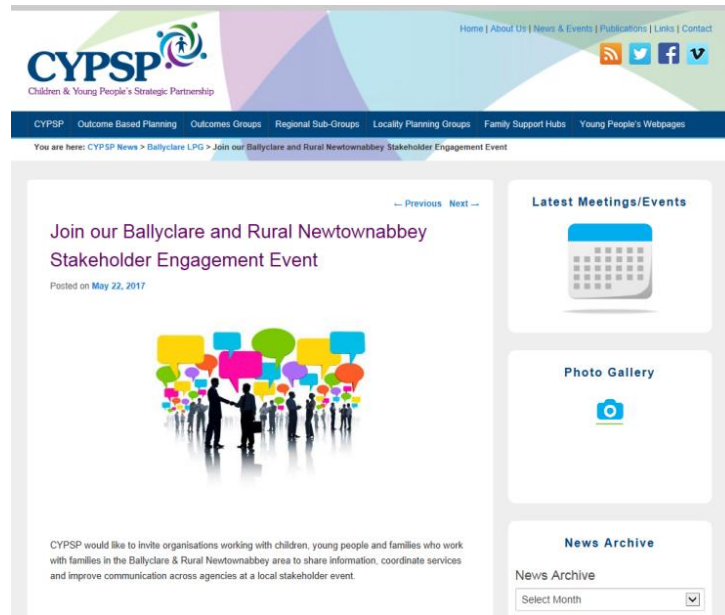


CYPSP Communications: Other Media

The work of the Children and Young People's Strategic Partnership has been picked up online via **google alerts once between the months of April and June 2017.**

1) Join our Ballyclare and Rural Newtownabbey Stakeholder Engagement Event

<http://www.cypsp.org/join-our-ballyclare-and-rural-newtownabbey-stakeholder-engagement-event/>



The screenshot displays the CYPSP website's news section. At the top, the CYPSP logo is visible alongside navigation links for Home, About Us, News & Events, Publications, Links, and Contact. A secondary navigation bar lists various organizational units such as Outcome Based Planning, Outcomes Groups, and Regional Sub-Groups. The main content area features a news article titled "Join our Ballyclare and Rural Newtownabbey Stakeholder Engagement Event," dated May 22, 2017. The article includes an image of a group of people with colorful speech bubbles and a short introductory paragraph. To the right of the article are three sidebar widgets: "Latest Meetings/Events" with a calendar icon, "Photo Gallery" with a camera icon, and "News Archive" with a dropdown menu for selecting a month.