



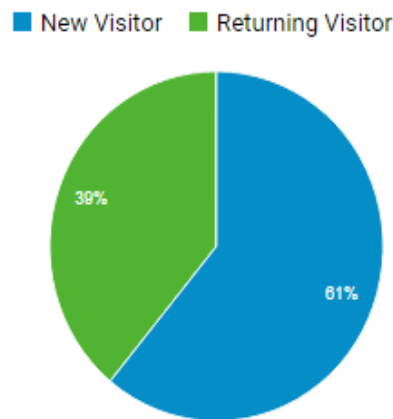
**CYPSP  
COMMUNICATION  
PERFORMANCE  
REPORT**

**(January – March 2017)**



## Visitors to the CYPSP website

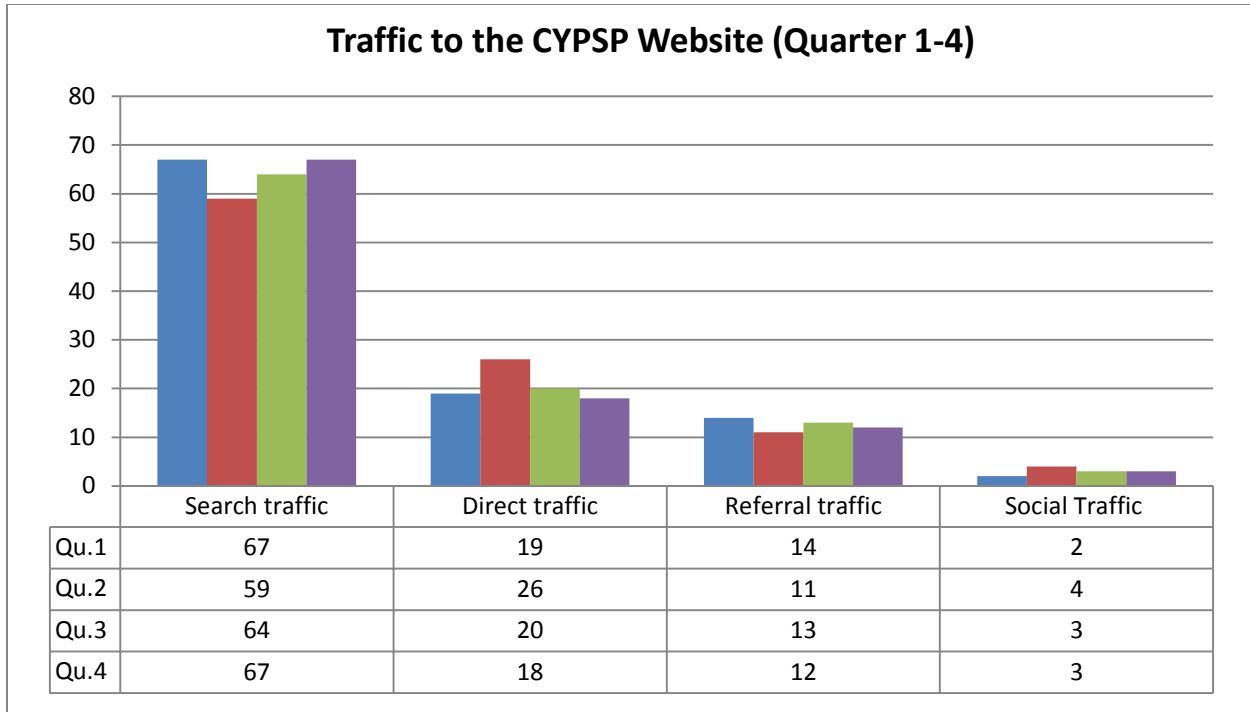
- **Unique visitors:** 61% of visitors to the website are new visitors. There has been a 1% increase since the last reporting period of October to December 2016 which reported 60% of visitors to the website were new. ↑
- **Total visitors:** There has been a slight decline in the total number of (new and returning visitors) since the last reporting period with a decrease from 40% to 39% 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**
  
- **Average page views** per visit is **3 pages**

## Traffic to the CYPSP website



- **Search traffic** to website has increased from 64% in the last quarter to **67% in October to December**. ↑

Search traffic means people are directly searching for the CYPSP website through search engines. The top 4 keyword searches in this quarter were; cypsp, cypsp Northern Ireland, cyps and family support hubs.
- **Referral traffic** of the total CYPSP website visits has decreased slightly from 13% in the last reporting quarter to **12% in quarter 4, January to March 2017**. ↑

The most popular referral pathways between January to March 2017 have been; CYPSP e-zine, Education Authority Northern Ireland, HSCB website, HSCNI email circulations, family support ni website and the EITP Getting Ready to Learn work stream.
- **Social referral traffic** – Social referral traffic remained steady at **3% of the referrals** to the CYPSP website in this quarter ↑

  - Twitter – 58% (of which has increased from 52% since the last reporting period)
  - Facebook – 42% (of which has increased from 22% since the last reporting period)
- **Direct traffic** to the website through typing the website into the URL address link has decreased from 20% reported in the last quarter to **18% over the January to March reporting period**. ↓

There has been direct user interest in the following website items; CYPSP homepage, family support hubs, demographic maps, young carers at Stormont event and the effects of the digital age on our young people conference.

## **Top 5 International visits to the CYPSP website:**

1. UK – 92% - 4451 session visits
2. United States – 1.43% - 69 session visits
3. Ireland – 1.35% - 65 session visits
4. Canada – 1.24% - 60 sessions
5. India – 0.52% - 25 sessions

## **Top 5 Most Popular CYPSP Webpages:**

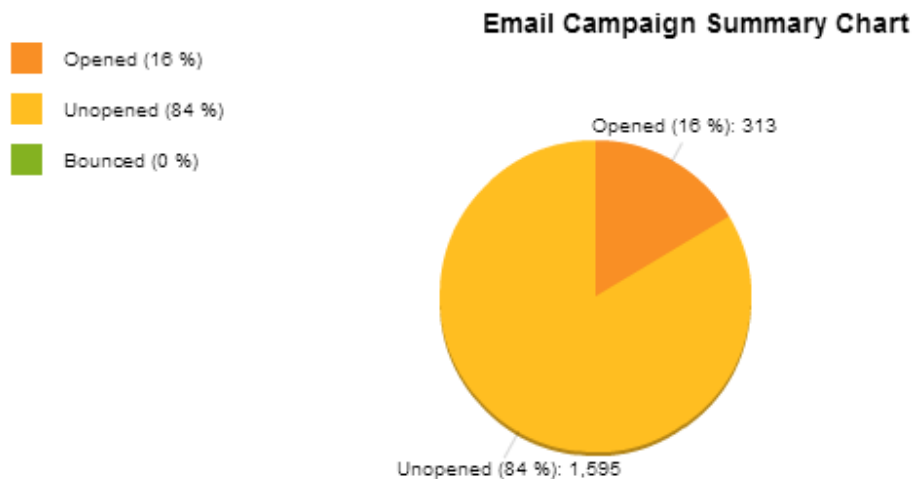
1. CYPSP Homepage > 20% - 2751 page views
2. Family Support Hubs > 7% - 914 page views
3. Locality Planning Groups > 5% - 639 page views
4. CYPSP news and events > 4% - 588 page views
5. Interactive Maps > 3% - 424 page views

# 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**

## February 2017 Edition



The e-zine was sent to a **total of 1908 people in February 2017**. This has been an additional 80 new registrations since the last e-zine in December 2016. It has been opened a total of 1003 times since it was circulated in February 2017 and was opened by 313 individuals.

**Opening Rate:** 16%  
**Un-opened Rate:** 84%



**The most popular link in the October edition was:** The DH Draft Adoption and Children's Partnerships Consultation Document

**Unsubscribes:** There were **6** within this quarter

**Forwarding on:** none

**Mailing List** – has continued to increase since the last e-zine in December 2016. 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 January to March 2017;

### Twitter Engagement: ↑


- CYPSP twitter **follows 217** organisations that work with or for children and young people. This has increased by 9 since the last reporting quarter.
- CYPSP **followers have increased by 144 followers** since September 2016;
  - 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**

## CYPSP Social Media: Twitter

Tweets: 

- There have been a total of **105 tweets from CYPSP between January and March 2017**. This figure has decreased since the last reporting period of which CYPSP had sent out 205 tweets.   
February had the greatest number of tweets from the CYPSP account with 47 messages sent out, followed by March with 38 tweets and January with 20 tweets being sent out.
- Equates to approximately **1 tweet per day**.
- Average of **343 re-tweets this quarter** with the most activity reported in March with 146 retweets. This is approx. **5 retweets per day**. 
- CYPSP tweets within this quarter have gained **26 replies**. This has increased by 9 since the last reporting quarter. 
- A **total of 125 mentions** over the last three months with the greatest number of CYPSP references during the month of March 2017 with 60 mentions. Overall this has seen a decrease of 13 mentions since the last reporting quarter. 

### Top Tweets



The CYPSP twitter page has had a total of 81,400 impressions between January and March 2017 (this has shown an increase of 10,200 since the last reporting quarter) of which has accounted for 904 impressions per day. 

The top 3 tweets in this quarter were:

1. **CYPSP in N.Ireland** [@cypsp](#) [Mar 30](#) Dr Bronagh Byrne [@QueensUBelfast](#) presents on "The Rights of Children with Disabilities" [#bccpconf2017](#)  
**Child Care Partnership Conference**
2. **CYPSP in N.Ireland** [@cypsp](#) [Mar 1](#) Western Area Outcomes Group held the first of their engagement events in Limavady to launch 2017-20 Action Plan  
**Western Outcomes Group Stakeholder event**
3. **CYPSP in N.Ireland** [@cypsp](#) [Feb 20](#) Young people in western outcome area have been co-designing the western outcomes group area action plan for 2017-20  
**Western Outcomes Group Stakeholder event involving young people**

## CYPSP Social Media: Twitter

### Referral Traffic from the CYPSP Twitter account to the CYPSP Website

- There have been **63 referrals to the CYPSP website** from the CYPSP Twitter account between October and December 2016. This has decreased from 77 referrals in the last reporting quarter. 
- On average there have been **19 referrals per month** from Twitter to the CYPSP website of which as saw a decrease from 25 in the previous quarterly reporting. The largest increase in referral traffic in January to 26 referrals in one month, followed by 21 in February and 10 in March 2017. 
- Top tweets that directed traffic to the CYPSP website during this quarter were:
  1. Changing Childhood Conference in Northern Outcomes Area
  2. Exploring educational underachievement in North Down
  3. Save the Date Mood and Food workshop in Craigavon



# CYPSP Social Media: Facebook

## Review of the CYPSP Facebook account from January to March 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

- 218 followers on the CYPSP Facebook account. Increased by 34 since last reporting period.
- The CYPSP Facebook page had **219 likes** between January and March 2017. The last reporting period was significantly lower with a total of 187 likes
- There have also been a total of **79 shares** in this quarter. This has increased from 23 shares in the last quarter.

### Facebook Engagement

- There were **42 posts** on the CYPSP Facebook page of which have **reached 15,075 people** between the months of January and March 2017. In comparison to the last quarter there were **43 posts on the CYPSP Facebook page** between October and December of which have **reached 5,180 people**.
- March had the greatest number of Facebook posts with 19 messages posted from CYPSP, followed by 15 in February and 12 in January .
- CYPSP have been notified of **4 unlike reporting's in this quarter**. This has increased by one since the last quarter.

The top 3 Facebook posts in this quarter were:

#### 1. 17/02/17 – Reached 526 people

The Child Care Partnership hosted a Good Practice Sure Start Development Programme Exhibition last week. The Sure Start Programme is currently available to 1,700 children in NI through 145 Sure Start Developmental Programmes specifically designed for 2-3 year olds. Read the press release from the event here - <http://tinyurl.com/hymkhhp>

## CYPSP Social Media: Facebook

### 2. 31/01/17 – Reached 759 people

Are you concerned about your child's safety online?

CiNI and the PSNI are providing FREE online safety training for parents across Northern Ireland. For further information or to register click here -

<http://tinyurl.com/jzlishgw>

### 3. 30/01/17 – Reached 832 people

The CYPSP Magherafelt LPG & Empower Project have been supporting children under the age of 12 years with Autism, Dyslexia or Dyspraxia and their families in the local area to get active & learn new skills. Read more - <http://tinyurl.com/ztxefbx>

### Referral Traffic from the CYPSP Facebook to the CYPSP website



- On average there have been **58% of referrals to the CYPSP website from the CYPSP Facebook account**. This has increased significantly since the last reporting period in Quarter three of which experienced 13% referrals to the CYPSP website from Facebook. The 2016/17 reporting period has saw a significant increase in the use of the CYPSP Facebook and user engagement.
- A total of **93 webpages were viewed via Facebook referrals** this has increased since the last quarter highlighting that individuals are only viewing the page they are referred to.
- The busiest month via Facebook to the CYPSP website within this reporting period was February 2017 of which experienced 41% of referrals from the CYPSP Facebook account to the CYPSP website.

### Top 5 International Visitors to the CYPSP Facebook page:




- 1) UK – 206
- 2) Ireland - 5 people
- 3) New Zealand – 2 people
- 4) USA – 2 people
- 5) Australia / Uganda / Israel / Nepal / Sweden / Turkey – 1 from each area - 6 people

**Total International Audience** – this quarter 221 people of which has increased from 189 people in the last reporting period.

## CYPSP Social Media: Facebook

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

- 1) Belfast – 62 people
- 2) Newry - 15 people
- 3) Lurgan – 8 people
- 4) Derry - 8 people
- 5) Omagh / Ballymena/ Lurgan – 7 people

**Total Local Audience** – this quarter 120 people of which has increased from 77 people in the last reporting period. 

### Gender breakdown of Facebook followers between January and March 2017:

88% female

12% male

# CYPSP Communications: Other Media

The work of the Children and Young People's Strategic Partnership has been picked up online via **google alerts 3 times between the months of January and March 2017**

## 1) Magherafelt Family Fun Day with Empower Project and CYPSP Magherafelt LPG – 31 January 2017

<http://www.midulstermail.co.uk/news/the-empower-project-hold-very-successful-family-fun-day-1-7798775>

The screenshot shows a news article on the Mid-Ulster Mail website. The article title is "The Empower Project hold very successful Family Fun Day". Below the title is a photograph of a group of people, including children and adults, standing together. The text below the photo reads: "Sinéad Brady of the Empower Project; Conal, Niamh and Karen Craig; Lucia, Conor, Fionn and Kieran Boyle; and Sandra Anderson of CYPSP." The article is dated "Published: 09:22 Tuesday 31 January 2017". Below the date are social media sharing buttons for Facebook, Twitter, Google+, and Email. The article text continues: "The Empower project recently held a Family Fun day in partnership with Children and Young Peoples Strategic Partnership (CYPSP) in Magherafelt Youth Centre on Saturday, January 21."

## 2) Clowning around at workshop – 31 January 2017

<http://www.midulstermail.co.uk/news/clowning-around-at-workshop-1-7847486>

The screenshot shows a news article on the Mid-Ulster Mail website. The article title is "Clowning around at workshop". Below the title is a photograph of children and adults participating in a circus workshop, with one child holding a stick and another holding a red ball. The text below the photo reads: "The Empower project recently held a Circus taster workshop for kids in Magherafelt Youth Centre." The article is dated "Published: 13:47 Thursday 02 March 2017". Below the date are social media sharing buttons for Facebook, Twitter, Google+, and Email. The article text continues: "In your space outreach program brings circus to specific groups that would".

### 3) Maghera pamper session for mothers and grandparents

<http://www.midulstermail.co.uk/news/maghera-pamper-session-for-mothers-and-grandparents-1-7865441>

## Maghera pamper session for mothers and grandparents



Published: 10:30 Tuesday 14 March 2017



The Empower project recently held a Pamper session for mothers and grandparents in partnership with St Mary's Primary Glenview, Maghera. An arts and crafts session was also held for kids to accommodate those who could not organise childcare.

Mothers and grandparents had the opportunity of a little bit of me time to treat themselves to a few treatments as well as a chit chat over a cup of tea and