



**CYPSP
COMMUNICATION
PERFORMANCE
REPORT**

(Quarter 2: July - September 2018)



Visitors to the CYPSP website

- **New Visitors:** The percentage of new visitors to the CYPSP website has increased slightly since the last reporting period. A **total of 84% were new visitors** between the months of July and September 2018. ↑
- **Returning Visitors:** The total visitors returning to the CYPSP website has remained the same as the last reporting period. Between the months of July and September 2018 there was a **returning visitor rate was 16%**. This figure saw a slight drop of 1% since the last reporting period. ↑



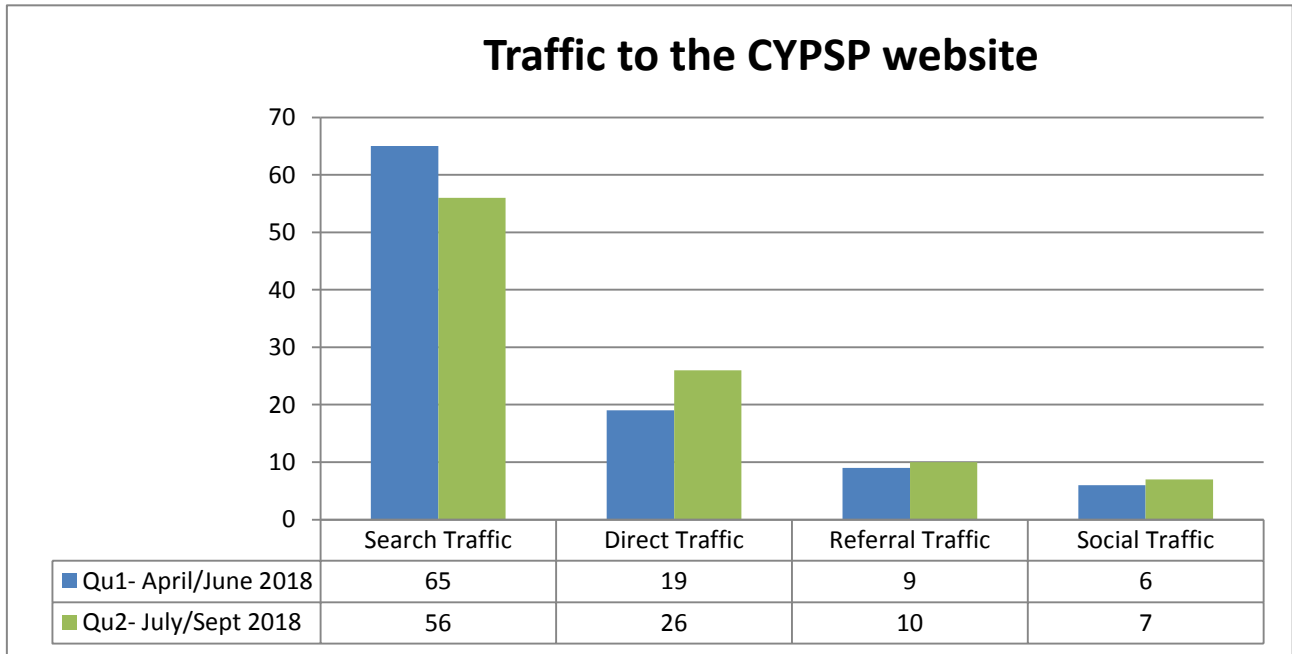
The number of pages viewed on the CYPSP website continues to increase from each of the last reporting periods. See below; ↑

- 13,423 January- March 2015
- 12,469– April – June 2015
- 12,556- January- March 2016
- 12, 463 April – June 2016
- 13,907 January – March 2017
- 12,963 April – June 2017
- 16,117 January – March 2018
- 15,265 April and June 2018
- **16,436 July and September 2018**

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

CYPSP Website

The CYPSP Information Team have been working hard to improve the CYPSP website. It has undergone a transformation over this reporting period therefore we anticipate an increased visitor rate in upcoming months.



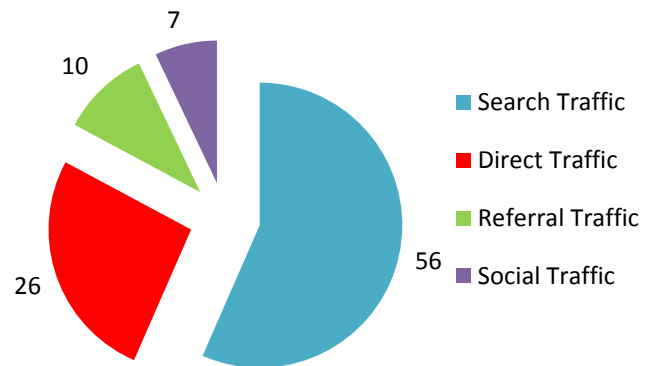
Top channels of referrals to the CYPSP website in Quarter 2

Search – 56%

Direct – 26%




Referral – 10%

Social – 7%



- **Search traffic** to website has decreased since the last reporting period. The percentage has **decreased from 65% to 56%** over the last three months. Search traffic means people are directly searching for the CYPSP website through search engines. The top 4 keyword searches in this quarter were; cypsp, family support hubs, south eastern outcomes group, aces northern Ireland and southern locality planning. ↓

CYPSP Website

- **Direct traffic** to the website through typing the website into the URL address link has saw an increase of referrals to the CYPSP website over the last three months from July to September. This percentage has **increased from 19% to 26%**. The direct user interest within this quarter has been in the following website items; CYPSP homepage, family support hubs, outcomes groups recruitment, southern locality planning groups calendar and ace reference group northern Ireland. 
- **Referral traffic** of the total CYPSP website visits continues to increase from **9% within the last reporting period to 10% between the months of July and September**. The most popular referral pathways between April and June 2018 have been; Google Quick Search, HSC Board email addresses, Safeguarding Board NI, Western HSC Trust and Health and Social Care Board. 
- **Social referral traffic** – Social referral traffic has remained the same since the last reporting period. **7% of referrals** to the CYPSP website have been from social media platforms such as Twitter and Facebook. Again, this figure continues to increase from the previous reporting quarter. 
 - **Facebook – 63%** (The CYPSP Facebook account remains to have a steadily user rate. There has a decrease in our facebook referrals to the CYPSP website since the last reporting period which saw 95% of social media referrals to the CYPSP website.
 - **Twitter – 36%** - The twitter account has saw a slight increase in its referral traffic to the CYPSP website since the last reporting period which only saw 5% of social media referrals reaching the CYPSP website. The CYPSP team have been encouraged to link over to relevant website material each time they post on any social media platform.
 - **Instagram – 1%** - This is the first time this social media platform have referred individuals to the CYPSP website.

Top 5 International visits to the CYPSP website:

1. UK – 79% - 3625 session visits
2. United States – 5% - 237 session visits
3. France – 4% - 186session visits
4. Ireland – 3% - 119 session visits
5. South Korea – 1% - 35 session visits

Top 5 Most Popular CYPSP Webpages:

1. CYPSP Homepage > 16% - 2689 page views
2. Family Support Hubs > 8% - 1389 page views
3. Locality Planning Groups > 4% - 557 page views
4. ACE Reference Group> 3% - 387 page views
5. Outcomes Group Recruitment > 2% - 387 page views

CYPSP Bi-Monthly E-Zine

The CYPSP E-zine continues to grow in popularity since it was transitioned over to Mail Chimp and revamped in April 2018.

August 2018 Edition



The August 2018 e-zine was sent to a **total of 1024 people**. This has been a **reduction of 30 subscribers**. It has been **opened a total of 754 times** since it was circulated in mid-August. This has reflected a slight decrease of 101 opens.

Opening Rate: 19%

Un-opened Rate: 81%

The most popular link in the April Edition was:
CYPSP Outcomes Groups Recruitment

Unsubscribes: There were **4** within this quarter

Forwarding on: 1

Mailing List: 994 people

Previous editions of the CYPSP e-zine can be accessed on the CYPSP website at:
www.cypsp.org/publications/#ffs-tabbed-110

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 July to September 2018.

Twitter Engagement:

- CYPSP twitter **follows 245** organisations that work with or for children and young people. This has increased slightly since the last reporting quarter.
- CYPSP followers have increased **by 156 followers over the last three months.** This equates to approx. 2 new followers per day
 - 43 at January 2013, to
 - 475 at March 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
 - 1975 at September 2017
 - 2068 at December 2017
 - 2305 at March 2018
 - 2459 at June 2018
 - **2,615 at September 2018**







CYPSP Social Media: Twitter

The CYPSP twitter account has engaged and **91,700 impressions** over the last three months of April to June 2018. This has increased by 40,700 since the last reporting period. 

September received the greatest volume of impressions with 43,300 for events such as the CAWT MACE Project Launch, ACE Resilience Screenings, Omagh Sure Start, Ards and North Down Family Support Networking Event, Back to School Fairs and ACE Briefing events.

Tweets:

- There have been a total of **76 tweets from CYPSP** between the months of July and September 2018. This figure has decreased by 34 tweets since the last reporting period however this is typically normal practice over the summer months. September had the greatest number of tweets from CYPSP of which 42 tweets were sent out followed by August 2018 with 21 tweets and July 2018 with 13 tweets. 
- Equates to approximately **1 tweet per day**.
- Average of **265 retweets this quarter** with the most activity reported in September 2018. This figure has decreased by 149 tweets since the last reporting period. This is approx. **6 retweets per day**. 
- CYPSP tweets within this quarter have gained **16 replies** this has remained the same as the last reporting period. 
- A **total of 204 mentions over the last three months**. This has decreased significantly since the last reporting period with a decrease of 81 mentions since April to June 2018. 

Top Tweets

The CYPSP twitter page has had a total **91,700 impressions** between July and September 2018

The top 3 tweets in this quarter were:

1. CYPSP – July 2018

Summer is here and the sun is shining – what a great time for getting children of all ages outdoors. Remember, good quality play needn't cost very much, if anything at all. (Reached 2747 people)



2. CYPSP – August 2018

Kieran Downey [@WesternHSCTrust](#) and chair of the Regional ACE reference group provides an overview of the ACE agenda across the 6 nations and how we can all address how children are affected by aces through our sectors [#ACESNI](#)
(Reached 2356 people)

3. CYPSP – September 2018

Armagh Youth Council are holding an Information Event for young people aged 15-19 who are interested in becoming members to act as a representative voice of young people from the Armagh area.
(Reached 2636 people)

Referral Traffic from the CYPSP Twitter account to the CYPSP Website

- **36% of referrals to the CYPSP website from the CYPSP Twitter account** between July and September 2018. This figure has increased since the last two reporting periods and has increased by 31% since June 2018. 
- On average there have been **162 referrals per month** from the CYPSP Twitter account to the CYPSP Website. This has been an increase of 154 referrals since the last reporting period which saw a significant drop in the percentage of referrals to the CYPSP website from the CYPSP Twitter account. 
- August was the busiest period of referral traffic from twitter to the cypsp website. During this period there were 65 referrals from the CYPSP Twitter account to the CYPSP website. This was followed by September with 60 referrals and July with 47 referrals per month.

Demographics of our Twitter followers

- 64% Female followers : 36% Male Followers
- Average Age of followers 25-34 years
- Most Popular Country of Followers: 87% United Kingdom

CYPSP Social Media: Facebook

Review of the CYPSP Facebook account from July and September 2018

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 **447 followers** to the CYPSP page. This has been an increase of 76 new followers since the last reporting period.
- The CYPSP Facebook page had **257 likes** between the months of July and September 2018. This has been a slight decrease of 156 likes since the last reporting period.
- There have also been a total of **42 shares** of CYPSP Facebook posts in this quarter. This figure has decreased by 31 shares since the last reporting period.

Facebook Engagement

- There were a total of **31 posts on the CYPSP Facebook page** over the last reporting period of July and September 2018 of which have **reached a total of 9,037 people**.
There has been a decrease of 14,153 Facebook posts by the CYPSP team since the last reporting period.
- July was the busiest month on the CYPSP Facebook account. During this month CYPSP posted the largest number of posts; 13 posts followed by 10 posts in August and 9 posts in September 2018.
- There were no **unlike posts reported in this quarter**.



The top 3 Facebook posts in this quarter were:

1. 2 August 2018

A successful Back to School Uniform Fair in Newcastle yesterday! We supported 150 families get their children ready for the school season! Don't forget we are in Ballynahinch tomorrow for our final Back to School Fair. All items are FREE and FREE £1 Swim Vouchers for all families! Drumlins Integrated Primary School Drumlins IPS Parents' Council [ST. Patrick Primary school Ballynahinch Community Collective](#) [St Colman's High School & Sixth Form College](#) [The High School Ballynahinch](#) [Assumption Grammar](#) [South Eastern Health & Social Care Trust](#)

(Reached 1,753 people)

CYPSP Social Media: Facebook

2. 2 July 2018

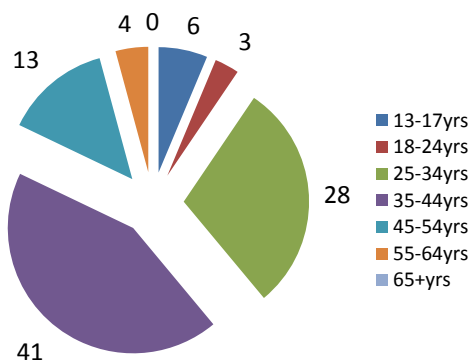
Cancer Focus NI in partnership with the Public Health Agency have produced an informative video for nursery schools and P1 – P2 pupils teaching the importance of taking care in the sun.
(Reached 1,842 people)

3. 31 July 2018

The latest Play Matters Briefing is available to download at <http://www.cypsp.org/play-challenge-play-matters-briefing-.../>
(Reached 455 people)

Referral Traffic from the CYPSP Facebook to the CYPSP website

- **63% of referral traffic from Facebook** has sent users to the CYPSP website. This figure has increased significantly from 80% in the last reporting period. The CYPSP Facebook account continues to grow user engagement particularly with practitioners, parents and young people.
- There were a total of **357 visits from the CYPSP Facebook account** to the CYPSP website from April and June 2018. This has been an increase of 103 visits since the last quarter. The busiest month via Facebook to the CYPSP website within this reporting period was July 2018 – there were 149 referrals from the CYPSP Facebook account to the CYPSP website. This was followed by 86 referrals in August and 44 in September
- **Top Sources of referrals to the CYPSP Facebook Page** are: Facebook, CYPSP website, Google and HSC email addresses



Age breakdown of our CYPSP Facebook followers

41% of CYPSP Facebook Followers during the period of July and September 2018 have been aged between 35-44years

CYPSP Social Media: Facebook

Audience



This quarter there have been a **total of 460 international visitors** have been using the CYPSP Facebook account. This has been an **increase of 87 visitors per quarter** since the July and September 2018 reporting period. Our international and local visitor base has continued to grow over the past 12 months.



Top 5 International Visitors to the CYPSP Facebook page:

- 1) UK – 435 people
- 2) Ireland - 13 people
- 3) South Africa, New Zealand, Uganda, USA - 2 people across each area – 8 people
- 4) India, Malta, Malaysia, Czech Republic – 1 person across each area – 4 people

There were a **total of 460 local visitors** to the CYPSP Facebook page. This has been an **increase of 87 visitors** since the last reporting period.



Top 5 local visitors from Northern Ireland to the CYPSP Facebook

- 1) Belfast – 99 people
- 2) Newry - 27 people
- 3) Derry / Londonderry - 20 people
- 4) Ballymena – 20 people
- 5) Enniskillen - 16 people

Gender breakdown of Facebook followers between July and September 2018



90%
Female

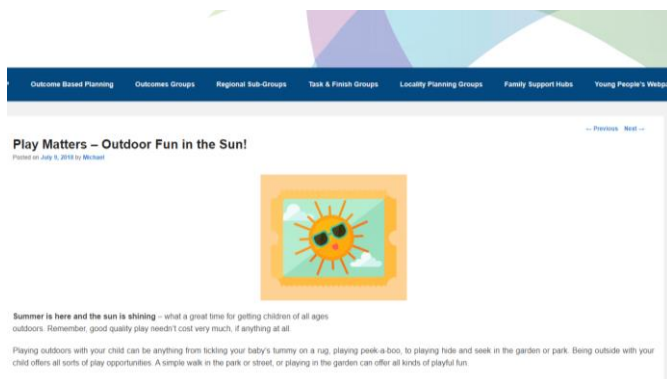


10%
Male

CYPSP Communications: Other Media

The work of the Children and Young People's Strategic Partnership has been picked up online via **6 google alerts** twice between the months of **July and September 2018**

1. EITP Play Matters Programme – July 2018



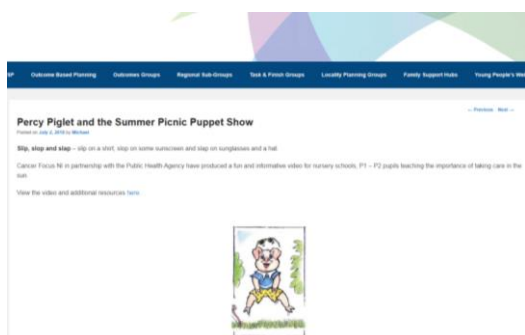
<https://www.google.com/url?rct=j&sa=t&url=http://www.cypsp.org/outdoor-fun-in-the-sun/&ct=ga&cd=CAEYACoTODE4NDM5NjU4ODk1MDc0OTAyODIcOGM4NTc3YmJjYzE2MmY0MDpjby51azplbjp4Qg&usg=AFQjCNGPswKiU0Q7oSKXysG5CiBoacirsw>

2. Euro child Conference – July 2018



<https://www.google.com/url?rct=j&sa=t&url=http://www.cypsp.org/eurochild-conference-2018/&ct=ga&cd=CAEYACoUMTgwMTM2ODIwOTIwOTY5MDIzNzYyHDhjODU3N2JiY2MxNjJmNDA6Y28udWs6ZW46R0l&usg=AFQjCNEF0LtQKyLrIFos1U5mmss0IYnkBq>

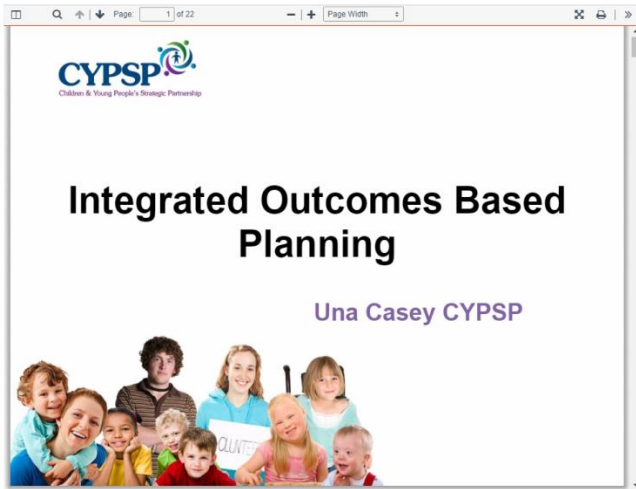
3. Percy Pig Summer Picnic Puppet Show – July 2018



<https://www.google.com/url?rct=j&sa=t&url=http://www.cypsp.org/percy-piglet-and-the-summer-picnic-puppet-show/&ct=ga&cd=CAEYACoUMTQwMTY0NTA4NzQxMDU0MTg0NzMyGmU2NTRjNTQ3MGE5NDc0NjY6Y29tOmVuOkdC&usg=AFQjCNES0Nu7ByESOjn7GuhDqG8w2IZvOQ>

4. CYPSP Outcomes Based Planning – August 2018

Integrated Outcomes Based Planning, Una Casey CYPSP



<http://docplayer.net/84404342-Integrated-outcomes-based-planning-una-casey-cypsp.html>


5. Regional ACE Reference Group – August 2018

Regional ACE Reference Group

The Health and Social Care Sector jointly hosted a Regional Adverse Childhood Experiences (ACEs) Conference in November 2017 that set a platform for the regional roll out of the ACE agenda across Northern Ireland.

An Adverse Childhood Experience can be defined as:

An increasing body of international research identifies the long-term harms that can result from chronic stress during childhood. Such stress arises when children are routinely exposed to issues such as domestic violence, parental separation or divorce, mental ill health, alcohol and other substance misuse problems in their homes. Collectively, such childhood stressors are called ACEs (Adverse Childhood Experiences) and the research shows that exposure to ACEs is associated with poorer outcomes for children including in educational attainment, employment, involvement in crime, family breakdown, and a range of health and wellbeing measures.



During the closing remarks of the Regional ACE Conference, Sean Holland, Department of Health announced that £1.5 million will be invested through the Early Intervention Transformation Programme that will be led through the Subgrouping Board for Northern Ireland.

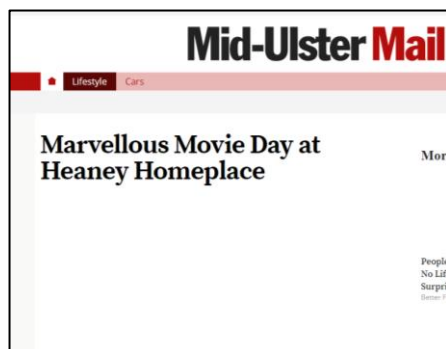
Since the conference a Regional ACE Reference Group has been established to support continued momentum and integration of the ACE agenda in Northern Ireland and support the Early Intervention Transformation Programme (EITP) ACE Workstream Projects.

Contact Us

For further information about the Regional ACE Reference Group please contact Stephanie Thompson, CYPSP by email at stephanie.thompson@hscni.net

<https://www.google.com/url?rct=j&sa=t&url=http://www.cypsp.org/regional-subgroups/regional-ace-reference-group/&ct=ga&cd=CAEYACoTNTAxOTQ4MzI0NjUyOTE3NjkwNzIaZTY1NGM1NDcwYTk0NzQ2Njpb206ZW46R0I&usq=AFQjCNETabFq9mqcAA1CaQoWlpBmrxdFBq>

6. Movie Day at Seamus Heaney Market Place – August 2018



<https://www.midulstermail.co.uk/lifestyle/marvellous-movie-day-at-heaney-homeplace-1-8586038>

CYPSP Press Releases

There was **1 Press Release** over the quarter 2 reporting period of July and September 2018

1. Summer scheme for children in Bessbrook

2 August 2018

Forty primary school age children from the Bessbrook area participated in a week-long programme of summer activities from 16-20 July, thanks to partnership working by the Children and Young People's Strategic Partnerships South Armagh Locality Planning Group.

