CYPSP
COMMUNICATION
PERFORMANCE
REPORT
(Quarter 3: Oct - December 2018)
Visitors to the CYPSP website

- **New Visitors**: A total of 83.1% were new visitors between the months of October and December 2018, this is a slight decrease on the last reporting period.

- **Returning Visitors**: Between the months of October and December 2018 there was a returning visitor rate of 16.9%. This figure saw a slight increase of 0.9% since the last reporting period.

The number of pages viewed on the CYPSP website decreased from the last reporting period. See below.

- **Average page views** per visit is 2 pages
Search traffic to website has decreased since the last reporting period. The percentage has decreased from 56% to 55% 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 ni, children services partnership ni, Craigavon LPG, Barnardos counselling for children.

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 October to December. This percentage has increased from 26% to 27%. 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 remained constant with 10% between the months of October and December. The most popular referral pathways have been; Family Support NI, Western HSC Trust and Health and Social Care Board.

• **Social referral traffic** – Social referral traffic has increased since the last reporting period. 8% 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.

![Social Media Referrals](chart_image)

**Facebook** – 91% (The CYPSP Facebook account remains to have a steadily user rate. There has been an increase in our Facebook referrals to the CYPSP website since the last reporting period which saw 63% of social media referrals to the CYPSP website.

**Twitter** – 8% The twitter account has saw a decrease in its referral traffic to the CYPSP website since the last reporting period which only saw 36% 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.

**LinkedIn** – 1% This is the first time this social media platform have referred individuals to the CYPSP website.
Top 5 countries visiting the CYPSP website:

- **UK** – 84% - 4110 session visits
- **India** – 1% - 58 session visits
- **United States** – 3% - 178 session visits
- **Ireland** – 2% - 109 session visits
- **Germany** – 1% - 49 session visits

Top 5 Most Popular CYPSP Webpages:

1. CYPSP Homepage: 19% - 2996 page views
2. Family Support Hubs: 10% - 1630 page views
3. Locality Planning Groups: 3% - 464 page views
4. ACE Reference Group: 2% - 359 page views
5. Early Intervention Transformation Programme: 2% - 330 page views
**Visitors to Interactive Maps** - October – December 2018

Visitors – 344

Page views - 2,149

**Most viewed page:** Performance Profile

- **New Visitors:** A total of **79.8%** were new visitors between the months of October and December 2018.

- **Returning Visitors:** Between the months of October and December 2018 there was a returning visitor rate was **20.2%**.

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**CYPSP Mapping Children’s Outcomes**

**Visitors to Mapping Children’s Outcomes**

The site was made live in December 2018 and provides a breakdown of the Outcomes outlined in the draft Programme for Government 2016-2021.

Visitors – 66

Page views - 244
The CYPSP E-zine continues to grow in popularity since it was transitioned over to Mail Chimp and revamped in April 2018.

December 2018 Edition

The December 2018 e-zine was sent to a total of 1048 people. This has been an increase of 24 subscribers. In total it has been opened 1016 times since it was circulated in mid-December. This has reflected an increase of 262.

Subscribers
Opening Rate: 19.9%
Un-opened Rate: 80.1%

The most popular link in the December Edition was: SHSCT Disability News

Unsubscribes: 1

Previous editions of the CYPSP e-zine can be accessed on the CYPSP website at: www.cypsp.org/publications/#ffs-tabbed-110
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 to December 2018.

Twitter Engagement:

- CYPSP twitter follows 261 organisations that work with or for children and young people. This has increased slightly since the last reporting quarter.

- CYPSP followers have increased by 139 followers over the last three months. This equates to approx. 2 new followers per day

2,754 at December 2018
The CYPSP twitter account has had 64,700 impressions over the last three months of October to December 2018. This has decreased by 27,000 since the last reporting period.

October received the greatest volume of impressions with 39,900 for events such as the T:BUC Funding Forums, PlayBoard NI’s Play Training for Professional sessions, Adoption Week, NI ACE Reference Group Seminar, LPG Over the Counter Medicines misuse awareness.

Demographics of our Twitter followers

- 69% Female followers
- 31% Male Followers
- Average Age of followers 25-34 years
- Most Popular Country of Followers: 88% United Kingdom

There have been a total of 58 tweets from CYPSP between the months of October and December 2018. This figure has decreased by 18 tweets since the last reporting period.

October had the greatest number of tweets from CYPSP of which 35 tweets were sent out followed by November 2018 with 13 tweets and December 2018 with 10 tweets.

- Equates to approximately 1 tweet every 2 days.

- Average of 181 retweets this quarter with the most activity reported in November 2018. This figure has decreased by 84 tweets since the last reporting period. This is approx. 2 retweets per day.

- CYPSP tweets within this quarter have gained 39 replies this has increased since the last reporting period.

- A total of 218 mentions over the last three months. This has increased since the last reporting period by 14 mentions since July to September 2018.
Top Tweets

The CYPSP twitter page has had a total 64,700 impressions between October and December 2018.

The top 3 tweets in this quarter were:

1. CYPSP – October 2018
   Maurice Leeson explains what ACEs are & the importance of raising awareness of the impact of ACEs in childhood and how we develop a shared understanding & whole system approach
   #acesni
   #belfasthealthycities18
   @publichealthni
   @safeguardingni
   @HSCBoard
   @healthdpt
   @WesternHSCTrust
   (Reached 2774 people)

2. CYPSP – December 2018
   The December edition of the CYPSP Ezine.
   (Reached 2167 people)

3. CYPSP – October 2018
   Rounding up our ACE seminar at Belfast Central Library with a panel discussion answering questions from delegates. All information & presentations are available at http://cypsp.org
   #acesni
   #belfasthealthycities18
   @safeguardingni
   @publichealthni
   @healthdpt
   @WesternHSCTrust
   (Reached 2051 people)

Referral Traffic from the CYPSP Twitter account to the CYPSP Website

- 8% of referrals to the CYPSP website from the CYPSP Twitter account between October and December 2018. This figure has decreased since the last reporting periods 28% since September 2018.

- On average there have been 59 referrals per month from the CYPSP Twitter account to the CYPSP Website. This has been a decrease of 103 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.

- October was the busiest period of referral traffic from twitter to the cypsp website. During this period there were 59 referrals from the CYPSP Twitter account to the CYPSP website. This was followed by November with 8 referrals and December with 5 referrals per month.
Review of the CYPSP Facebook account from October and December 2018

Age breakdown of our CYPSP Facebook followers

44% of CYPSP Facebook Followers during the period of October and December 2018 have been aged between 35-44 years.

Gender breakdown of Facebook followers between October and December 2018

90% Female

10% Male

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 500 followers to the CYPSP page. This has been an increase of 53 new followers since the last reporting period.

The CYPSP Facebook page had 495 likes between the months of October and December 2018. This has been an increase of 238 likes since the last reporting period.

- There have also been a total of 80 shares of CYPSP Facebook posts in this quarter. This figure has increased by 38 shares since the last reporting period.
Facebook Engagement

- There were a total of 26 posts on the CYPSP Facebook page over the last reporting period of October and December 2018 of which have reached a total of 7,960 people.
  There has been a decrease of 1077 in Reach since the last reporting period.

- October was the busiest month on the CYPSP Facebook account. During this month CYPSP posted the largest number of posts; 11 posts followed by 8 posts in November and 7 posts in December 2018.

- There were no unlike posts reported in this quarter.

The top 3 Facebook posts in this quarter were:

1. **12 November 2018**
   The Northern Ireland Executive has pledged to give children and young people across Northern Ireland the best start in life.
   One way they will do this is by developing a new Strategy to help families and parents get the right support when they need it most, so they can raise happy and healthy children. To help get the strategy right, they need you to tell them what you think is the best way to support you and your family.
   ( Reached 3000 people)

2. **4 October 2018**
   The Northern Ireland ACE Reference Group were delighted to be a part of the World Health Organization (WHO) International Conference in Belfast this week to explore adverse childhood experiences and trauma informed practice with over 130 delegates.
   (Reached 685 people)

3. **24 October 2018**
   PlayBoard NI’s Play Training for Professionals sessions are now available.
   This one-day free training session will equip professionals with the skills to better understand and pro-actively promote play to parents and families.
   (Reached 556 people)
Referral Traffic from the CYPSP Facebook to the CYPSP website

- **88%** of referral traffic from Facebook has sent users to the CYPSP website. This figure has increased significantly from **63%** 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 **463** visits from the CYPSP Facebook account to the CYPSP website from October and December 2018. This has been an increase of **106** visits since the last quarter. The busiest month via Facebook to the CYPSP website within this reporting period was November 2018 – there were **204** referrals from the CYPSP Facebook account to the CYPSP website. This was followed by **95** referrals in December and **65** in October.

- **Top Sources of referrals to the CYPSP Facebook Page** are: Facebook, CYPSP website, Google and HSC email addresses.

### Audience

This quarter there have been a total of **498** international visitors using the CYPSP Facebook account. This has been an increase of **38** 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 Countries Visiting the CYPSP Facebook page:

1. UK – **466** people
2. Ireland - **13** people
3. USA – **3** people
4. South Africa, Australia, New Zealand, Uganda, – **8** people
5. Palestine, Japan, Czech Republic, India, Poland, Malta, Sweden, Turkey, Israel, Spain, Malaysia – 1 person across each area – **11** people
There were a total of **437** local visitors to the CYPSP Facebook page. This has been a decrease of **23** visitors since the last reporting period.

**Top 5 local visitors from Northern Ireland to the CYPSP Facebook**

1) Belfast – **106** people  
2) Newry - **32** people  
3) Ballymena – **22** people  
4) Derry / Londonderry - **19** people  
5) Enniskillen - **18** people
The work of the Children and Young People’s Strategic Partnership has been picked up online via google alerts **twice** between the months of October and December 2018

1. **T:BUC Funding Forums – October 2018**


2. **Third Space Newsletter – December 2018**

CYPSP Press Releases

There have been no Press Releases during quarter 3 reporting period of October and December 2018.