Social Media Report

March April 2019

Nice to be back! I want to thank Naomi for covering Social Media for me while away, and Helen for writing the May Coastal New piece. Sorry to have missed the first MDCA meeting held in the dark in April… That must have been fun. Of course not as much fun as I had in Ward 10 at the Nelson Hospital…

So our Facebook was pretty active in March with 15 posts attracting 7031 views, for an average of 469 views per post. Then another 10 posts in April for 4839 views, with an average of 484 views per post.

Our Facebook post topics ranged from “Pub Quiz Fundraiser for the Sea Scouts” to “The Mapua Boat Club Regatta event on March 31” to “Water Restrictions Moving Back to Stage 1” Our most read posts were “Mapua Boat Club’s Thanks to local Businesses Support for their Regatta” with 744 views and “4 Waste Water Upgrades Coming in May” with 861 views. We also had 2 videos posted from our April meeting with significant views: Richard Hollier’s presentation on Ngaio Tree Reserve with 391 views and Mayor Kempthorne’s discussion on the Annual Plan with 450 views.

In total, our posts in March and April garnered 11,870 views which was down about 1000 views from our record breaking February mark of 12,989 views and more in keeping with our average of 5000+ views per month.

Digital activity in February for our web site [www.ourmapua.org](http://www.ourmapua.org) was down further in April to just 39 visits; down from 54 in February and 62 visits in January. Those 39 visitors viewed just 69 pages and spent an average 53 seconds time on the site. I expect the visits and viewing time to go up May now that we’re sending our membership to the website to view our monthly correspondence.

And lastly we can report that we launched our first Mailchimp email campaign yesterday by sending out the notification for this meeting and links to the agenda and correspondence. Mailchimp is an online based email platform that allows us to include graphics, images and buttons to other internet links. It also provides us with data about open rates. For example for yesterday’s email, we sent it to the 82 member email addresses we have and know that 56 people opened the email for a 69% open rate. We had 39 clicks on the Agenda button and 19 clicks on the Correspondence link. Not bad for a first mass emailing but we’ll expect that open rate to go up next month especially if we can get the email out to the membership 4-5 days before the meeting instead of the day before.

So remember, to check out our web site and like us on Facebook, and send me any news or issues you have that should be shared with our community.