Social Media Report

May 2019

So our Facebook page was very active in May with 22 posts attracting 10,861 views, both stats about twice the monthly average, for an average of 493 views per post.

Our top two posts were: the May 24th post about “Jester House's Judy and Steve Richards Presenting Their 9 Week S. Island Walking Adventure” with 59 likes/comments/shares AND the May 21st post promoting the “Sunday Planting at Dominion Flats” with 1,107 views and 26 likes/comments and shares.

Digital activity for our web site [www.ourmapua.org](http://www.ourmapua.org) was dramatically up from just 39 visits in April to 137 visits in May viewing 359 pages, over 5 times the 69 pages viewed in April and people spent an average minute, 33 seconds on the site vs 53 seconds last month. We expected the visits and viewing time to go up in May now that we’re sending our membership to the website to view our monthly correspondence and agenda. And this indeed happened.

And lastly I’m happy to say that both Marion and Desiree are now trained on Mailchimp, our new online email platform, so that all 3 of us can back each other up to insure consistent communication with our membership.

Here’s some data from last Thursday’s Mailchimp email sent to our 84 member email list: 50 people opened the email, down from 56 last month, for a 60% open rate. We had, though, just 18 clicks on the Agenda button and 3 clicks on the Correspondence link vs last month’s clicks of 39 and 19. So contrary to my last meeting prediction that the open and click rates would increase this month if we got the email out earlier, which we did, the open and click rates went down – which is disappointing. So, if you want to be informed for our next meeting, be sure to click those email buttons to read up on what will be happening. As they say: “A well informed citizenry…”

And 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.