

## Communications Division Metrics

May 2016   June 2016   July 2016   Aug 2016   Sept 2016

### Website - [www.lawrenceks.org](http://www.lawrenceks.org)

Website Sessions: The number of times a user is actively engaged on our website (visiting one or multiple pages). Sessions are considered new after 30-minutes of inactivity and are reset each day at midnight.

95,075      97,917      92,973

Users: The number of people who have had at least one website session. Users can have multiple sessions over the period of time when data was collected. If the user is utilizing the same platform (desktop, mobile, tablet) then the user is recorded once. However, if the user viewed the site once on a desktop and once on a tablet, that is recorded as two sessions.

56,695      58,249      58,077

Pageviews: The total number of pages viewed by all users of the site (including repeat views of a single page).

222,145      226,416      201,032

Bounce Rate: The percentage of users who left the site from the same page they entered without interacting with remainder of the site. 40–55% is the average for many sites, 25–40% is considered very good, and anything under 20% is difficult to attain.

48%      49%      52%

### Acquisition (how people access our site)

Organic Search Sessions (use of a search engine like Google, Yahoo, etc.)

65,726      70,737      67,792

Bounce Rate

48%      49%      52%

Direct Sessions (type URL in directly)

15,923      14,643      12,545

Bounce Rate

50%      51%      53%

Referral Session (use link from another website)

10,956      10,504      10,232

Bounce Rate

46%      46%      46%

Social (linked from a social media page)

2,054      1,620      2,031

Bounce Rate

70%      68%      75%

Other

392      400      365

Bounce Rate

83%      46%      77%

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### Social Media - Twitter

Total Twitter followers for @lawrenceks. A follower is someone who has chosen to follow the city and receive our tweets.

10,976 11,108 11,327

Tweets: The number of tweets from @lawrenceks account (both created and retweets of other content).

500 280 447

Organic Impressions: Tweets made by the city and not paid for (sponsored). An impression is the total number of times tweets were delivered to Twitter streams, or the number of overall potential users saw a message.

456,994 242,199 359,097

Promoted Impressions: Posts that were delivered to Twitter streams and paid for by the city (sponsored).

0 0 0

Impressions per Tweet: How many times the tweet was seen in a feed, on average.

914 865 837

Total Engagements: The number of times people interacted with our Twitter account. This is a combined total of replies, mentions, retweets and likes.

10,581 4,663 12,456

Link Clicks: The number of times a user clicked on a link used in a tweet. We generally link back to our website to explain information in more detail.

915 608 785

Retweets: The number of times an @lawrenceks Tweet was re-tweeted to a user's followers.

246 164 228

Mentions: When a user mentioned @lawrenceks in a Tweet.

449 380 574

Other City Twitter accounts:

Lawrenceks\_PD

2,214 2,462 2,871

LPRD (Parks and Recreation)

240 259 288

Eagle Bend

284 289 293

Sports Pavilion Lawrence

308 320 334

CityUniversityRelations

N/A 73 89

Tweetalongs: Solid Waste (2), Topeka-Lawence PokemonGo Challenge

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### Social Media - Facebook

Total Facebook followers (main account only)	5,727	5,950	6,206
Impressions: An impression is the total number of times posts were delivered to Facebook streams, or the number of overall potential users saw a message.	421,025	400,753	843,315
Total Engagements: The number of times people interacted with our city Facebook account (combined total of comments, mentions, shares & likes).	3,164	1,364	1,631
Link clicks: The number of times a user clicked on a link used in a tweet.	435	604	646
Shares: Number of times a city Facebook post was shared.	735	296	287
Total posts created by the city	133	106	118
Impressions per Post: How many times a city post was delivered to a Facebook stream,	3,166	3,781	7,147
Total Facebook followers (all accounts)	22,614	25,703	27,114
Total Facebook engagements (all accounts)	9,984	72,929	17,088
Total Facebook impressions (all accounts)	912,377	4,685,409	2,679,693
Video Performance (views)	18,500	8,200	122,000
Other City Facebook accounts:			
Lawrence Police Department	4,506	7,050	8,037
Lawrence Parks and Recreation	3,029	3,088	3,174
Lawrence Recycles	1,338	1,384	1,507
Sports Pavilion Lawrence	2,361	2,390	2,438
CityUniversityRelations	0	38	50
Final Fridays	1,846	1,878	1,911
Arts & Culture in Lawrence	210	214	229
Lawrence & Douglas County Sustainability	464	504	513
Lawrence City Jobs	588	594	605
Eagle Bend Golf Course	342	343	349
Lawrence-Douglas County Fire Medical	2,203	2,270	2,324

**Communications Division Metrics****May 2016   June 2016   July 2016   Aug 2016   Sept 2016****Subscribers for Email Notifications**

City News	1298	1290	1,291
Jobs	3379	3312	3,255
LPRD News	1089	1080	1,070
SPL	676	678	679
Arts & Culture	296	311	329
Desktop Access to Email		45%	46%
Mobile Access to Email		54%	54%

**Video - Streaming & Archived**

## Live Streaming Views (concurrent views)

First Week	18	54	56
Second Week (Work Session)	17	114	275
Third Week	8	47	228
Fourth Week	136	N/A	N/A

## Video Views (Archived on YouTube and Website)

First Week	204	234	128
Second Week (Work Session)	208	349	521
Third Week	133	189	591
Fourth Week	786	N/A	N/A
Planning Commission	15	18	18

Total views of video product on YouTube	2,790	1,931	2,996
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**Communications Coordinated Campaigns/Major Initiatives**

4                      6                      6

July: Move In/Move Out, Kasold/Wakarusa Meeting Notification, Media Policy  
Revised, Social Media Terms of Use approved, Smoke Testing in  
Neighborhoods, Transit route changes, Double Up Food Bucks

**Media Relations**

City-specific stories and media interactions		38	83
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**Public Engagement**

Lawrence Listens Questions (Note: Developing plan for engagement for Strategic  
Plan)

1                      1                      0