



**CYPSP
COMMUNICATION
PERFORMANCE
REPORT**

(July – September 2017)



Visitors to the CYPSP website

- **Unique visitors:** There has been a steady increase in the percentage of new visitors to the CYPSP website. There have been a total of 62% new visitors to the CYPSP website between the months of July and September 2017. This is a slight decline by 1% since the previous reporting period. ↑
- **Total visitors:** There was a total of 38% of returning visitors to the cypsp website. This is an increase by 1% since the last reporting period. ↓

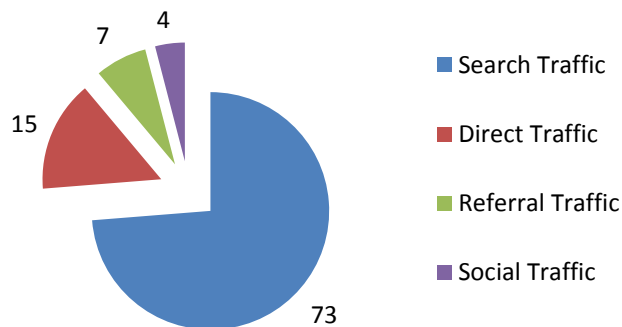
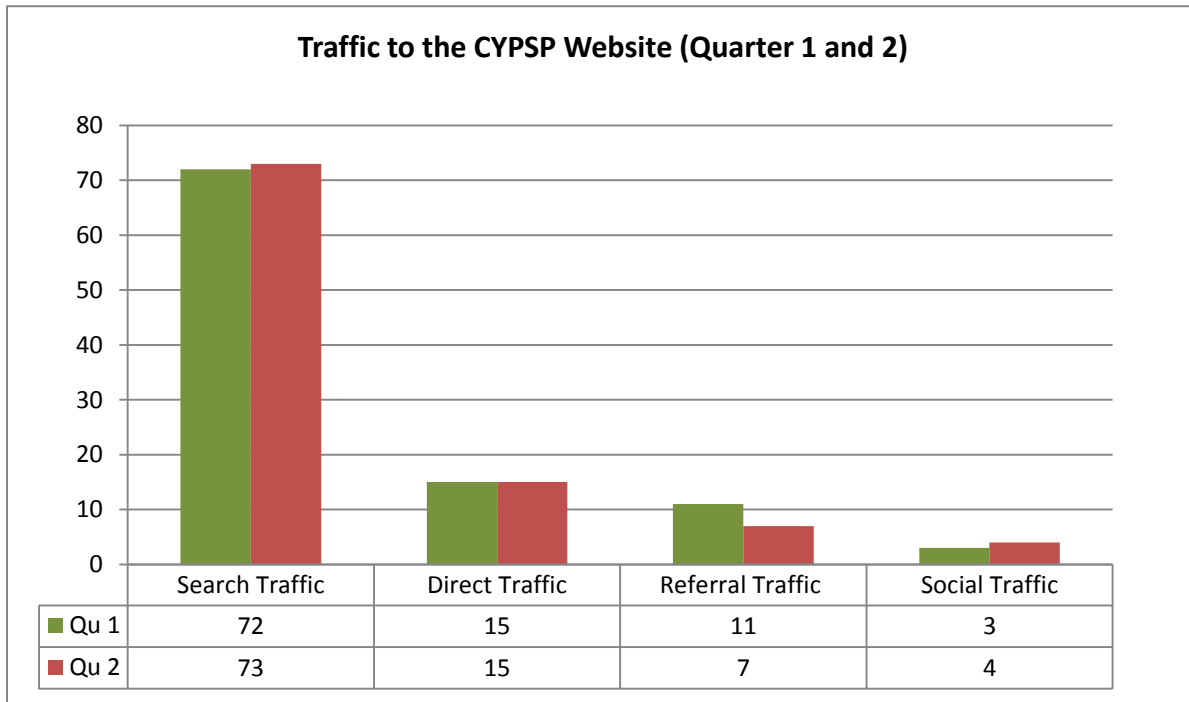


The number of pages viewed on the CYPSP website has increased since the last quarter from July to September 2016. ↑

- 13,423 January- March 2015
- 12,469– April – June 2015
- 10,781- July-September 2015
- 12,997 – October – December 2015
- 12,556- January- March 2016
- 12, 463 April – June 2016
- 11,248 July – September 2016
- 13,820 October – December 2016
- 13,907 January – March 2017
- 12,963 April – June 2017
- **10,511 July – September 2017**

- **Average page views** per visit has remained at **3 pages**



Traffic to the CYPSP website




- Search traffic** to website has continued to increase its search traffic over the last year with the percentage of traffic searching for CYPSP, outcomes groups, family support hubs etc. increasing from 64% in 2016/17 to 72 % in June 2017 followed by a further increase to **73% in September 2017**. 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, cyps and cypsp Northern Ireland.

- **Direct traffic** to the website through typing the website into the URL address link has remained at a **steady 15%** over the last two reporting periods from April 2017 to present. There has been direct user interest in the following website items; CYPSP homepage, family support hubs, early intervention transformation programme and a hold the date for 6 October 2017. 
- **Referral traffic** of the total CYPSP website visits has continued to decrease over the last reporting period from 11% in April to June 2017 to a further **7% from July to September 2017**. 

The most popular referral pathways between July to September 2017 have been; CYPSP e-zine, Health and Social Care Board publications, Health and Social Care emails, Education Authority NI and Google Search Box.
- **Social referral traffic** – Social referral traffic increased from 3% in the previous quarter to **4% of the referrals to the CYPSP website** in this quarter 
 - **Facebook – 68%** (CYPSP have saw a steady increase in the social referral traffic to the CYPSP website over recent quarters. This has been the largest percentage of referrals from the CYPSP Facebook page since it was established. Previous referral statistics include; March 2017 saw 42%, June 2017 saw 46%)
 - Twitter – 30% (a decrease from 50% in the last quarter)
 - Yammer – 2%

Top 5 International visits to the CYPSP website:

1. UK – 91% - 3611 session visits
2. United States – 2% - 58 session visits
3. Ireland – 1 % - 54 session visits
4. India – 1% - 29 sessions
5. Australia – 1% - 23 sessions

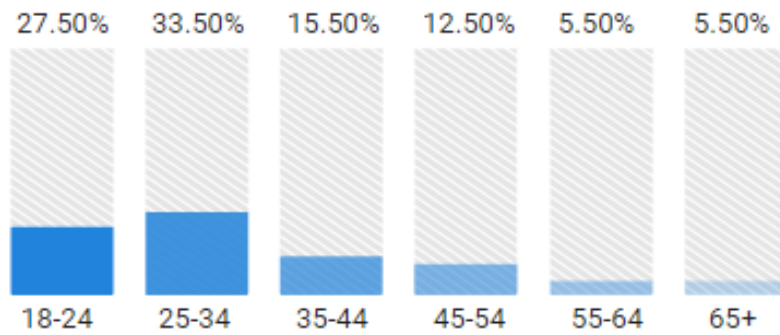
Top 5 Most Popular CYPSP Webpages:

1. CYPSP Homepage > 17% - 1750 page views
2. Family Support Hubs > 11% - 1,112 page views
3. Locality Planning Groups > 5% - 473 page views
4. Maps Demographics > 3% - 288 page views
5. News and Events > 3% - 275 page views

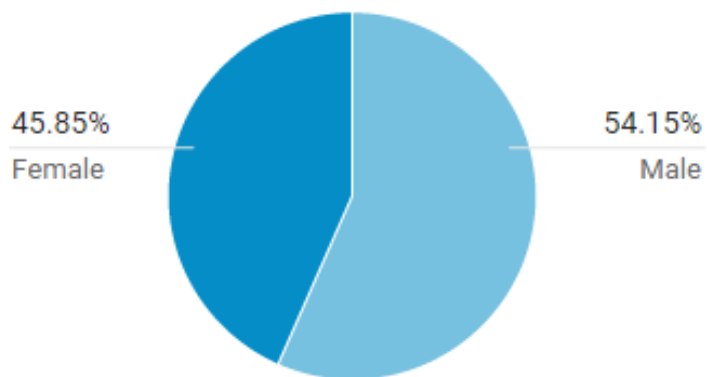
CYPSP Website

Profile of the CYPSP Website Users

Age 100% of total sessions



Gender 100% of total sessions



CYPSP Bi-Monthly E-Zine

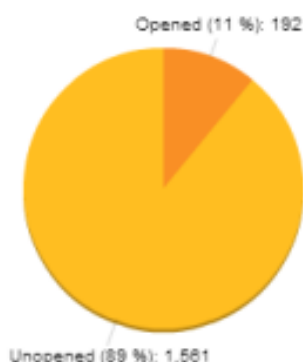
There has been a notably increase in readership and subscriptions to the e-zine since last quarter.

All previous e-zines are on the CYPSP website>Publications>E-zine

July 2017 Edition



Email Campaign Summary Chart



CYPSP experienced technical issues with the summer e-zine for July 2017. This meant the e-zine was not circulated to all members on the CYPSP E-zine Mail lists and also impacted on the reader's statistics for this period.

The July e-zine was sent to a **total of 1,753 people in July 2017**. It has been **opened a total of 504 times** since it was circulated in late July. This has been quite a decrease since the previous e-zine in May 2017 of which was sent to 1,913 people that was opened 926 times.

Opening Rate: 11%

Un-opened Rate: 89%

The most popular link in the July edition was: Regional Integrated Education Support Programme – RISE NI

Unsubscribes: There were **12** within this quarter

Forwarding on: none

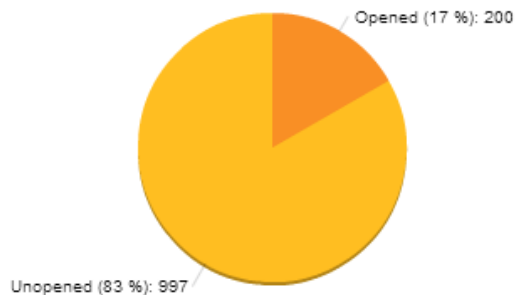
Mailing List – The mail list was revised for the first time since 2012 therefore after removing invalid email addresses our mail list was reduced by 160 people. The CYPSP team continue to build the mail lists with CYPSP members.

CYPSP Bi-Monthly E-Zine

September 2017 Edition



Email Campaign Summary Chart



CYPSP experienced technical issues with the summer e-zine for July 2017. This meant the e-zine was not circulated to all members on the CYPSP E-zine Mail lists and also impacted on the reader's statistics for this period.

The July e-zine was sent to a **total of 1,197 people in September 2017**. Although there has been a continued decline in the number of people on the CYPSP E-zine distribution list, the September e-zine experienced an increase in reader opening rates to 17% of which equated to 681 times.

Although the number of people the CYPSP e-zine has been sent to has decreased the reader's opening rate has increased to its highest in several years.

Opening Rate: 17%
Un-opened Rate: 83%

The most popular link in the July edition was: Think Family Children and Young People's Leaflets

Unsubscribes: There were **3** within this quarter

Forwarding on: none

Mailing List – The mail list was revised further since July 2017 and now consists of 1,197 people. Continuing to remove invalid email addresses has strengthened the speed at which the e-zine can be distributed. The CYPSP team continue to build the mail lists with CYPSP members.

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 April to June 2017;





Twitter Engagement: ↑

- CYPSP twitter **follows 227** organisations that work with or for children and young people. This has increased by 7 since the last reporting quarter.
- CYPSP **followers have increased by 177 followers** since June 2017:
 - 43 at January 2013, to
 - 106 at April 2013, to
 - 245 at September 2013, to
 - 333 at December 2013, to
 - 475 at March 2014
 - 518 at June 2014, to
 - 629 at September 2014
 - 719 at December 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**


CYPSP Social Media: Twitter

The CYPSP twitter account has engaged and **77,596 impressions** over the months of July to September 2017. This has decreased from 78,600 in the previous reporting period however remains a high activity rate over the summer months.

Tweets: 

- There have been a total of 81 tweets in quarter 2 between the months of July and September 2017. This figure has increased since the last quarter from 79 tweets. August had the greatest number of tweets within this reporting period from the CYPSP account with 40 messages sent out, followed by September with 34 tweets and July with 7 tweets being sent out. 
- Equates to approximately **1 tweet per day**.
- Average of **298 retweets** within this quarter with most activity reported in August. There were approximately **3 retweets per day**. 
- The CYPSP Twitter account has had a slight decrease in the number of retweets from 321 in the previous quarter from April to June.
- CYPSP tweets within this quarter have gained **9 replies** this quarter. This figure has decreased from 17 replies in the last reporting quarter from April to June. 
- A **total of 123 mentions** over the last three months, this has remained a steady response to the CYPSP Twitter account. 

Top Tweets

The CYPSP twitter page has had a total of 77,596 impressions between July and September 2017 (a decrease of 1,400 since the last reporting quarter) of which has accounted for 853 impressions per day. 

The top 3 tweets in this quarter were:

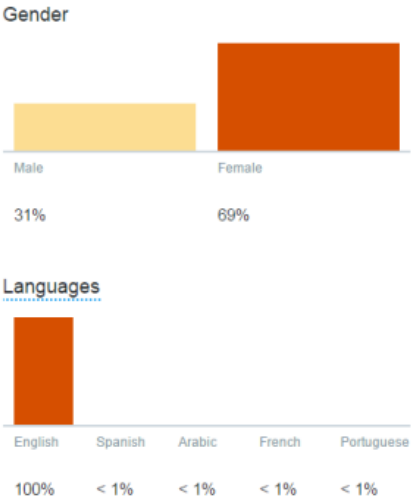
1. **CYPSP in N.Ireland** @cypsp Sep 27 Guest speakers Koulla Yiasouma @nichildcom, Gavin Boyd @Ed_Authority and Fionnuala McAndrew @HSCBoard supporting young carers across NI pic.twitter.com/nnvBxg0Waf
2. **CYPSP in N.Ireland** @cypsp Sep 27 Are you a teacher working with young carers in schools in NI? Check out our Supporting Young Carers in Schools Guide ow.ly/Po8l30fsqsd pic.twitter.com/7419DKxtYm
3. **CYPSP in N.Ireland** @cypsp Sep 27 'My day begins at 4am to support my siblings' - A day in the life of young carers from inspirational young people [#supportingyoungcarersni](https://pic.twitter.com/e2VQBA9HIS) pic.twitter.com/e2VQBA9HIS

CYPSP Social Media: Twitter

Referral Traffic from the CYPSP Twitter account to the CYPSP Website

- There have been **46 referrals to the CYPSP Twitter account to the CYPSP website** between the months of July and September. This has decreased from 71 in the last reporting period. ↓
- This equates to approximately 30% of referrals to the CYPSP website of which is a decline from 50% in the last reporting quarter.
- The busiest referring month was during September when there were 34 referrals followed by 9 in July and 3 in August. ↑

Demographics of our Twitter followers



Age

Age category	% of audience
13 to 17	2%
18 to 24	10%
25 to 34	44%
35 to 44	31%
45 to 54	11%
55 to 64	2%
over 65	1%

Country

Country name	% of audience
United Kingdom	89%
Ireland	7%
United States	< 1%
Spain	< 1%
Australia	< 1%
South Africa	< 1%
Netherlands	< 1%
Canada	< 1%
Belgium	< 1%
United Arab Emirates	< 1%

Review of the CYPSP Facebook account from July - September 2017

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 **286 followers** to the CYPSP page. This has been an increase of 52 followers.
- The CYPSP Facebook page had **297 likes** between the months of July and September 2017. This is significantly higher than the last reporting period of April and June that received 30 likes to CYPSP Facebook message posts.
- There have also been a total of **38 shares** in this quarter. This has increased from 10 in the previous quarter.

Facebook Engagement

- There were a total of **42 posts on the CYPSP Facebook page** over the last reporting period of July to September 2017 of which have **reached a total of 11,883 people**.
- Although there has been 6 less Facebook posts since the last reporting quarter there has been a larger audience reached with an increase of 1728 people.
- August was the busiest month on the CYPSP Facebook account. During this month CYPSP posted the largest number of posts, 24 posts followed by September with 12 posts and July with 7 posts.
- There were no **unlike posts reported in this quarter**.
- Key sources of referral to the CYPSP Facebook page within this reporting quarter have been; Facebook, cypsp website, HSCNI Emails, Google and Bing

CYPSP Social Media: Facebook

The top 3 Facebook posts in this quarter were:

CYPSP 26 September - Reached: 1,666 people

Do you have a child with an additional need? Family Fund (Official) will host an information & support day for families to find out about services, grants and information available to them. The event will take place in Belfast on 25 October - Find out more - <http://tinyurl.com/y9k2k3k5>

CYPSP 28 September - Reached 1,698 people

Are you a teacher working with young carers in schools in NI? Check out our Supporting Young Carers in Schools Guide that was launched last night. Click here <http://tinyurl.com/y8vhdqsk>

We had some inspirational young people share their experiences as young carers and how schools can better support them Action for Children Northern Ireland Young Carers Northern Ireland Barnardo's NI Health and Social Care Board

CYPSP 18 September - Reached 1,280 people

A FREE Incredible Years Taster Session will take place tomorrow from 9am in Portaferry Primary School. Click below to find out more Early Years - the organisation for young children

Referral Traffic from the CYPSP Facebook to the CYPSP website



- The referral traffic to the CYPSP website from the CYPSP Facebook page has been increasing over the past several months. The referral traffic has increased from 46% during the months of April to June to 68% within this reporting period from July to September. The CYPSP Facebook account continues to grow user engagement particularly with parents and young people.
- A total of 104 webpages were **viewed via Facebook referrals within this reporting quarter. This has increased by 38 since the last quarter.**
- The busiest month via Facebook to the CYPSP website within this reporting period was August 2017 of which for this month 81% of referrals to the CYPSP website were from the CYPSP Facebook account.

CYPSP Social Media: Facebook

Top 5 International Visitors to the CYPSP Facebook page:

- 1) UK – 274 people
- 2) Ireland - 9 people
- 3) USA – 2 people
- 4) New Zealand – 2 people
- 5) Uganda, Malta, Spain, Australia, Sweden – 5 visitors – A total of 1 visitor per area

Top 5 Local visitors to the CYPSP Facebook page from Northern Ireland within this reporting quarter: ↑

- 1) Belfast – 562 people
- 2) Larne – 298 people
- 3) Newry – 128 people
- 4) Ballymena – 112 people
- 5) Omagh – 110 people

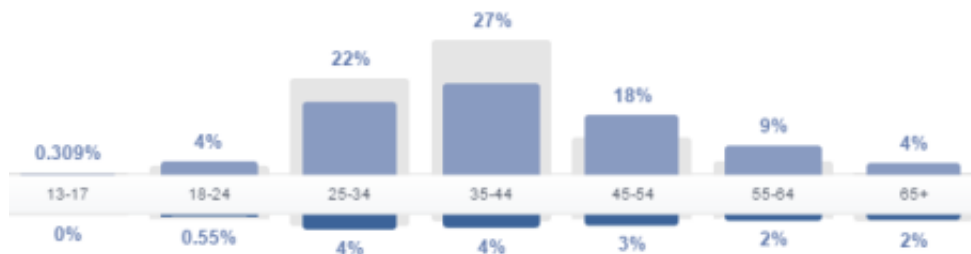
Gender breakdown of Facebook followers between July and September 2017:

88% female

12% male

Note this statistic has remained the steady for the last two consecutive reporting periods

Age breakdown of our CYPSP Facebook followers:



CYPSP Media Pick Up's

The work of the Children and Young People's Strategic Partnership has been picked up online via **google alerts twice between the months of July and September 2017.**

1) Portadown Gets Active programme

Belfast Live

<http://www.belfastlive.co.uk/news/belfast-news/scheme-end-holiday-hunger-helping-13457734>

12 August 2017



2) Portadown Gets Active Programme

Irish News

16 August 2017

Help for families to overcome lack of school meals during holidays

A NEW project is aiming to help families overcome the difficulties caused by the lack of free school meals during the holidays. The Portadown Gets Active programme is designed to encourage children aged between 6 and 11 to continue taking part in physically energetic pursuits in the summer months. It also helps them understand the importance of healthy living by providing them with the skills and confidence to cook simple nutritious meals on a budget. The charity Children in Northern Ireland is running the scheme throughout August to support children in Portadown area. It is being delivered in

partnership with the community and voluntary sector, statutory agencies, schools and local government with additional support from Craigavon based **Almac** Group. The programme is being held in Presentation PS to make the most of the school estate which would otherwise be empty during the summer holidays. It provides a healthy snack and lunch, but also gives children the opportunity to take part in a range of activities and gain an OCN qualification in Healthy Living. A total of 70 children are taking part in the programme with 20 older young people having already taken part in a mentoring programme.

Pauline Leeson, Chief Executive of Children in Northern Ireland said: "For some families, particularly those who receive free school meals, the school holidays

It's not just the increase in food cost but the pressures associated with keeping children active

— Pauline Leeson

can be a struggle. "It's not just the increase in food cost but the pressures associated with keeping children active." Alan Armstrong, CEO of Almac Group, said the opportunities created by the programme were to be greatly welcomed. "It is great to see us all pull together to ensure these children receive the education and support they need to guarantee they have the skillset and ability to prepare decent, nutritious meals now and into the future," he said. "We are proud to be supporting this initiative to help unlock the potential of all children and young people no matter where they grow up."

Press Releases issued by CYPSP

There were a total of four press releases shared to local newspapers between the months of July and September 2017. These press releases were:

- 1) Supporting Young Carers in Schools, 27 September 2017
<http://www.cypsp.hscni.net/wp-content/uploads/2017/09/Young-Carers-press-release-27092017-Final.pdf>
- 2) Ards and North Down Family Fun Day, 1 September 2017
<http://www.cypsp.hscni.net/wp-content/uploads/2017/09/Ards-Family-Fun-Day-Press-Release-010917-1.pdf>
- 3) Lads and Dads Wellbeing Event in Banbridge, 15 September 2017
<http://www.cypsp.hscni.net/wp-content/uploads/2017/09/Lads-and-Dads-Wellbeing-Day.pdf>
- 4) Back to School Initiative in Downpatrick, 16 August 2017
<http://www.cypsp.hscni.net/wp-content/uploads/2017/08/Back-to-School-support-for-Downpatrick-15082017.pdf>