



**CYPSP
COMMUNICATION
PERFORMANCE
REPORT**

(Quarter 4: January – March 2018)



Visitors to the CYPSP website

- **New Visitors:** There has been an increase in the percentage of new visitors to the CYPSP website. A total of 83% **were new visitors** between the months of January and March 2018. There has been a 17% increase since the last reporting period. ↑
- **Returning Visitors:** The total visitors returning to the CYPSP website has continued to decline. During the reporting period the **returning visitor rate was 17%** of which has decreased by 17% since the last reporting period of October- December 2017. ↓

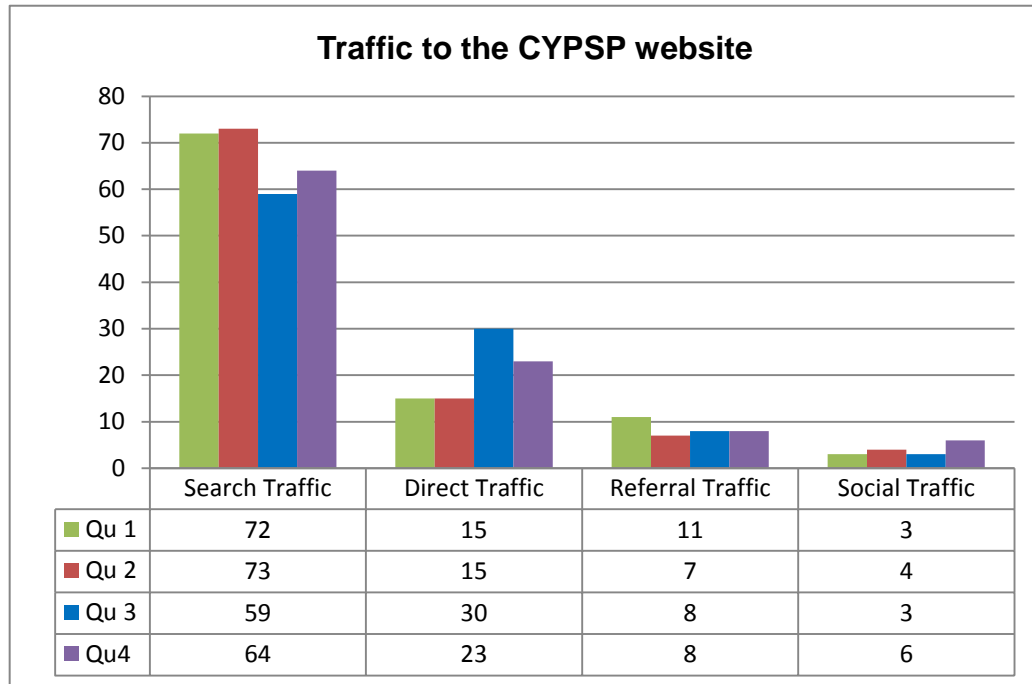


The number of pages viewed on the CYPSP website continues to increase from each of the last reporting periods. See below; ↑

- 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
- 14, 826 October - December 2017
- **16,117 January – March 2018**

- **Average page views per visit is 2 pages**

CYPSP Website



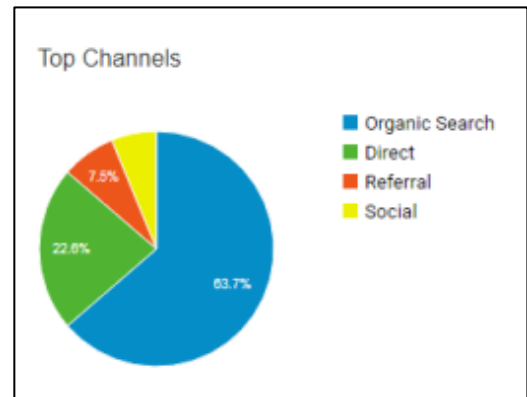
Top channels of referrals to the CYPSP website

Search – 64%

Direct – 23%



Referral – 8%

Social – 6%



- **Search traffic** to website has increased since the last reporting period. The percentage has increased from **59% to 64%** 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, family support hubs, CYPSP north Belfast, 10 year children and young people strategy
- **Direct traffic** to the website through typing the website into the URL address link has saw a large increase in referrals to the CYPSP since the last reporting period. ↓
 This percentage has increased from **30% to 23% from January to March 2018**.
 The direct user interest within this quarter has been in the following website items; CYPSP homepage, ACE Conference (Tackling Adversity in Childhood), Family

Support Hubs, ACE Conference (Building Resilient Communities in the Western Outcomes Area), EITP.

- **Referral traffic** of the total CYPSP website visits has stayed the same as the last reporting period. The percentage of referral traffic has remained at **8%**. 
The most popular referral pathways between October and December 2017 have been; Google Quick Search, Education Authority NI, HSC Board email addresses and Western HSC Trust.
- **Social referral traffic** – Social referral traffic has increased from **4% to 6%** in this reporting period. There has been a continued shift between Twitter and Facebook being the greatest referral sources. 
 - **Facebook – 80%** (The CYPSP Facebook account remains to have a steadily user rate. There has been an increase of 38% since the last reporting period.
 - **Twitter – 20%** - The twitter account has saw a decrease in its referral traffic to the CYPSP website during this reporting period. There has been a decrease of 38% from a total of 58% from October to December 2017.

Top 5 International visits to the CYPSP website:

1. UK – 87% - 4363 session visits
2. Ireland – 3% - 129 session visits
3. United States – 2% - 108session visits
4. Canada – 1% - 75 session visits
5. India – 1% - 34 session visits
6. Germany – 1% - 27 session visits

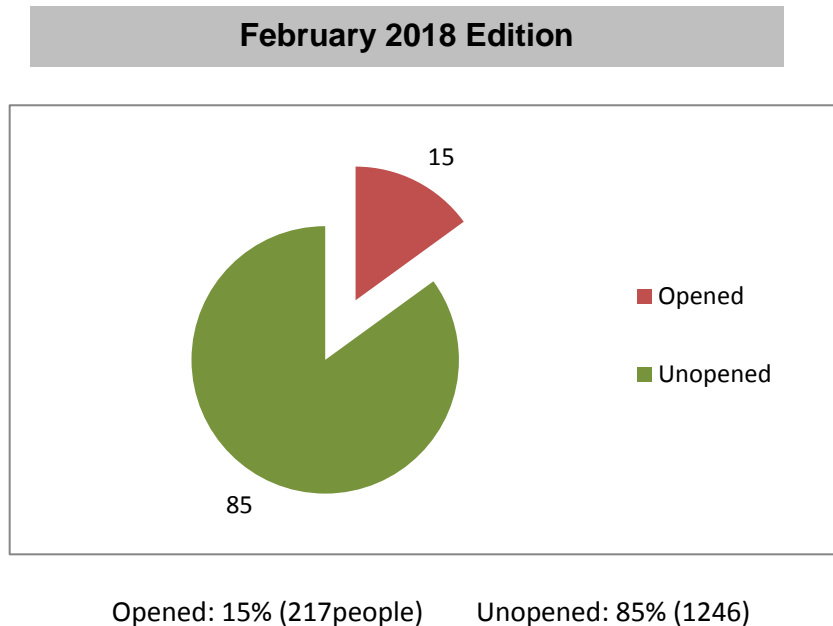
Top 5 Most Popular CYPSP Webpages:

1. CYPSP Homepage > 16% - 2496 page views
2. Family Support Hubs > 10% - 1,652 page views
3. ACE Conference – Tackling Childhood Adversity in Northern Ireland > 3% - 499 page views
4. Locality Planning Groups > 3% - 467 page views
5. Demographic Maps > 3% - 432 page views

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



CYPSP have recently changed service providers from Killer Campaign to Mail Chimp due to ongoing technical issues. The February edition was the last e-zine that was sent I this format before the redesign into mail chimp. During this transition process we have begun to cleanse our mail lists to remove invalid email addresses. We continue to build our mail list.

The February 2018 e-zine was sent to a **total of 1,313people**. It has been **opened a total of 817 times** since it was circulated in late February.

Opening Rate: 15%

Un-opened Rate: 85%

The most popular link in the December edition was: Think Family Symposium

Unsubscribes: There were **4** within this quarter (decrease from 9 in the last quarter)

Forwarding on: 1

Mailing List – The CYPSP team continue to build the mail lists with CYPSP members. There has been an increase of 50 new members to the mail list since December 2017.

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 January to March 2018

Twitter Engagement:




- CYPSP twitter **follows 242** organisations that work with or for children and young people. This has increased by 14 since the last reporting quarter. ↑
- CYPSP followers have increased **by 237 followers over the last three months:** ↑
 - 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
 - 2068 at December 2017
 - **2305 at March 2018**

CYPSP Social Media: Twitter

The CYPSP twitter account has engaged and **106,600 impressions** over the last three months of January to March 2018. This has decreased by 23,600 since the last reporting period however still a relatively impressive reach via the CYPSP Twitter platform.  

January received the greatest volume of impressions with 55,400 for events such as the screening of the Resilience documentary in the Northern Trust area and the Sure Start Works celebratory event in Belfast.

Tweets:

- There have been a total of **82 tweets from CYPSP** between the months of January and March 2018. This figure has decreased slightly since the last reporting period however still remains significantly high and greater than quarters 1 and 2 of 2017/18.
January 2018 had the greatest number of tweets from CYPSP of which 39 tweets were sent out followed by March with 24 and February with 19 tweets.
- Equates to approximately **1 tweet per day**.
- Average of 408 retweets this quarter with the most activity reported in January 2019 of which there had been 90 retweets within one day during the Sure Start Works Celebration Event. This is approx. **5 retweets per day**. 
- CYPSP tweets within this quarter have gained **12 replies**. 
- A **total of 161 mentions over the last three months**. This has decreased slightly from 243 mentions in the Quarter 3 reporting period. 

Top Tweets

The CYPSP twitter page has had a total **106,600 impressions** between January and March 2018



The top 3 tweets in this quarter were:

1. CYPSP have organised 2 screenings of the ACE's Resilience Documentary – The Biology of Stress and the Science of Hope. Screenings Friday 19th January 2018. pic.twitter.com/FGTGfVBv8p
(Reached 4,871 individuals through this post)

CYPSP Social Media: Twitter

2. The Belfast Childcare Partnership will host a conference in Belfast on 1 March to 'Celebrate Cultural Diversity in the Early Years'. For more information and to book a place at the conference click here - cypsp.org/celebrating-cu...
[#childcarepartnerships pic.twitter.com/t1ebLIKU7o](https://twitter.com/t1ebLIKU7o)
(Reached over 3,986 individuals through this post)
3. The CYPSP Western Outcomes Group invite you along to their ACES Conference: Building Resilient Communities on 2 March in Omagh. Find out more and register at tinyurl.com/ycytttc7 [pic.twitter.com/K8J9Q4FOlw](https://twitter.com/K8J9Q4FOlw)
(Reached 3,639 individuals through this post)

Referral Traffic from the CYPSP Twitter account to the CYPSP Website

- **20% of referrals to the CYPSP website from the CYPSP Twitter account** between January and March 2018. This has decreased by 55% since the last reporting period. 
- On average there have been 21 referrals per month from the CYPSP Twitter account to the CYPSP Website. There has been a decrease of 113 referrals per month. February was the busiest period for referral traffic from Twitter to the website. During this period there were 35 referrals from the CYPSP Twitter account to the CYPSP website. 

Demographics of our Twitter followers

- 67% Female followers
- Average Age of followers 25-34 years
- Most Popular Country of Followers: 88% United Kingdom

CYPSP Social Media: Facebook

Review of the CYPSP Facebook account from January to March 2018

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 **371 followers** to the CYPSP page. This has been an increase of 67 new followers since the last reporting period.
- The CYPSP Facebook page had **355 likes** between the months of January and March 2018. This has been an increase of **36 likes** since the last reporting period. This figure continues to increase.
- There have also been a total of **54 shares** of CYPSP Facebook posts in this quarter. This figure has increased by 50 shares since the last reporting period.

Facebook Engagement

- There were a total of **30 posts on the CYPSP Facebook page** over the last reporting period of January to March 2018 of which have **reached a total of 9,081 individuals**

Since the quarter 3 reporting this figure has increased significantly with an increase of 4,964 impressions through CYPSP Facebook posts between the months of January and March 2018

- January was the busiest month on the CYPSP Facebook account. During this month CYPSP posted the largest number of posts, 19 posts followed by 8 posts in February and 3 posts in March 2018.
- There were no **unlike posts reported in this quarter.**

The top 3 Facebook posts in this quarter were:

1. CYPSP

5 January - CYPSP have organised 2 screenings of the ACE's Resilience Documentary – The Biology of Stress and the Science of Hope.
Screenings Friday 19th January 2018 (**Reached 2,904 individuals**)

CYPSP Social Media: Facebook

2. CYPSP

The @HSCBoard and @QUBelfast will host the Family Focused Practice Symposium on 18 May 2018. This event will launch the findings of this significant study completed across the 5 HSC Trusts from 2016 – 2017. For further information and to register see <https://tinyurl.com/y84hea2x> **(Reached 3,178 individuals)**

3. CYPSP

10 January · The Northern Ireland Executive 2018/19 Central Good Relations Funding Programme welcomes project applications for the T:buc programme. Deadline for applications is 23 February 2018. Find out more about the funding information sessions and how to apply at <http://www.cypsp.org/11521-2/> **(Reached 1,305 individuals)**

Referral Traffic from the CYPSP Facebook to the CYPSP website



- **80% of referral traffic from Facebook** has sent users to the CYPSP website. This figure has increased significantly by 38% in the last reporting period.
- The CYPSP Facebook account continues to grow user engagement particularly with parents and young people.
- There were a total of **254 visits from the CYPSP Facebook account** to the CYPSP website from January to March 2018. This has been an increase of 170 visits since the last quarter.
The busiest month via Facebook to the CYPSP website within this reporting period was January 2018 of which experienced 141 referrals from the CYPSP Facebook account to the CYPSP website.
- **Top Sources of referrals to the CYPSP Facebook Page** are: Facebook, CYPSP website, Google and HSC email addresses

Top 5 International Visitors to the CYPSP Facebook page:

- 1) UK – 341 people
- 2) Ireland - 11 people
- 3) New Zealand / South Africa / USA and Uganda – 8 people – 2 per area
- 4) India/ Czech Republic / Nepal/ Australia / Sweden / Tukey – 6 visitors – A total of 1 visitor per area

CYPSP Social Media: Facebook

Total International Audience

This quarter there have been a **total of 369 international visitors** have been using the CYPSP Facebook account. This has increased by 57 visitors since the July to September 2017 reporting period. Our international and local visitor base has continued to grow over the past 9 months.

Top 5 Local visitors to the CYPSP Facebook page from Northern Ireland:

- 1) Belfast – 88 people
- 2) Newry - 20 people
- 3) Derry / Londonderry - 16 people
- 4) Ballymena – 14 people
- 5) Newtownards - 13 people

Total Local Audience

During the January to March 2018 reporting period there have been a **total of 318 people from within Northern Ireland** visiting the CYPSP Facebook page. This has been an increase of 156 people since the last reporting period. ↑

Gender breakdown of Facebook followers between January and March 2018

89% female

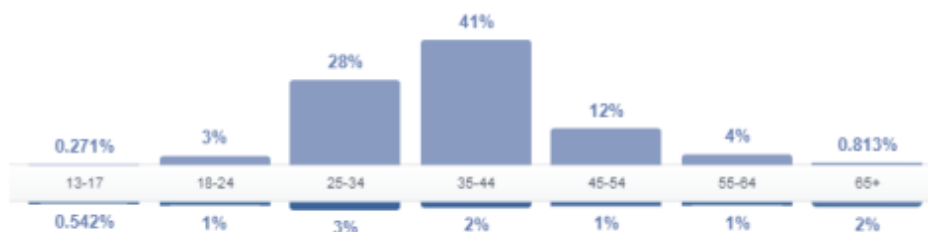
11% male

(Note this statistic has remained the same since the last reporting period)

Age breakdown of our CYPSP Facebook followers

These statistics have remained the same since the last reporting period.

41% of CYPSP Facebook Followers during the period of January and March 2018 have been aged between 35-44years



CYPSP Communications: Other Media

The work of the Children and Young People's Strategic Partnership has been picked up online via 4 **google alerts** twice between the months of **January and March 2018**

1) Promoting Healthy Lifestyles at OLOL, Ballymoney

<https://www.ballymoneytimes.co.uk/news/promoting-healthy-lifestyles-at-olol-1-8323789>

11 January 2018

Ballymoney and Moyle Times



2) Sure Start Works, 26 January 2018

<http://childcarepartnerships.hscni.net/2018/02/20/sure-start-celebrating-the-importance-of-the-early-years/>

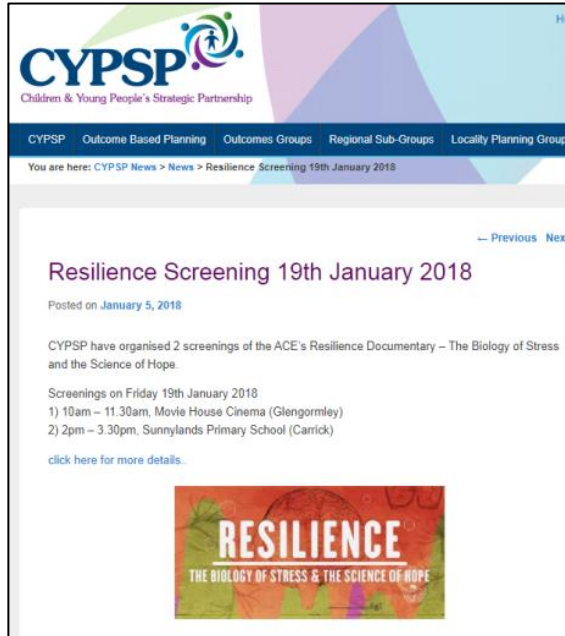


3) Resilience Screening

<http://www.cypsp.org/resilience-screening-19th-january-2018/>

6 January 2018

CYPSP



4) Body Image Conference in the Northern HSC Area

<http://www.cypsp.org/body-image-conference-26th-january-2018/>

10 January 2018

CYPSP



CYPSP Press Releases

There was **1 Press Release** over the quarter 4 reporting period of January to March 2018

- **Building resilience of over 600 young people in Carrickfergus, 6 February 2018** <http://www.cypsp.org/building-resilience-with-over-600-young-people-in-carrickfergus/>