



**CYPSP
COMMUNICATION
PERFORMANCE
REPORT**

(Quarter 3: October - December 2017)



Visitors to the CYPSP website

- **Unique visitors:** There has been an increase in the percentage of new visitors to the CYPSP website. A total of **66% were new visitors** between the months of April and June 2017. There has been a 3% increase since the last reporting period. ↑
- **Total visitors:** The total visitors continued to decline gradually through this reporting quarter. During the reporting period the **total visitor rate was 34%** of which has decreased by 3% since the July to September reporting period. ↓

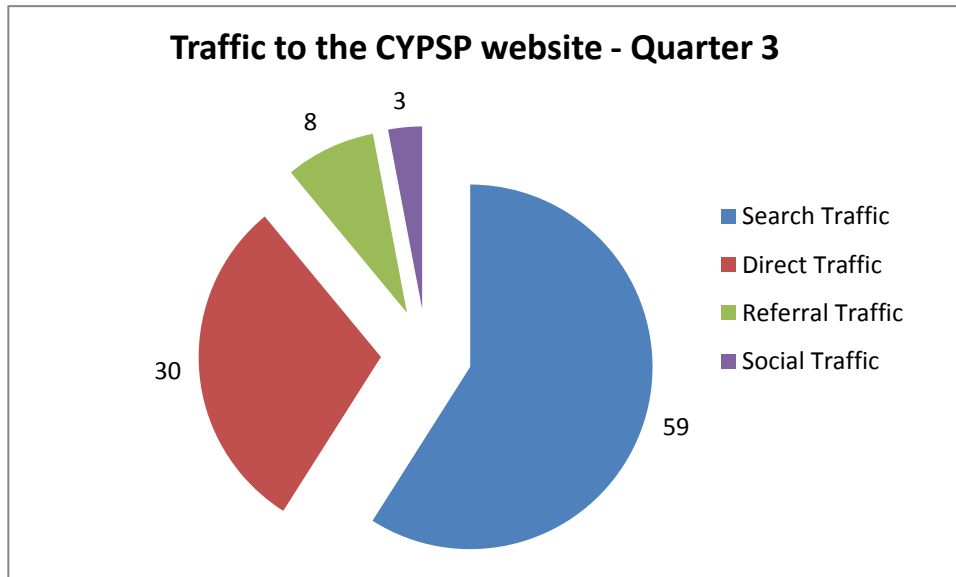
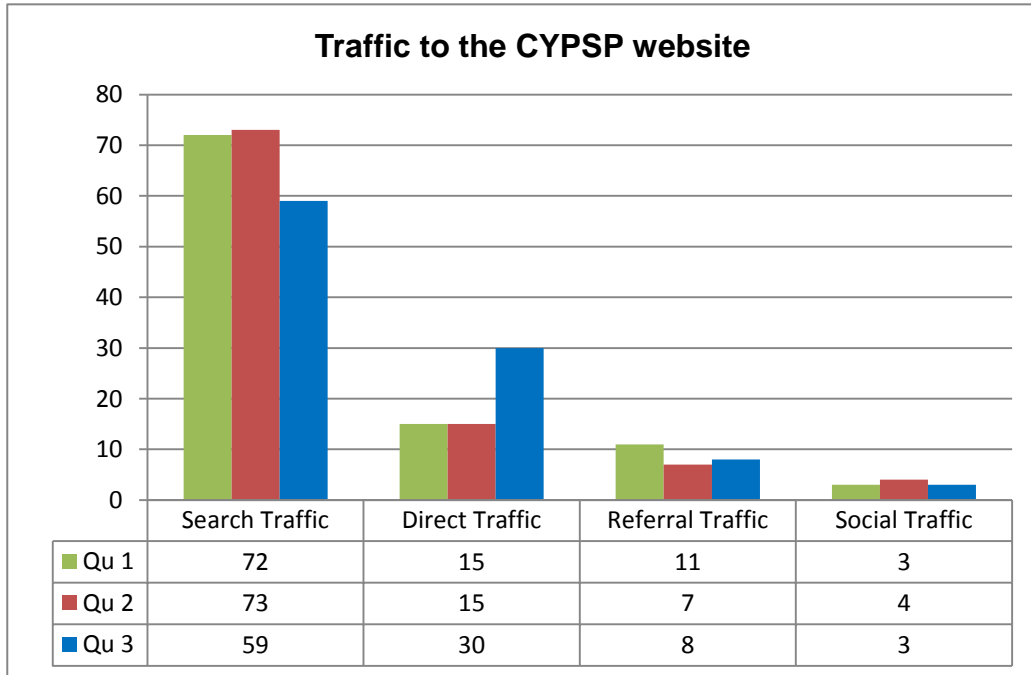


The number of pages viewed on the CYPSP website continues to increase from each of the last reporting periods. See below; ↑

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

CYPSP Website

Traffic to the CYPSP website






- **Search traffic** to website decreased slightly during this reporting period. The search traffic to the CYPSP website fell from 73% to 59%. ↓

Search traffic means people are directly searching for the CYPSP website through search engines.

CYPSP Website

The top 4 keyword searches in this quarter were; cypsp, family support hubs, early intervention transformation programme and resilience documentary Northern Ireland.

- **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 **15% to 30% for the October to December reporting**. The direct user interest within this quarter has been in the following website items; ACE Conference, CYPSP homepage, family support hubs, autism training for professionals and families etc. 
- **Referral traffic** of the total CYPSP website visits has increased slightly since the last reporting period. **8% of traffic to the CYPSP website** has come from this referral source. This has been an increase by 1% since the July to September reporting period. 
The most popular referral pathways between October and December 2017 have been; CYPSP e-zine, Google Quick Search, Health and Social Care emails, Education Authority NI and Family Support NI.
- **Social referral traffic** – Social referral traffic **remains at between 3 and 4%** for the third reporting period. There has been a 1% decrease in social media referral traffic since the July – September 2017 reporting. 
- **3% of the referrals to the CYPSP website** in this quarter
 - **Twitter – 58%** (The twitter account has increased its referral traffic by 18% since the last reporting period).
 - **Facebook – 42%** (The CYPSP Facebook account remains to have a steadily user rate. Although there has been a decrease in the % of referral traffic this reporting quarter the figure remains relatively positive. Decrease by 18%.

Top 5 International visits to the CYPSP website:

1. UK – 92% - 5,701 session visits
2. Ireland – 2% - 118 session visits
3. United States – 2% - 98 session visits
4. Czechia – 0.53% - 33 session visits
5. India – 0.40% - 25 sessions visits

Top 5 Most Popular CYPSP Webpages:

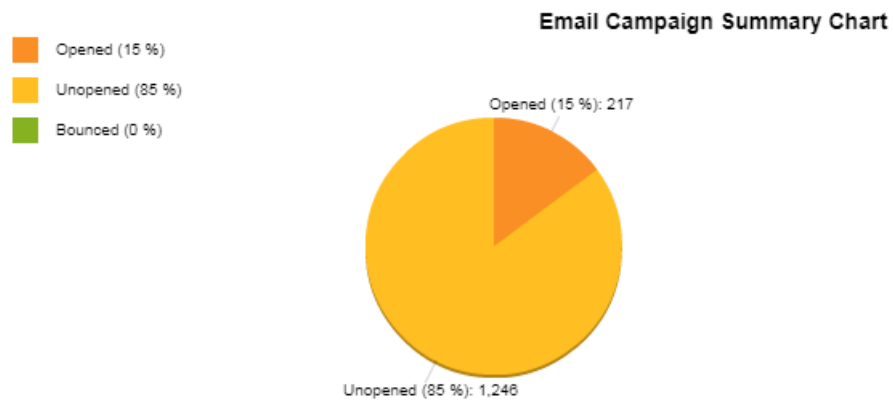
1. CYPSP Homepage > 16% - 2349 page views
2. Family Support Hubs > 11% - 1663 page views
3. Locality Planning Groups > 10% - 1439 page views
4. Maps Demographics > 4% - 610 page views
5. Early Intervention Programme > 3% - 431 page views

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](#)

December 2017 Edition



CYPSP experienced technical issues with the summer e-zine for July 2017. Since this time, the CYPSP E-zine Mail lists have been revised and the mail list has been updated to remove invalid email addresses. We continue to build our mail list. Since the last reporting period the mail list has increased from 1,197 to 1,463 people.

The December 2017 e-zine was sent to a **total of 1,463 people**. It has been **opened a total of 817 times** since it was circulated in late December.

Opening Rate: 15% (from 17% in the last reporting period)

Un-opened Rate: 85%

The most popular link in the December edition was: NISRA MDM Statistics

Unsubscribes: There were **3** within this quarter (decrease from 9 in the last quarter)

Forwarding on: none

Mailing List – The mail list was revised in July 2017 for the first time since 2012 therefore after removing invalid email addresses our mail list was significantly reduced. The CYPSP team continue to build the mail lists with CYPSP members. There has been an increase of 266 people since September 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 October to December 2017;

Twitter Engagement: ↑

- CYPSP twitter **follows 228** organisations that work with or for children and young people. This has increased by 8 since the last reporting quarter.
- CYPSP **followers** have **increased by 150 followers** since March 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
 - **2068 at December 2017**

CYPSP Social Media: Twitter

The CYPSP twitter account has engaged and **130,200 impressions** over the months of October to December 2017. This is the largest volume of impressions that have been quantified from the CYPSP Twitter account for some time.

The last reporting period of July to September 2017 obtained 78,600 impressions via the CYPSP Twitter account.

Tweets: ↑

- There have been a total of **93 tweets from CYPSP** between October and December 2017. This figure has increased since the last reporting period which obtained 79 tweets from CYPSP over the three months of July to September 2017. November 2017 had the greatest number of tweets from CYPSP of which 52 tweets were sent out followed by October with 31 and December with 10 tweets. In November 2017 CYPSP hosted with partners the ACE Conference which received a lot of momentum and discussion via Twitter. See #ACESNI2017 for further information about this event. ↑
- Equates to approximately **1 tweet per day**.
- Average of **447 retweets** this quarter with the most activity reported in November 2017. This is approx. **5 retweets per day**. This has increased from 321 retweets in the last reporting period. ↑
- CYPSP tweets within this quarter have gained **16 replies**. ↑
- A **total of 243 mentions over the last three months**. This has increased from 126 mentions in the Quarter 2 reporting period. ↑

Top Tweets

The CYPSP twitter page has had a total **130,200 impressions** between October and December 2017 (an increase of 51,600 since the last reporting quarter) ↑

The top 3 tweets in this quarter were:

1. **CYPSP in N.Ireland** @cypsp – 13 December 2017

The Adverse Childhood Experiences Conference from 13 November 2017 can now be viewed from <https://tinyurl.com/yb7qv7ab> #ACESNI2017 pic.twitter.com/3k4zLHTleS (6,303 impressions were obtained from this tweet)

CYPSP Social Media: Twitter

2. CYPSP in N.Ireland @cypsp_ - 19 October 2017

Projects must be more than handing out food. The whole child's needs should be met via healthy food, activity and learning [#holidayhunger](#)

(3,769 impressions were obtained from this tweet)

3. CYPSP in N.Ireland @cypsp – 19 October 2017

Keynote speaker Prof. Greta Defeyter at [@ChildreninNI](#) seminar highlights the food parcel distributions across the UK [#holidayhunger](#) pic.twitter.com/BbISzfaNAm

(3,367 impressions were obtained from this tweet)

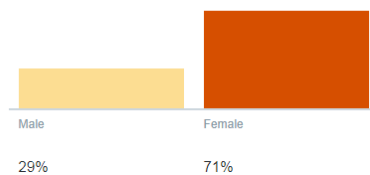
Referral Traffic from the CYPSP Twitter account to the CYPSP Website

- **75% of referrals to the CYPSP website from the CYPSP Twitter account** between October and December 2017. This has increased from 71% in the last reporting quarter. ↑
- On average there have been **134 referrals per month** from Twitter to the CYPSP website of which as saw an increase from 110 in the previous quarterly reporting. November 2017 was the busiest period for referral traffic from Twitter to the website. ↑

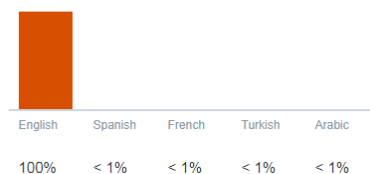
Demographics of our Twitter followers

Top Areas: **71% Female followers, Average Age of followers 25-34years, Most Popular Country of Followers 88% United Kingdom**

Gender



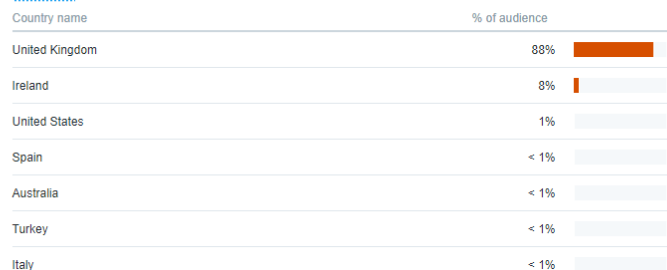
Languages



Age



Country



CYPSP Social Media: Facebook

Review of the CYPSP Facebook account from October to December 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 **304 followers** to the CYPSP page. This has been an increase of 59 followers since the last reporting period.
- The CYPSP Facebook page had **319 likes** between the months of October and December 2017. This has been a significant increase of **289 likes** since the last reporting period.
- There have also been a total of **4 shares** in this quarter. This has decreased from 38 in the last quarter.

Facebook Engagement

- There were a total of **29 posts on the CYPSP Facebook page** over the last reporting period of October to December 2017 of which have **reached a total of 4,117 people**.
Since the quarter 2 reporting this figure has decreased significantly. Between the months of July and September 2017 there were 10,155 people engaged via 48 posts on the CYPSP Facebook page.
- November was the busiest month on the CYPSP Facebook account. During this month CYPSP posted the largest number of posts, 19 posts followed by October and December with 7 posts each month.
- There were no **unlike posts reported in this quarter**.

The top 3 Facebook posts in this quarter were:

1. 12 October 2017

Great discussions at the Parenting NI Engaging Effectively with Parents training today in Dungannon. Find out more about this programme at www.parentingni.org/professionals/training/
Reached 977 people

2. 16 November 2017

FREE 8 week Healthy Lifestyles Programme for families with a child under the age of 5 years in the Keady area. Starting next week on 21 November
Reached 518 people

3. 2 November 2017

CYPSP, Children in Northern Ireland (CiNI) Oasis Youth Pathway Adventure Activities Armagh City, Banbridge & Craigavon Borough Council NIACRO and more supported over 68 young people in Portadown this Halloween with breakfast and lunch provision, team challenges, arts and crafts and learning how to cook sessions! Find out more <https://vimeo.com/240542121>
Reached 277 people

Referral Traffic from the CYPSP Facebook to the CYPSP website

- On average 42% of referral traffic from Facebook has sent users to the CYPSP website. This figure has decreased from 66% in the last reporting period. 
- However the CYPSP Facebook account continues to grow user engagement particularly with parents and young people.
- There were a total of **84 visits from the CYPSP Facebook account** to the CYPSP website from October to December 2017. This has been an increase of 18 since the last quarter.
- The busiest month via Facebook to the CYPSP website within this reporting period was November 2017 of which experienced 37% of 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 – 288 people
- 2) Ireland - 11 people
- 3) New Zealand /India / South Africa / USA and Uganda – 10 people – 2 per area
- 4) Spain / Sweden / Turkey – 3 visitors – A total of 1 visitor per area

Total International Audience – this quarter **312 international visitors** have been using the CYPSP Facebook account. This has increased by 56 visitors since the July to September 2017 reporting period. Our international and local visitor base has continued to grow over the past 9 months.

CYPSP Social Media: Facebook

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

- 1) Belfast – 61 people
- 2) Newry - 17 people
- 3) Ballymena – 12 people
- 4) Derry / Londonderry - 11 people
- 5) Omagh – 9 people

Total Local Audience – this quarter 162 people from Northern Ireland visited the CYPSP Facebook page. This has increased from 23 since the last reporting period.



Gender breakdown of Facebook followers between April and June 2017:

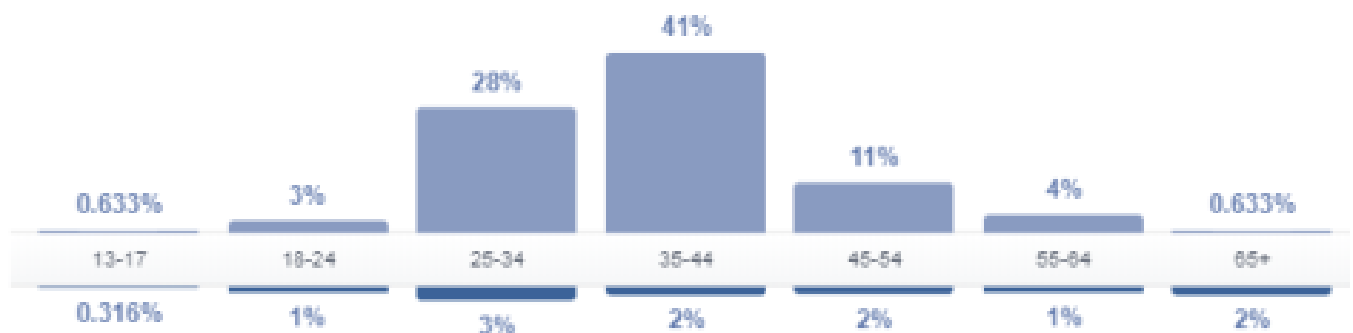
89% female

11% male

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

Age breakdown of our CYPSP Facebook followers:

Note: Increase from 38% to 41% followers aged between 35-44years



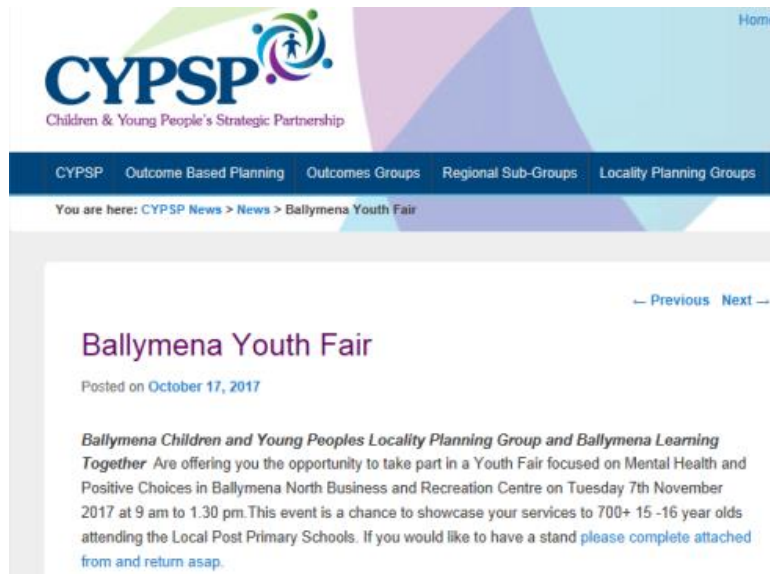
CYPSP Communications: Other Media

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

1) Ballymena Youth Fair

<http://www.cypsp.org/ballymena-youth-fair-4/>

19 October 2017



2) Inspiring young people in Carrickfergus

Carrickfergus LPG Education Community Forum Facebook Page Launch event

<http://www.cypsp.org/carrickfergus-lpg-education-facebook-launch/>

19 October 2017



Carrickfergus
Community Education
Forum

CYPSP Press Releases

There were four Press Releases over the quarter 3 reporting period of October and December 2017

October 2017

Young Minds Matter Conference

<http://www.cypsp.org/supporting-world-mental-health-day-at-the-young-minds-matter-conference-in-the-newry-and-mourne-area/>

November 2017

Adverse Childhood Experiences Conference

<http://www.cypsp.org/ace-conference-changing-lives-tackling-adversity-in-childhood-in-northern-ireland/>

November 2017

Inspiring Young People in Carrickfergus

<http://www.cypsp.org/inspiring-young-people-in-carrickfergus/>

December 2017

Portadown Gets Active Awards Evening

<https://syncni.com/news/718/9298/portadown-scheme-credited-with-positive-impact-on-young-people-s-health/tab/1356>