





**CYPSP  
COMMUNICATION  
PERFORMANCE  
REPORT**


**(Quarter 1: April – June 2018)**



## Visitors to the CYPSP website

- **New Visitors:** The percentage of new visitors to the CYPSP website has remained the same as the last reporting period. A **total of 83% were new visitors** between the months of April and June 2018. 
- **Returning Visitors:** The total visitors returning to the CYPSP website has remained the same as the last reporting period. Between the months of April and June 2018 there was a **returning visitor rate was 17%**. 

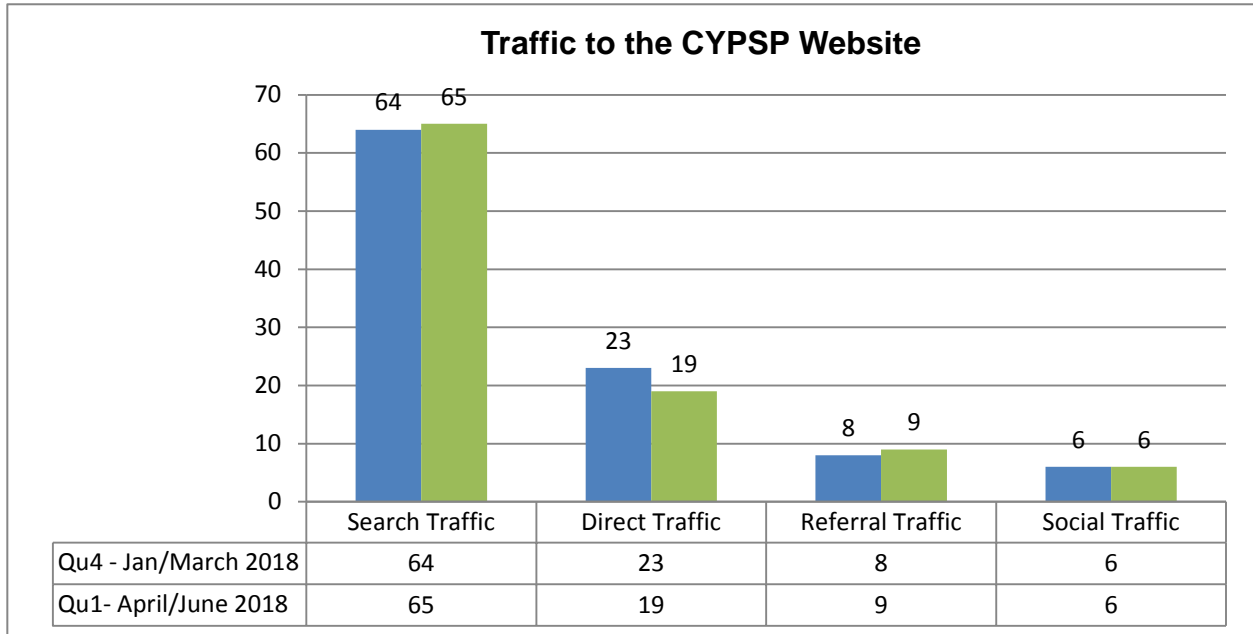


The number of pages viewed on the CYPSP website continues to increase from each of the last reporting periods. See below; 

- 13,423 January- March 2015
- 12,469– April – June 2015
- 12,556- January- March 2016
- 12, 463 April – June 2016
- 13,907 January – March 2017
- 12,963 April – June 2017
- 16,117 January – March 2018
- **15,265 April and June 2018**
  
- **Average page views per visit is 2 pages**

The CYPSP Information Team have been working hard to improve the CYPSP website. It has undergone a transformation over this reporting period therefore we anticipate an increased visitor rate in upcoming months.

# CYPSP Website



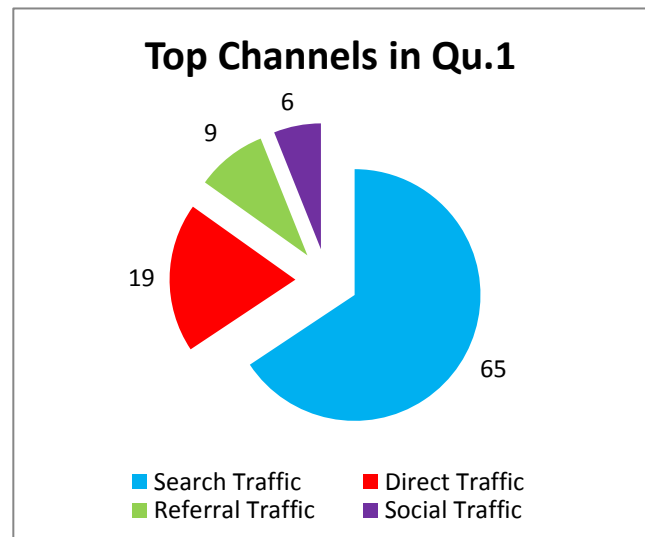
## Top channels of referrals to the CYPSP website

**Search** – 65%

**Direct** – 19%

**Referral** – 9%




**Social** – 6%



- **Search traffic** to website has increased since the last reporting period. The percentage has increased from **64% to 65%** 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 Belfast, locality planning Antrim



# CYPSP Website

- **Direct traffic** to the website through typing the website into the URL address link has saw a slight decline in referrals to the CYPSP website since the last reporting period. This percentage has decreased from **23% to 19%** from April to June 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, Early Intervention Transformation Programme & the Family and Parenting Strategy Update 
- **Referral traffic** of the total CYPSP website visits has increased slightly since the last reporting period from **8% to 9%**. The most popular referral pathways between April and June 2018 have been; Google Quick Search, HSC Board email addresses, Family Support NI and the Safeguarding Board for NI 
- **Social referral traffic** – Social referral traffic has remained the same since the last reporting period. **6%** of referrals to the CYPSP website have been from social media platforms such as Twitter and Facebook. 
  - **Facebook – 95%** (The CYPSP Facebook account remains to have a steadily user rate. There has been an increase of 15% since the last reporting period.
  - **Twitter – 5%** - The twitter account has saw a decrease in its referral traffic to the CYPSP website from 6% from January to March to 5% during this reporting period.

## Top 5 International visits to the CYPSP website:

1. UK – 81% - 4263 session visits
2. United States – 3% - 161 session visits
3. Ireland – 3% - 134 session visits
4. France – 2% - 119 session visits
5. Canada / Guyana – 1% per area - 51 session visits

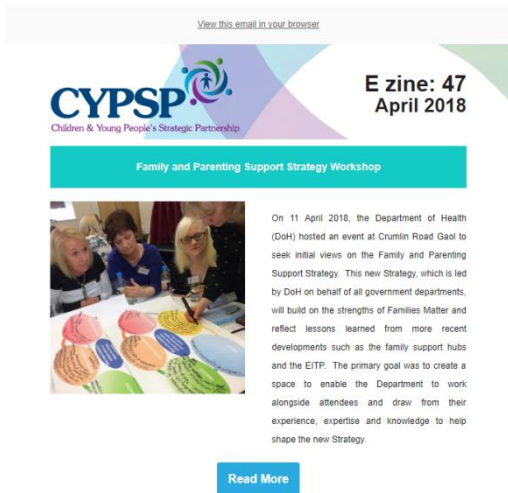
## Top 5 Most Popular CYPSP Webpages:

1. CYPSP Homepage > 15% - 2,330page views
2. Family Support Hubs > 11% - 1,684 page views
3. ACE Conference – Tackling Childhood Adversity in Northern Ireland > 3% - 429 page views
4. Locality Planning Groups > 3% - 316 page views
5. Early Intervention Transformation Programme > 2% - 297 page views

# CYPSP Bi-Monthly E-Zine

The April edition was the first of the rebranded CYPSP e-zines to be sent out in circulation using 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 on the new system.

## April 2018 Edition



The April 2018 e-zine was sent to a **total of 1,236 people**. **This has been a reduction of 77 subscribers**. It has been **opened a total of 721 times** since it was circulated in late April. This has been a slightly lower figure than the last reporting period



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

**The most popular link in the April Edition was:** Family Support Hub Quarterly Monitoring Report 2017/18

**Unsubscribes:** There were **1** within this quarter

**Forwarding on:** 0

**Mailing List – 1,236 people**

## June 2018 Edition



The June 2018 e-zine was sent to a **total of 1,084 people**. **This has been a reduction of 152 subscribers**. It has been **opened a total of 895 times** since it was circulated in late June. This has reflected a significant increase in reader interest.



**Opening Rate:** 19%  
**Un-opened Rate:** 81%

**The most popular link in the April Edition was:** Family Support Hub Bimonthly Newsletter for June 2018

**Unsubscribes:** There were **0** within this quarter

**Forwarding on:** 0

**Mailing List – 1,084 people**

# 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 remained the same since the last reporting quarter.
- CYPSP followers have increased **by 154 followers over the last three months.**   
This equates to approx. 2 new followers per day
  - 43 at January 2013, to
  - 475 at March 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
  - **2459 at June 2018**

## CYPSP Social Media: Twitter



The CYPSP twitter account has engaged and **132, 400 impressions** over the last three months of April to June 2018. This has increased by 26,400 since the last reporting period. 

April received the greatest volume of impressions with 48,000 for events such as the South Eastern Partnerships Conference, the Southern Area Inclusive Communities Workshop promotion, CYPSP e-zine and newsletter and the Making Sense of Autism Family Events across Northern Ireland.

### Tweets:

- There have been a total of **110 tweets from CYPSP** between the months of April and June 2018. This figure has increased by 28 tweets since the last reporting period. 

April 2018 had the greatest number of tweets from CYPSP of which 48 tweets were sent out followed by May 2018 with 39 tweets and June 2018 with 30 tweets.

- Equates to approximately **1 tweet per day**.
- Average of 414 retweets this quarter with the most activity reported in April 2018. This figure has increased by 36 tweets since the last reporting period. This is approx. **5 retweets per day**. 
- CYPSP tweets within this quarter have gained **16 replies** this has increased by 4 since the last reporting period. 
- A **total of 285 mentions over the last three months**. This has increased significantly since the last reporting period with an increase of 124 mentions since April to June 2018.

### Top Tweets

The CYPSP twitter page has had a total **132,400 impressions** between April and June 2018

The top 3 tweets in this quarter were:

#### 1. **CYPSP in N.Ireland\_@cypsp\_ Jun 8**

The Belfast International Airport is providing practical information to parents and carers travelling with a child with Autism. Find out more at [tinyurl.com/y8hxgy9x](http://tinyurl.com/y8hxgy9x)  
[pic.twitter.com/Qk8Tt9Ne9a](https://pic.twitter.com/Qk8Tt9Ne9a)

(Reached 4,022 individuals through this post)

## CYPSP Social Media: Twitter

### 2. **CYPSP in N.Ireland** @cypsp\_ Jun 27

A list of Summer 2018 Activities for children and young people with a disability in the Armagh and Newry areas is now available at the link below. [tinyurl.com/ycvlbsvd](https://tinyurl.com/ycvlbsvd)  
[pic.twitter.com/1Llf463VMd](https://pic.twitter.com/1Llf463VMd)



(Reached 3,669 individuals through this post)

### 3. **CYPSP in N.Ireland** @cypsp\_ May 16

Great turnout for children & young people's strategic partnership this morning discussing ACEs, partnerships, community planning, Children & young people's Strategy, co-production [#outcomes](#) [@hscb](#) [@ChildreninNI](#) [@newrymournedc](#) [@setrust](#) [@Education NI](#) [pic.twitter.com/ROHXHiwokE](https://pic.twitter.com/ROHXHiwokE)

(Reached 3,667 individuals through this post)

### Referral Traffic from the CYPSP Twitter account to the CYPSP Website

- **5% of referrals to the CYPSP website from the CYPSP Twitter account** between April and June 2018. This figure has continued to decrease over recent reporting periods however the twitter account is still very active. 
- On average there have been **8 referrals per month** from the CYPSP Twitter account to the CYPSP Website. There has been a continued decrease of referrals per month. April was the busiest period for referral traffic from Twitter to the website. During this period there were 9 referrals from the CYPSP Twitter account to the CYPSP website. This was followed by May and June with 8 referrals per month. 

### Demographics of our Twitter followers

- 66% Female followers : 34% Male 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 April and June 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 **447 followers** to the CYPSP page. This has been an increase of 76 new followers since the last reporting period.
- The CYPSP Facebook page had **257 likes** between the months of April and June 2018. This has been a slight decrease of 156 likes since the last reporting period. This figure continues to increase.
- There have also been a total of **73 shares** of CYPSP Facebook posts in this quarter. This figure has increased by 19 shares since the last reporting period.

### Facebook Engagement



- There were a total of **41 posts on the CYPSP Facebook page** over the last reporting period of April to June 2018 of which have **reached a total of 23,190 individuals**.
- There has been an increase of 11 Facebook posts by the CYPSP team since the last reporting period. Since the quarter 4 of the last reporting year this figure has increased significantly with an increase of **14,109 impressions** through CYPSP Facebook posts between the months of April and June 2018.
- June was the busiest month on the CYPSP Facebook account. During this month CYPSP posted the largest number of posts; 22 posts followed by 11 posts in April and 8 posts in March 2018.
- There were no **unlike posts reported in this quarter**.

### The top 3 Facebook posts in this quarter were:

1. 7 June 2018  
Barnardo's are running a summer scheme in July for children and young people with disabilities who have not previously been involved with their project.  
(Reached 4,142 individuals)

## CYPSP Social Media: Facebook

### 2. 8 June 2018

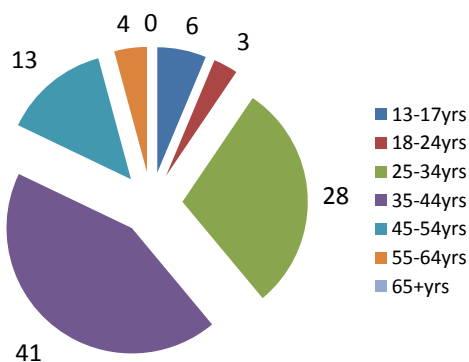
The Belfast International Airport is providing practical information to parents and carers travelling with a child with Autism. Find out more at <https://tinyurl.com/y8hxgy9x>  
(Reached 8,876 individuals)

### 3. 20 June 2018

The Western Area Safeguarding Panel was joined by a range of stakeholders & supported by Paul Kellagher, [Action for Children Northern Ireland](#) Priscilla Magee [Western Health and Social Care Trust](#) and Margaret Gallagher [NSPCC Northern Ireland](#) at their 5th Neglect Awareness Workshop in Enniskillen this week  
(Reached 1,500 individuals)

## Referral Traffic from the CYPSP Facebook to the CYPSP website

- **95% of referral traffic from Facebook** has sent users to the CYPSP website. This figure has increased significantly from 80% in the last reporting period. The CYPSP Facebook account continues to grow user engagement particularly with practitioners, parents and young people.
- There were a total of **357 visits from the CYPSP Facebook account** to the CYPSP website from April and June 2018. This has been an increase of 103 visits since the last quarter. The busiest month via Facebook to the CYPSP website within this reporting period was June 2018 – there were 275 referrals from the CYPSP Facebook account to the CYPSP website. This was followed by April with 48 referrals and May with 34 referrals
- **Top Sources of referrals to the CYPSP Facebook Page** are: Facebook, CYPSP website, Google and HSC email addresses



### Age breakdown of our CYPSP Facebook followers

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

# CYPSP Social Media: Facebook

## Gender breakdown of Facebook followers between April and June 2018



90%  
Female



10%  
Male

## Audience



This quarter there have been a **total of 436 international visitors** have been using the CYPSP Facebook account. This has been an **increase of 67 visitors per quarter** since the April and June 2018 reporting period. Our international and local visitor base has continued to grow over the past 12 months.



### Top 5 International Visitors to the CYPSP Facebook page:

- 1) UK – 409 people
- 2) Ireland - 13 people
- 3) USA – 3 people
- 4) Australia, South Africa, Uganda and New Zealand – 2 people
- 5) Malta, Czech Republic, India, Poland, Palestine, Turkey, Israel, Spain and Nepal – 1 person per area – 9 people in total

There were a **total of 373 local visitors** to the CYPSP Facebook page. This has been an **increase of 55 visitors** since the last reporting period.



### Top 5 local visitors from Northern Ireland to the CYPSP Facebook

- 1) Belfast – 100 people
- 2) Newry - 23 people
- 3) Derry / Londonderry - 21 people
- 4) Ballymena – 20 people
- 5) Enniskillen - 13 people

# CYPSP Communications: Other Media

The work of the Children and Young People's Strategic Partnership has been picked up online via **8 google alerts** twice between the months of April and June 2018

## 1. Making Sense of Autism Family Event in Belfast – 14 April 2018

<https://www.trendsmap.com/twitter/tweet/985134123386851330>



## 2. South Eastern Partnerships Conference – 20 April 2018

CYPSP in N. Ireland @cypsp · 36% of calls to PSNI report vulnerability. Mark Peters states 'we need to build more preventative approaches through twitter.com h support hub processes to get to the root causes of vulnerability and make a more meaningful impact

<http://www.cypsp.org/responding-to-childhood-adversity-in-south-eastern-outcomes-area/>



## 3. Derry Now – CYPSP Press Release Pick Up - 26 April 2018 - Autism NI Family Fun Events

<https://www.derrynow.com/news/derry-family-event-working-towards-making-sense-autism-hailed-great-success/221739>



4. **Parenting NI Engaging Parent's Effectively Training** – 1 June 2018

<http://www.cypsp.org/engaging-effectively-with-parents-2/>



5. **CYPSP Ards Back to School Project** – 9 June 2018

<http://www.cypsp.org/ards-back-to-school-uniform-project/>



6. **Barnardo's Summer Project for Children with a Disability** – 9 June 2018

<http://www.cypsp.org/barnardos-summer-scheme-july-2018/>



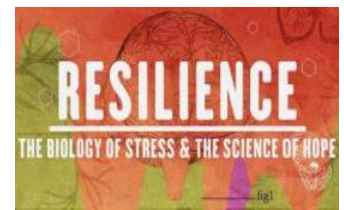
7. **Southern Area: Building Inclusive Communities and Young People's Workshop** – 15 June 2018

<http://www.cypsp.org/inclusive-communities-building-services-for-all-children-and-young-people/>



8. **Resilience Documentary Screening in the Western Outcomes Area** – 18 May 2018

<https://tinyurl.com/ya68cyv7>





## CYPSP Press Releases

There were 2 **Press Releases** over the first reporting quarter of 2018/19.

1. **Joint Health and Social Care Board and Queen's University Belfast press release - Think Family Symposium - 18/05/2018**



2. **Making Sense of Autism Family Events across Northern Ireland - 23/04/2018**

