



**CYPSP
COMMUNICATION
PERFORMANCE
REPORT**

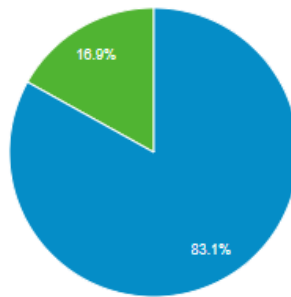
(Quarter 3: Oct - December 2018)



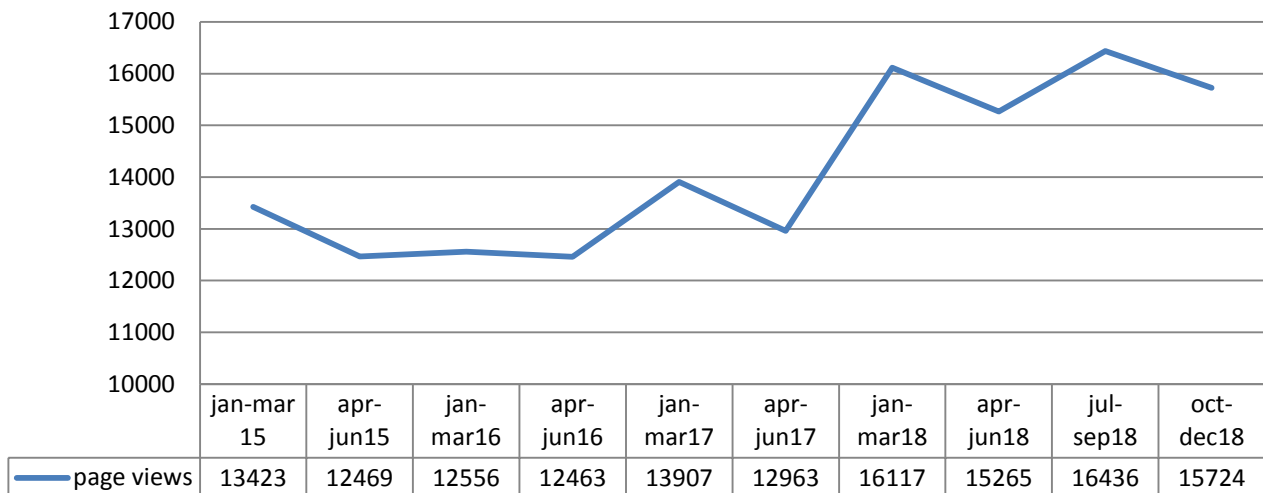
Visitors to the CYPSP website

- New Visitors:** A total of **83.1%** were new visitors between the months of October and December 2018, this is a slight decrease on the last reporting period. ↓
- Returning Visitors:** Between the months of October and December 2018 there was a returning visitor rate of **16.9%**. This figure saw a slight increase of **0.9%** since the last reporting period. ↑

■ New Visitor ■ Returning Visitor

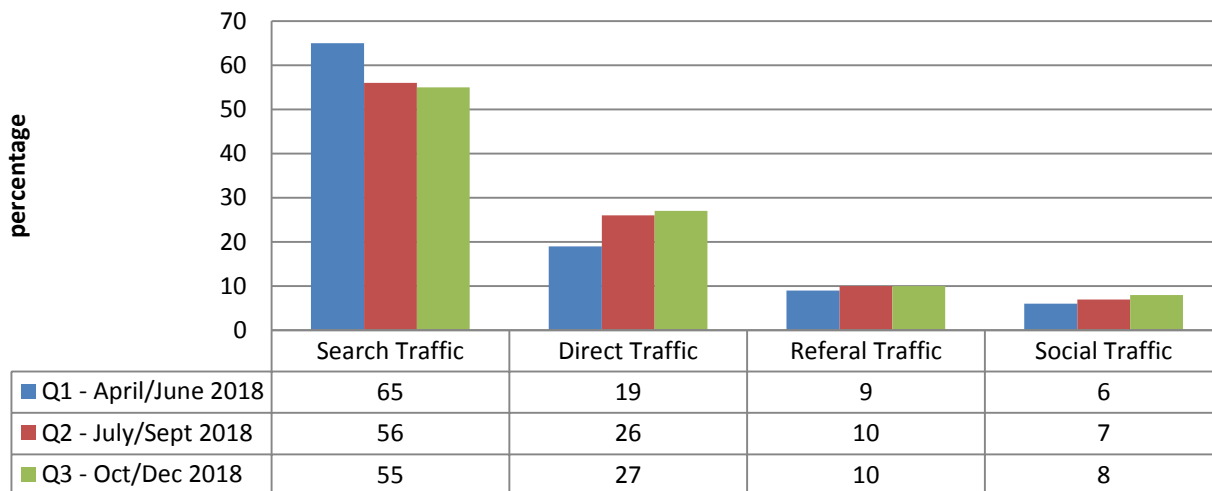


The number of pages viewed on the CYPSP website decreased from the last reporting period. See below. ↓



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

Traffic to the CYPSP website



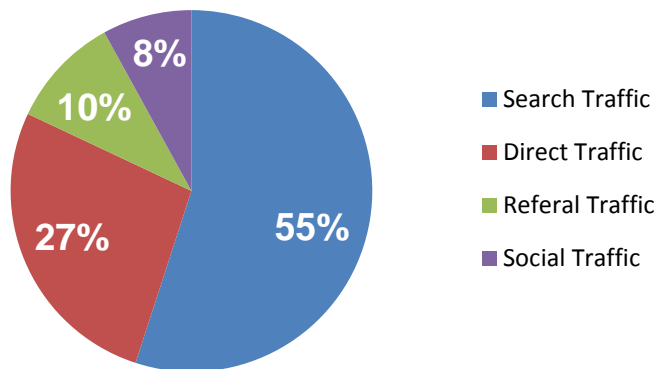
Top channels of referrals to the CYPSP website in Quarter 3

Search – 55%

Direct – 27%

Referral – 10%

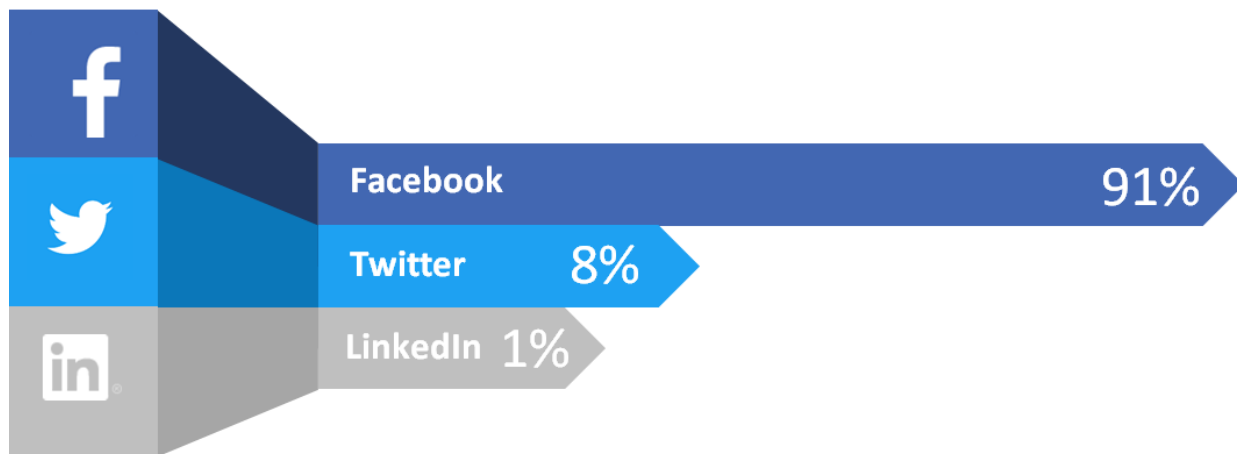
Social – 8%



- Search traffic** to website has decreased since the last reporting period. The percentage has decreased from **56%** to **55%** 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 ni, children services partnership ni, Craigavon LPG, Barnardos counselling for children. ↓
- Direct traffic** to the website through typing the website into the URL address link has saw an increase of referrals to the CYPSP website over the last three months from October to December. This percentage has increased from **26%** to **27%**. The direct user interest within this quarter has been in the following website items; CYPSP homepage, family support hubs, outcomes groups recruitment, southern locality planning groups calendar and ace reference group northern Ireland. ↑

CYPSP Website

- **Referral traffic** of the total CYPSP website visits remained constant with **10%** between the months of October and December. The most popular referral pathways have been; Family Support NI, Western HSC Trust and Health and Social Care Board. ↑
- **Social referral traffic** – Social referral traffic has increased since the last reporting period. **8%** of referrals to the CYPSP website have been from social media platforms such as Twitter and Facebook. Again, this figure continues to increase from the previous reporting quarter. ↑

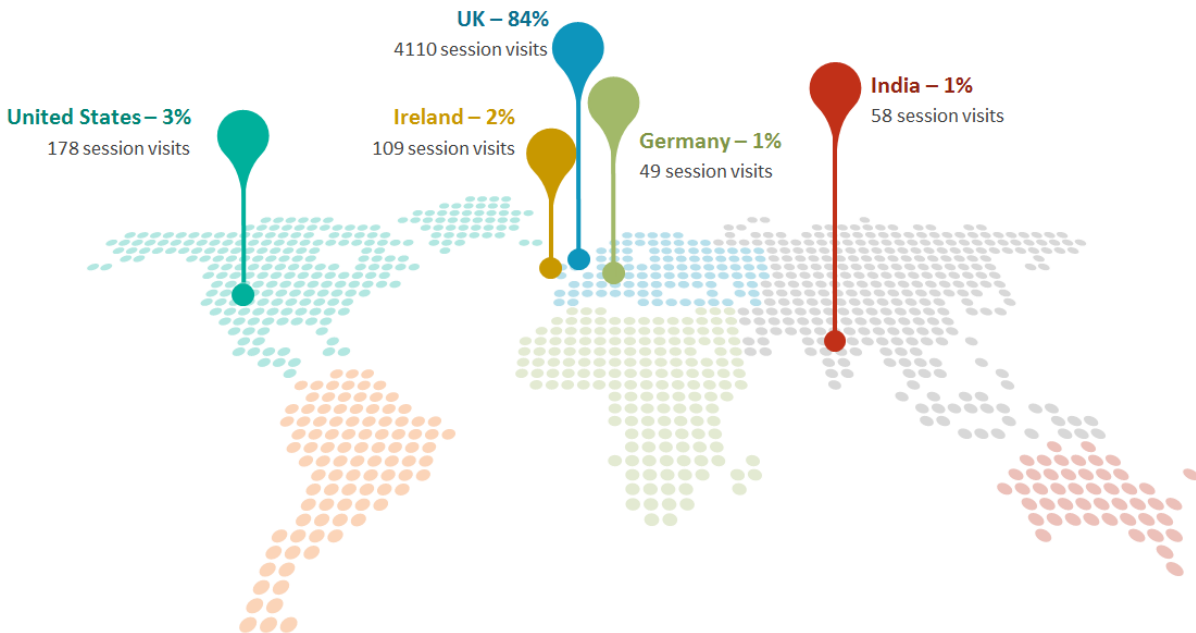


Facebook – 91% (The CYPSP Facebook account remains to have a steadily user rate. There has been an increase in our Facebook referrals to the CYPSP website since the last reporting period which saw 63% of social media referrals to the CYPSP website.

Twitter – 8% The twitter account has saw a decrease in its referral traffic to the CYPSP website since the last reporting period which only saw 36% of social media referrals reaching the CYPSP website. The CYPSP team have been encouraged to link over to relevant website material each time they post on any social media platform.

LinkedIn – 1% This is the first time this social media platform have referred individuals to the CYPSP website.

Top 5 countries visiting the CYPSP website:



Top 5 Most Popular CYPSP Webpages:

1. CYPSP Homepage : **19% - 2996** page views
2. Family Support Hubs : **10% - 1630** page views
3. Locality Planning Groups : **3% - 464** page views
4. ACE Reference Group : **2% - 359** page views
5. Early Intervention Transformation Programme : **2% - 330** page views

CYPSP Maps



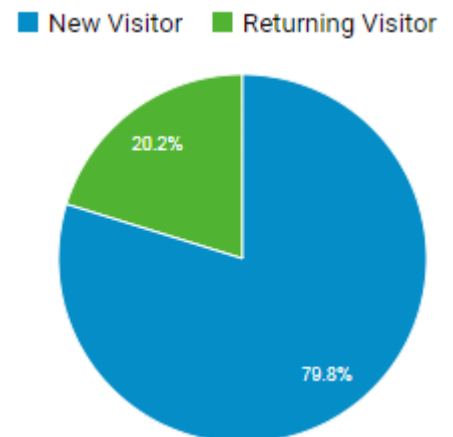
Visitors to Interactive Maps - October – December 2018

Visitors – **344**

Page views - **2,149**

Most viewed page: Performance Profile

- **New Visitors:** A total of **79.8%** were new visitors between the months of October and December 2018.
- **Returning Visitors:** Between the months of October and December 2018 there was a returning visitor rate was **20.2%**.



CYPSP Mapping Children's Outcomes

Visitors to Mapping Children's Outcomes

The site was made live in December 2018 and provides a breakdown of the Outcomes outlined in the draft Programme for Government 2016-2021.

Visitors – **66**

Page views - **244**



Mapping Children's Outcomes

Linking key Strategies, frameworks and ongoing work for Children and Young People.

CYPSP Bi-Monthly E-Zine

The CYPSP E-zine continues to grow in popularity since it was transitioned over to Mail Chimp and revamped in April 2018.

December 2018 Edition



The December 2018 e-zine was sent to a total of **1048** people. This has been an increase of **24** subscribers. In total it has been opened **1016** times since it was circulated in mid-December. This has reflected an increase of **262**.

Subscribers
Opening Rate: 19.9%
Un-opened Rate: 80.1%

The most popular link in the December Edition was: SHSCT Disability News

Unsubscribes: 1

Previous editions of the CYPSP e-zine can be accessed on the CYPSP website at: www.cypsp.org/publications/#ffs-tabbed-110

CYPSP Social Media: Twitter



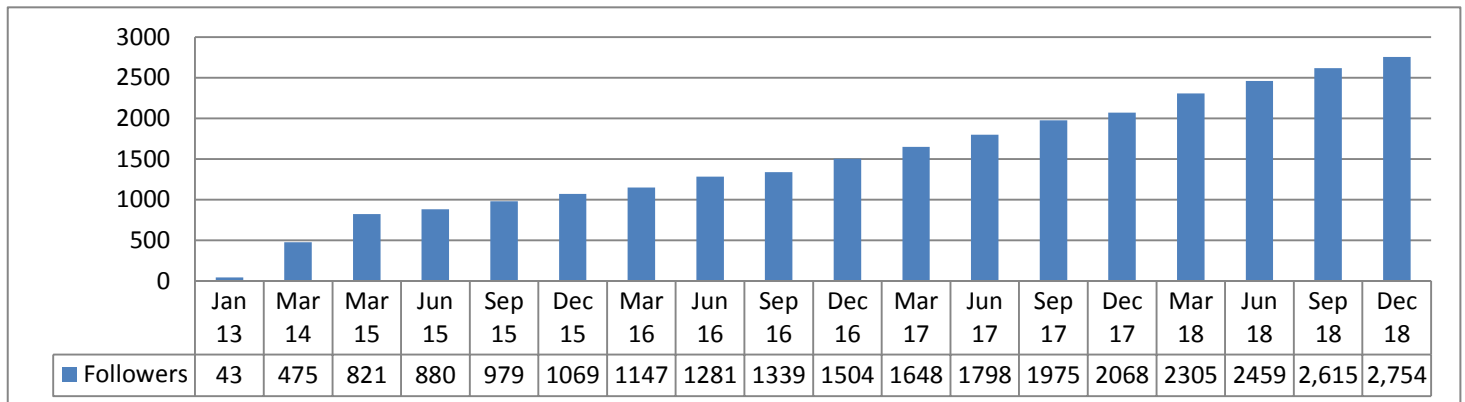
CYPSP in Northern Ireland - @cypsp

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 2018.

Twitter Engagement:

- CYPSP twitter follows **261** organisations that work with or for children and young people. This has increased slightly since the last reporting quarter.
- CYPSP followers have increased by **139** followers over the last three months. This equates to approx. **2** new followers per day ↑

2,754 at December 2018



CYPSP Social Media: Twitter

The CYPSP twitter account has had **64,700** impressions over the last three months of October to December 2018. This has decreased by **27,000** since the last reporting period. ↓

October received the greatest volume of impressions with **39,900** for events such as the T:BUC Funding Forums, PlayBoard NI's Play Training for Professional sessions, Adoption Week, NI ACE Reference Group Seminar, LPG Over the Counter Medicines misuse awareness.

Demographics of our Twitter followers



69% Female followers



31% Male Followers

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



There have been a total of **58** tweets from CYPSP between the months of October and December 2018. This figure has decreased by 18 tweets since the last reporting period.

October had the greatest number of tweets from CYPSP of which **35** tweets were sent out followed by November 2018 with **13** tweets and December 2018 with **10** tweets.

- Equates to approximately **1** tweet every 2 days.
- Average of **181** retweets this quarter with the most activity reported in November 2018. This figure has decreased by **84** tweets since the last reporting period. This is approx. **2** retweets per day. ↓
- CYPSP tweets within this quarter have gained **39** replies this has increased since the last reporting period. ↑
- A total of **218** mentions over the last three months. This has increased since the last reporting period by **14** mentions since July to September 2018. ↑

Top Tweets

The CYPSP twitter page has had a total **64,700 impressions** between October and December 2018.

The top 3 tweets in this quarter were:

1. CYPSP – October 2018

Maurice Leeson explains what ACEs are & the importance of raising awareness of the impact of ACEs in childhood and how we develop a shared understanding & whole system approach [#acesni](#) [#belfasthealthycities18](#) [@publichealthni](#) [@safeguardingni](#) [@HSCBoard](#) [@healthdpt](#) [@WesternHSCTrust](#)

(Reached **2774** people)

2. CYPSP – December 2018

The December edition of the CYPSP Ezine.



(Reached **2167** people)

3. CYPSP – October 2018

Rounding up our ACE seminar at Belfast Central Library with a panel discussion answering questions from delegates. All information & presentations are available at <http://cypsp.org> [#acesni](#) [#belfasthealthycities18](#) [@safeguardingni](#) [@publichealthni](#) [@healthdpt](#) [@WesternHSCTrust](#)

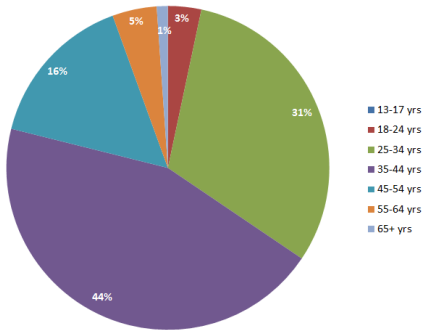
(Reached **2051** people)

Referral Traffic from the CYPSP Twitter account to the CYPSP Website

- **8%** of referrals to the CYPSP website from the CYPSP Twitter account between October and December 2018. This figure has decreased since the last reporting periods **28%** since September 2018. 
- On average there have been **59 referrals per month** from the CYPSP Twitter account to the CYPSP Website. This has been a decrease of **103** referrals since the last reporting period which saw a significant drop in the percentage of referrals to the CYPSP website from the CYPSP Twitter account. 
- October was the busiest period of referral traffic from twitter to the cypsp website. During this period there were **59** referrals from the CYPSP Twitter account to the CYPSP website. This was followed by November with **8** referrals and December with **5** referrals per month.

CYPSP Social Media: Facebook

Review of the CYPSP Facebook account from October and December 2018



Age breakdown of our CYPSP Facebook followers

44% of CYPSP Facebook Followers during the period of October and December 2018 have been aged between 35-44years

Gender breakdown of Facebook followers between October and December 2018



90%
Female



10%
Male

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 **500** followers to the CYPSP page. This has been an increase of **53** new followers since the last reporting period.



The CYPSP Facebook page had **495** likes between the months of October and December 2018. This has been an increase of **238** likes since the last reporting period.

- There have also been a total of **80** shares of CYPSP Facebook posts in this quarter. This figure has increased by **38** shares since the last reporting period.

Facebook Engagement

- There were a total of **26** posts on the CYPSP Facebook page over the last reporting period of October and December 2018 of which have reached a total of **7,960** people.

There has been a decrease of **1077** in Reach since the last reporting period.

- October was the busiest month on the CYPSP Facebook account. During this month CYPSP posted the largest number of posts; **11** posts followed by **8** posts in November and **7** posts in December 2018.
- There were no **unlike posts reported in this quarter.**

The top 3 Facebook posts in this quarter were:

1. 12 November 2018

The Northern Ireland Executive has pledged to give children and young people across Northern Ireland the best start in life.

One way they will do this is by developing a new Strategy to help families and parents get the right support when they need it most, so they can raise happy and healthy children. To help get the strategy right, they need you to tell them what you think is the best way to support you and your family.

(Reached **3000** people)

2. 4 October 2018

The Northern Ireland ACE Reference Group were delighted to be a part of the World Health Organization (WHO) International Conference in Belfast this week to explore adverse childhood experiences and trauma informed practice with over 130 delegates.

(Reached **685** people)

3. 24 October 2018


PlayBoard NI's Play Training for Professionals sessions are now available.

This one-day free training session will equip professionals with the skills to better understand and pro-actively promote play to parents and families.

(Reached **556** people)

CYPSP Social Media: Facebook

Referral Traffic from the CYPSP Facebook to the CYPSP website

- **88%** of referral traffic from Facebook has sent users to the CYPSP website. This figure has increased significantly from **63%** 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 **463** visits from the CYPSP Facebook account to the CYPSP website from October and December 2018. This has been an increase of **106** visits since the last quarter. The busiest month via Facebook to the CYPSP website within this reporting period was November 2018 – there were **204** referrals from the CYPSP Facebook account to the CYPSP website. This was followed by **95** referrals in December and **65** in October
- **Top Sources of referrals to the CYPSP Facebook Page** are: Facebook, CYPSP website, Google and HSC email addresses

Audience



This quarter there have been a total of **498** international visitors using the CYPSP Facebook account. This has been an increase of **38** visitors per quarter since the July and September 2018 reporting period. Our international and local visitor base has continued to grow over the past **12** months. 

Top 5 Countries Visiting the CYPSP Facebook page:

- 1) UK – **466** people
- 2) Ireland - **13** people
- 3) USA – **3** people
- 4) South Africa, Australia, New Zealand, Uganda, – **8** people
- 5) Palestine, Japan, Czech Republic, India, Poland, Malta, Sweden, Turkey, Israel, Spain, Malaysia – 1 person across each area – **11** people

CYPSP Social Media: Facebook

There were a total of **437** local visitors to the CYPSP Facebook page. This has been a decrease of **23** visitors since the last reporting period. ↓

Top 5 local visitors from Northern Ireland to the CYPSP Facebook



- 1) Belfast – **106** people
- 2) Newry - **32** people
- 3) Ballymena – **22** people
- 4) Derry / Londonderry - **19** people
- 5) Enniskillen - **18** people

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 2018

1. T:BUC Funding Forums – October 2018



<https://www.google.com/url?rct=j&sa=t&url=http://www.cypsp.org/2018/10/&ct=ga&cd=CAEYACoTNDAYMTIzOTAxNTAwMzAwOTUwMDIaZTY1NGM1NDcwYTk0NzQ2Njpb206ZW46R0I&usg=AFQjCNHJ5kwbpl3G1--XhKhy1mi5qZa9eQ>

2. Third Space Newsletter – December 2018



<https://www.google.com/url?rct=j&sa=t&url=http://www.cypsp.org/13896-2/&ct=ga&cd=CAEYACoUMTgyNzY0Njc0MTg1NDEwMjUzNTUyHDhjODU3N2JiY2MxNjJmNDA6Y28udWs6ZW46R0I&usg=AFQjCNFGdLeXtfL--t1BP09klwVxtbBUtg>

CYPSP Communications: Other

CYPSP Press Releases

There have been no Press Releases during quarter 3 reporting period of October and December 2018.