

## Philanthropy West Virginia Communication Analytics Report as of 11/14/2018:

### MailChimp (Aug 16 - Nov 14)

Overall Open rate: 28.38%, decreased from last report due to an increase in “All Contacts” mailings, which are notably lower in open rates

Overall Click Rate: 4.06%, increased from last report

All contacts Open & Click Rates: 18.96%, 1.22%

All Members Open & Click Rates: 40.23%, 7.56%

### Facebook (Aug 16 - Nov 14)

Reach (the number of people who’ve had our posts cross their page) = ↑ 1,500%

Page Views = ↑ 92%

Page likes = ↑ 28%

Page followers = ↑ 27%

Post engagements = ↑ 85%

Video views = ↑ 100% → pursuing doing monthly/bi-monthly videos to post

### Twitter (Sept 1 - Nov 14)

Compared to the June 1 - August 15 time block,

Measurement	September	October	November	Total	Change
Out-Going Tweets	17	56	13	86	86.96%
Impressions	7,416	10,700	7328	25,444	8.27%
Profile Visits	69	143	288	500	-34.38%
New Followers	5	8	12	25	-30.55
Mentions	3	10	11	24	New Metric

### Google Analytics, (June 1 - Aug. 16) (percentages compare to previous BOD meeting

Site Users = 1,800+ (10.8%)

Sessions/Site Visits = 3,100+ (29.3%)

Avg session duration 3:07 minutes (14.9%)

Bounce Rate (visits resulting in only one page being viewed) = 50.92% (-12.4%)