



LWVLPC On-Line Communications DASHBOARD
SUMMARY: CE users/FB/TWITTER all
 LWVLPC Handbooks added to website



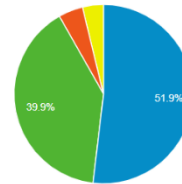
Date: 5/1/2021 On-Line Statistics for April 2021

Users	Sessions	Bounce Rate	Session Duration
147	249	1.61%	8m 40s
↓75.7%	↓73.1%	↓12.5%	↑101.8%

CE Website Usage active with daily posts (priority #1)

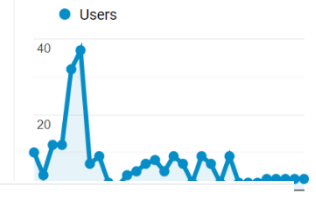
Focused on Durango City Council election results, Great Decisions 2021, LWVLPC Action Workgroup posts, LWVCO Action Alerts shared posts from LWVCO, LWVUS/SOS/SJBPH/FLC Usage for Apr is down in #users and #sessions 12% of Apr users returned during the month... 69% of viewers were returning visitors Attended CE-LWV working group sessions – **Ho-Hum month...member viewing and returning remains the issue**

Top Channels



- Organic Search
- Direct
- Social
- Referral

Users



User retention

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	4.5%	0.8%	0.8%	0.6%	1.2%
14 Mar - 20 Mar	█	█	█	█	█	█
21 Mar - 27 Mar	█	█	█	█	█	█
28 Mar - 3 Apr	█	█	█	█	█	█
4 Apr - 10 Apr	█	█	█	█	█	█
11 Apr - 17 Apr	█	█	█	█	█	█
18 Apr - 24 Apr	█	█	█	█	█	█



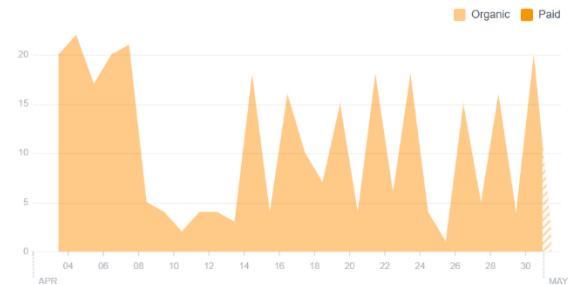
Facebook action for March: (Priority #2)

Focused on Durango City Council election results, Great Decisions 2021, LWV Action Alerts Shared posts SOS/LWVCO/US/SSJBPH/FLC Post reaches in the 20's., likes/reach down. 0 Paid FB ads. **Hum-Ho month with no major LWVLPC events**



Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



Twitter active with periodic tweets in March (priority #3)

focused on upcoming LWVLPC events, LWVCO actions, Great Decisions Sharing of LWVCO/LWVUS/CO Sec of State/ FLC **tweeter views DOWN for the month**



28 day summary with change over previous period

Tweets	Tweet impressions	Followers
9 ↓59.1%	444 ↓42.0%	13

ZOOM/VIMEO audio/video platform:

ZOOM April events including Board meetings/Exec sessions/Great Decisions



Ross & Ellen Park, webmasters

Participants

