



Date: 11/4/2020 On-Line Statistics for October 2020

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

Focused on **Get Out the VOTE for Nov 3** posts from LWVCO, LWVUS/Sec of State

See stats to the right...

Users for Oct is UP (+35.1%), *member renewal requires a member logon*

Sessions are UP (+13.9%), *ave. duration steady*

Bounce rate DOWN significantly,

New visitors are 4X return viewers

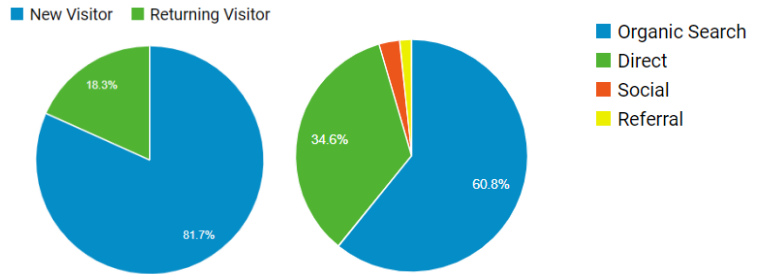
Search visitors 2X member views

Of 329 users in September, 33 came back in October, which means that 5.45% returned

Another good month...we are trending!

Users	Sessions	Bounce Rate	Session Duration
527 ↑35.1%	820 ↑13.9%	2.8% ↓89.8%	5m 02s ↓21.6%

Top Channels



Facebook active with daily posts. (priority #2)

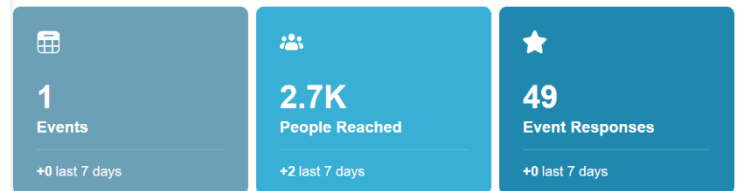
Focused on **Get Out the VOTE for Nov 3** Shared posts CO Sec of State/LWVCO/US/ webinars included La Plata County Commissioner forum (10/6) and Fort Lewis College Ballot Issues forum (10/14)

2 Paid FB ads (Boost), Cost \$80.

See stats to the right....

171 page views in Oct, 9 followers, 831 video views

Another Good month.



Twitter – active with occasional tweets. (priority #3)

focused on

Get Out the VOTE for Nov 3

Sharing of LWVCO/LWVUS/CO Sec of State/ tweets.

See stats to the right...

Tweets	Tweet impressions	Profile visits	Mentions	Followers
13 ↑116.7%	825 ↑119.4%	1 ↓80.0%	1 ↓50.0%	7

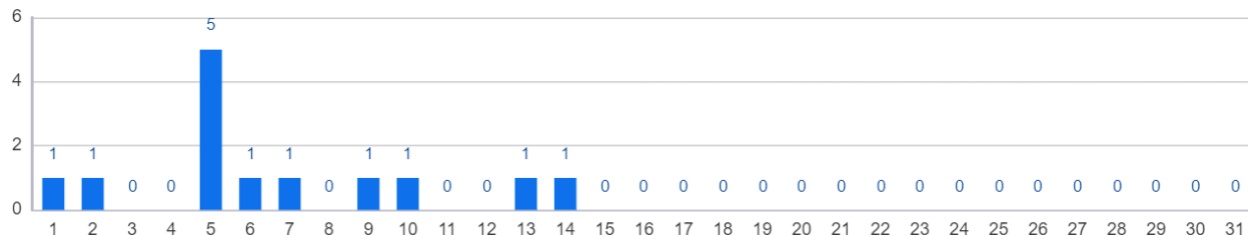
ZOOM audio/video platform: Use of LWV LPC PRO account continued in October as a platform for LWV LPC Board meetings with October webinars including La Plata County Commissioner forum (10/6) and Fort Lewis College Ballot Issues forum (10/14). Durango Government TV (DGOV) assisted us with these forums.



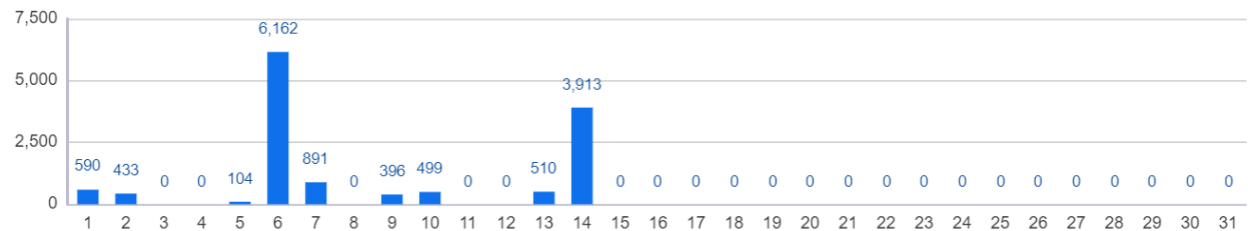
For the 10/6 event, we provided Spanish subtitles, via REV translations, of a post-event recording and English Closed Captions using the DGOV YouTube recorded version. All forums were streamed LIVE to our League Facebook site and are available for viewing on the DGOV TV channels. Viewers continue to find these recordings. Cost for REV Spanish language subtitling was \$330. LWV LPC discontinued the ZOOM webinar support option on 10/15.

See below a Dashboard View of our October ZOOM account usage:

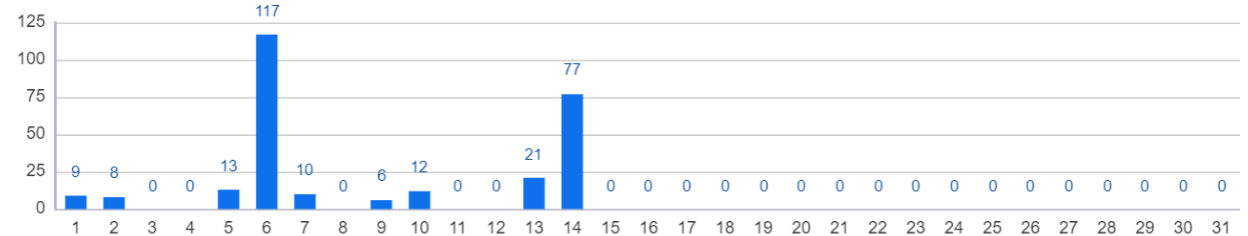
Total Meetings/Webinars



Total Meeting Minutes



Total Participants



October summary of LWV LPC Communications:

Website: Posting of LWV LPC/LWVCO and LWVUS activities and relevant items continued in October with focus on GET OUT the VOTE for the Nov 3 General Election. Additionally, focus continues around “our work” including NPV, Repeal of the Gallagher Amendment, CO Sec of State info, and Legislative Action and Advocacy from LWVCO and LWVUS. Focus continues to increase on content sharing of LWVCO/LWVUS and CO Sec of State communications. We have increased the use of embedded code to reach videos from our CE website. This gives the added advantage of retaining the viewer on our site.

In September Club Express has announced and installed a major revision in their support software which includes changes in the areas of page building, communications, people management and version support. We continue with page-by-page conversion of the LWV LPC website to take advantage of the



new CE editor. We are attending CE tutorials on the new CE tools. November will be a busy month with removal of 2020 election information. All removed pages will be archived for possible future use.

Social Media: Daily posting to our Facebook feed and occasional TWEETS to our accounts continues. Cleaning obsolete and uninvited posts also continues. Rough estimate is that 50% of our posts are shared from CO Sec of State, LWVUS and LWVCO. We have also expanded our event publicity by making major use of the FB Event functions to use FB Ads to attract more viewers to our forums. We continue to use a graphics-design, on-line tool (CANVA) to ease our building and posting of graphic images on social media.

ZOOM: We consider the REV Spanish-subtitling for the Commissioners Forum to be a success. The results were shared on our League Facebook page and continue to attract viewers. Likewise, the posting of embedded code to reach the DGOV YouTube recordings gives our viewers easy access to English closed captioning.

Print Media and associated media: Greg Phillips has given us much needed assistance including print for the Sothern Ute Drum publication.

Near-term projects for website, FB/Twitter and ZOOM:

CE: Post- election should give us time to return to our projects related to GOOGLE Search and GOOGLE Sitemap.

LWVCO: We continue to participate in the LWVCO Colorado websites forum established by Rionda in April. Our focus is on building a Google Analytics common dashboard with LWVCO as well as guidance regarding use of the latest Club express platform revisions.

CE/FB monthly expenses: see Treasurer report for October

New members/member donations received via CE: see Membership report for October

Ross/Ellen Park 11/4/2020