

Communications Division Metrics

May 2016 June 2016 July 2016 August 2016

Website - www.lawrenceks.org

Website Sessions: The number of times a user is actively engaged on our website (visiting one or multiple pages). Sessions are considered new after 30-minutes of inactivity and are reset each day at midnight.

95,075 97,917

Users: The number of people who have had at least one website session. Users can have multiple sessions over the period of time when data was collected. If the user is utilizing the same platform (desktop, mobile, tablet) then the user is recorded once. However, if the user viewed the site once on a desktop and once on a tablet, that is recorded as two sessions.

56,695 58,249

Pageviews: The total number of pages viewed by all users of the site (including repeat views of a single page).

222,145 226,416

Bounce Rate: The percentage of users who left the site from the same page they entered without interacting with remainder of the site. 40–55% is the average for many sites, 25–40% is considered very good, and anything under 20% is difficult to attain.

48% 49%

Acquisition (how people access our site)

Organic Search Sessions (use of a search engine like Google, Yahoo, etc.)

65,726 70,737

Bounce Rate

48% 49%

Direct Sessions (type URL in directly)

15,923 14,643

Bounce Rate

50% 51%

Referral Session (use link from another website)

10,956 10,504

Bounce Rate

46% 46%

Social (linked from a social media page)

2,054 1,620

Bounce Rate

70% 68%

Other

392 400

Bounce Rate

83% 46%

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Social Media - Twitter

Total Twitter followers for @lawrenceks. A follower is someone who has chosen to follow the city and receive our tweets.	10,976	11,108
Tweets: The number of tweets from @lawrenceks account (both created and retweets of other content).	500	280
Organic Impressions: Tweets made by the city and not paid for (sponsored). An impression is the total number of times tweets were delivered to Twitter streams, or the number of overall potential users saw a message.	456,994	242,199
Promoted Impressions: Posts that were delivered to Twitter streams and paid for by the city (sponsored).	0	0
Impressions per Tweet: How many times the tweet was seen in a feed, on average.	914	865
Total Engagements: The number of times people interacted with our Twitter account. This is a combined total of replies, mentions, retweets and likes.	10,581	4,663
Link Clicks: The number of times a user clicked on a link used in a tweet. We generally link back to our website to explain information in more detail.	915	608
Retweets: The number of times an @lawrenceks Tweet was re-tweeted to a user's followers.	246	164
Mentions: When a user mentioned @lawrenceks in a Tweet.	449	380
Other City Twitter accounts:		
Lawrenceks_PD	2,214	2462
LPRD (Parks and Recreation)	240	259
Eagle Bend	284	289
Sports Pavilion Lawrence	308	320
CityUniversityRelations	241	332

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Social Media - Facebook

Total Facebook followers (main account only)	5,727	5,950
Impressions: An impression is the total number of times posts were delivered to Facebook streams, or the number of overall potential users saw a message.	421,025	400,753
Total Engagements: The number of times people interacted with our city Facebook account (combined total of comments, mentions, shares & likes).	3,164	1,364
Link clicks: The number of times a user clicked on a link used in a tweet.	435	604
Shares: Number of times a city Facebook post was shared.	735	296
Total posts created by the city	133	106
Impressions per Post: How many times a city post was delivered to a Facebook stream,	3,166	3,781
Total Facebook followers (all accounts)	22,614	25,703
Total Facebook engagements (all accounts)	9,984	72,929
Total Facebook impressions (all accounts)	912,377	4,685,409
Video Performance (views)	18,500	8,200
Other City Facebook accounts:		
Lawrence Police Department	4,506	7,050
Lawrence Parks and Recreation	3,029	3,088
Lawrence Recycles	1,338	1,384
Sports Pavilion Lawrence	2,361	2,390
CityUniversityRelations	0	38
Final Fridays	1,846	1,878
Arts & Culture in Lawrence	210	214
Lawrence & Douglas County Sustainability	464	504
Lawrence City Jobs	588	594
Eagle Bend Golf Course	342	343
Lawrence-Douglas County Fire Medical	2,203	2,270

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	May 2016	June 2016	July 2016	August 2016
Subscribers for Email Notifications				
City News	1298	1290		
Jobs	3379	3312		
LPRD News	1089	1080		
SPL	676	678		
Arts & Culture	296	311		
Desktop Access to Email		45%		
Mobile Access to Email		54%		
Video - Streaming & Archived				
Live Streaming Views (concurrent views)				
First Week	18	54		
Second Week (Work Session)	17	114		
Third Week	8	47		
Fourth Week	136			
Video Views (Archived on YouTube and Website)				
First Week	204	234		
Second Week (Work Session)	208	349		
Third Week	133	189		
Fourth Week	786			
Planning Commission	15	18		
Total views of video product on YouTube	2,790	1,931		
Communications Coordinated Campaigns/Major Initiatives				
	4	6		
June: Summer lunch program, Fireworks, Summer Bus passes, Energy Audits, Move Out, 2017 Budget				
Media Relations				
City-specific stories and media interactions		38		
Public Engagement				
Lawrence Listens Questions	1	1		