

2016 09 19 Social Media Report by Kevin Montgomery

Some highlights from the website and social media over the summer:

Facebook

Facebook 'likes' continued to increase over the summer. However, it slowed significantly over July and August. The top performing posts were: "Learning to love bike lanes", "Pay to Play: The Myths That Lead to Required Licenses for Cyclists", "10 Steps to Build a Successful Bicycle Program for Your Company" The distribution of male to female fans of our page is almost evenly split: 49% women, and 47% men. In the ages 35-44 and 65+ segments, there is a higher distribution of women than men. [REPORT](#)

Twitter

Twitter top posts also included: "10 Steps to Build a Successful Bicycle Program for Your Company". Twitter growth also stagnated over the summer. The distribution of male to female on Twitter is almost evenly split: 45% women, and 55% men. The largest segment of our followers fall under the age 25-34 category. [REPORT](#)

Website

Website visits over the summer went flat. However, the number of pageviews per session and overall session durations improved. This suggests the website was better able to capture the attention of those who did visit. The top age categories of site visitors were 35-44, and 25-34. While not the highest result, the 18-24 age category showed a marked improvement. As did the 35-44 category. The distribution of male to female visitors on the website is almost evenly split: 43% women, and 57% men. [REPORTS: AUDIENCE OVERVIEW, OVERVIEW BY AGE & GENDER, AGE, FEMALE 18-34, FEMALE 35-44, AGE 18-24](#)

Email List – Newsletter Issue 5

Subscriber rates did not increase substantially -- about 1 per month. 1 person unsubscribed in July. However, there was also a link that wasn't working in that email. I ended up stopping it's delivery to change the article included in the email. June and July stats were fairly consistent: 38% were unopened; 42-46% opened; 14-18% clicked through to the website. August has a slightly higher rate of unopened emails at 42%, and a lower open rate of 39%. 18% still clicked through to the site. [REPORT](#)

Advice for Content Tone

Google data suggests that the demographic of 18-24 year old females are interested in content around *beauty, fitness, travel, food & drink*. These topics presented the lowest "bounce rate", which is determined by the number of people who do not click any further into the site upon visiting a landing page. Female audiences of age 35-44 tend to be interested in *Arts & Entertainment, Home & Garden, and Travel*.

Super Secret Project

I promised an update on a project I'm working on. It's a tool that collects aggregate Strava Data. It's not perfect, and will never be as granular as Strava Metro. But it does provide some insight into general cycling trends in Brampton. "Strava Cycling Stats" [REPORT](#) has more details.