

2016 10 12 Website & Social Media Report by Kevin Montgomery

Website

September's website traffic was fairly flat. There were spikes in website traffic when more community ward rides were announced, which comes as no surprise.

- Overall, there a 12% increase in people aged 25-34 visiting the site
- A 121% increase in people aged 45-54
- All other age groups saw a 9-32% decrease.
- Where we had spikes in traffic, women consistently comprised 37% of site traffic.

I've put a **Social Media survey** on the website and have posted about it on Facebook and Twitter. We've only received 3 responses, with 66% in favour of all social media automated services, 33% against. I encourage all BikeBrampton volunteers to participate. A direct link is here:

<http://bikebrampton.ca/about-us/social-media-info-services-survey/>

Facebook

Our Facebook page received a net increase of 7 Likes. The composition is again split 50/50 between men and women.

Twitter

We gained 13 new Twitter followers in September, and mentions of @bikebrampton increased by 122%! The Top Tweet, earning 340 impressions, was "10 Steps to Build a Successful Bicycle Program for Your Company". The Top Mention, with 588 engagements was when Mikael Colville-Anderson mentioned my meet-up with him, indicating that I was from @bikebrampton.