

COMMUNICATIONS REPORT

November 1st, 2016 - January 31st, 2017

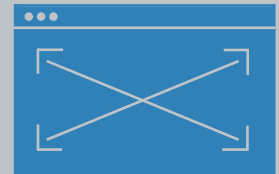
Website Analytics

The Pension Boards website has seen growth in all areas within a 3 month period vs a 4 month period since the last time metrics were analyzed. More users have entered the site, and viewed more content.

11,082
Users



111,650
Pageviews



Data Provided by Google Analytics and excludes all traffic from PB offices.

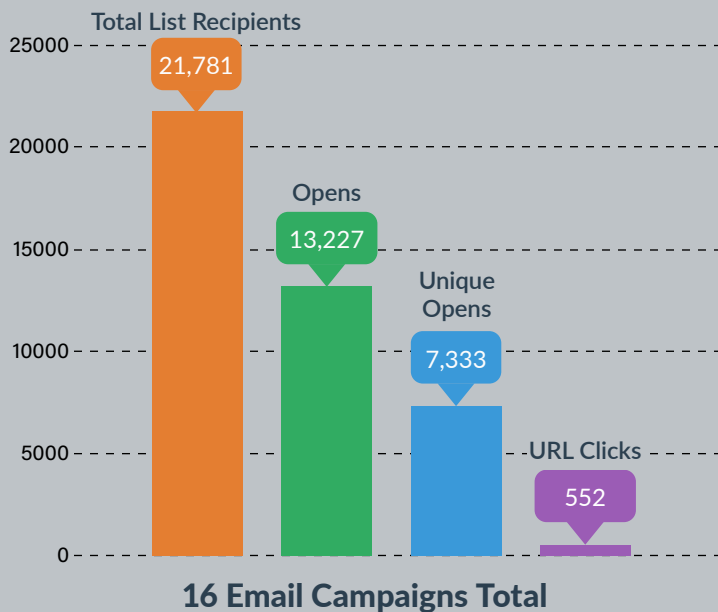
21,460
Sessions

37,217
Pageviews Per Month

5.20
Pages Per Session

4:22
Avg. Session Duration

Email Campaigns



Our email campaign activities have increased. The total number of eblasts sent in relation to the 4 months recorded in the last report remained the same. Time sensitive material such as the Christmas Fund offering and health related information is the reason why. The total number of recipients is driven largely by the Christmas Fund Campaign.

34%
Unique
Open Rate

7%
Recipients
Clicked Links

552
Total
Links Clicked

Social Media

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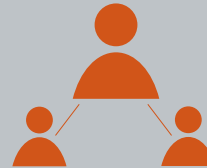
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Facebook

With an increase in the number of Facebook posts created, we've seen our social media presence grow. This was in large part due to the Christmas Fund campaign.



50
New Page Likes



13,564
Users Reached

POST METRICS



79
Posts



275
Likes



46
Shares

5,620
Fans Reached

15,027
Users Reached

663
Engaged Users

25,948
Impressions

Twitter

14,956
Impressions



Twitter, like Facebook, saw the same jumps in numbers across the board and for the same reason: more posts.

228
Engagements



32
Retweets

94
Likes

40
URL Clicks