

To: Marketing, Planning & Legislative Committee

Date: 4/23/2019

From: Melody Reeb, Manager of Planning

Reviewed by: *Ref*

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**SUBJECT: Website and Social Media Report for January – March 2019**

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Below are key metrics used in evaluating website and social media activity:

	Jan	Feb	Mar	FYTD Avg.
<b>Web Sessions</b>				
Main website	41,785	36,773	48,395	44,134
Bus Tracker website	9,686	8,488	9,905	10,931
<b>Transit App</b>				
Average Users per Day	774	581	694	640
<b>Social Media Engagements per Post</b>				
Facebook	30.3	21.6	38.1	24.2
Twitter	0.8	0.4	1.6	0.9
Instagram	13.0	20.7	20.3	19.1
NextDoor	19.5	4.5	6.8	10.9

### Analysis:

Overall web activity increased slightly during the period of January through March compared to the prior quarter (see Attachment 1). This is likely due to the major service and fare changes that was implemented in March. Social media activity also grew due to an overall 19% increase in the total number of posts across all four social media platforms.

In addition to posts about the service and fare changes, staff has continued to work on increasing the number of promotional posts to social media during this quarter, resulting in higher levels of engagement per post particularly on Facebook and Instagram. On both Twitter and Instagram, the top post with the most engagements this quarter was a post related to the agency's new printed materials. On Facebook, the top post was related to the service changes and new schedules being available on the agency's website.

The agency's new website was launched in January 2019. The redesign has likely had an effect on how users now interact with the website. After the new website was launched, there was a significant increase in the average time spent on the homepage compared to

the same period last year, from 53 seconds to 1 minute and 41 seconds, about a 90% increase. This is likely due to the addition of a real-time widget to the homepage, which makes important information more readily accessible to the user. Also as a result of adding real-time directly to the homepage, web traffic to the separate Bus Tracker website declined about 15%. Finally, the new website has significantly faster page load times. Compared to the same quarter last year, average page load times dropped about 40%.

**Recommendation:**

For information only.

**Attachment:**

Attachment 1: FY 2019 Website and Social Media Report

## Attachment 1:

**FY 2019 Website and Social Media Report**

	July	August	September	October	November	December	January	February	March	April	May	June
<b>Website</b>												
Total sessions	44,229	53,633	45,762	47,489	40,635	38,501	41,785	36,773	48,395			
Total users	20,206	24,529	20,806	21,612	18,427	17,537	20,128	17,650	22,672			
News posts	2	1	2	6	1	2	7	1	3			
<b>Bus Tracker</b>												
Outgoing SMS	5,530	5,965	5,270	5,945	4,935	4,663	4,175	3,901	3,421			
Web sessions	10,782	12,443	11,776	13,266	11,348	10,686	9,686	8,488	9,905			
Web users	3,711	3,804	3,448	3,617	3,430	3,154	2,355	2,055	2,290			
<b>Transit App</b>												
Downloads	552	929	683	659	566	570	774	581	694			
Users per day	569	679	634	739	592	569	627	656	697			
<b>Facebook</b>												
Page likes	1,292	1,295	1,294	1,294	1,299	1,303	1,305	1,305	1,319			
Posts	4	11	5	9	16	6	12	15	18			
Reach	1,258	2,269	1,062	1,821	2,921	1,605	3,138	3,087	5,488			
Post clicks	85	146	43	86	105	99	229	217	470			
Post actions	38	75	31	57	124	60	134	107	215			
<b>Twitter</b>												
Followers	645	658	666	666	671	674	682	686	708			
Posts	40	44	28	46	44	35	26	50	51			
Mentions	8	10	12	23	14	23	23	28	35			
Engagements	19	47	17	51	30	29	22	20	80			
<b>Instagram</b>												
Followers	-	-	-	140	142	157	162	167	181			
Posts	-	-	-	0	1	1	1	3	7			
Engagements	-	-	-	N/A	18	13	13	62	142			
<b>NextDoor</b>												
Posts	0	0	0	1	0	1	2	2	4			
Impressions	N/A	N/A	N/A	4,990	N/A	24,980	35,089	7,294	22,902			
Engagements	N/A	N/A	N/A	8	N/A	26	39	9	27			