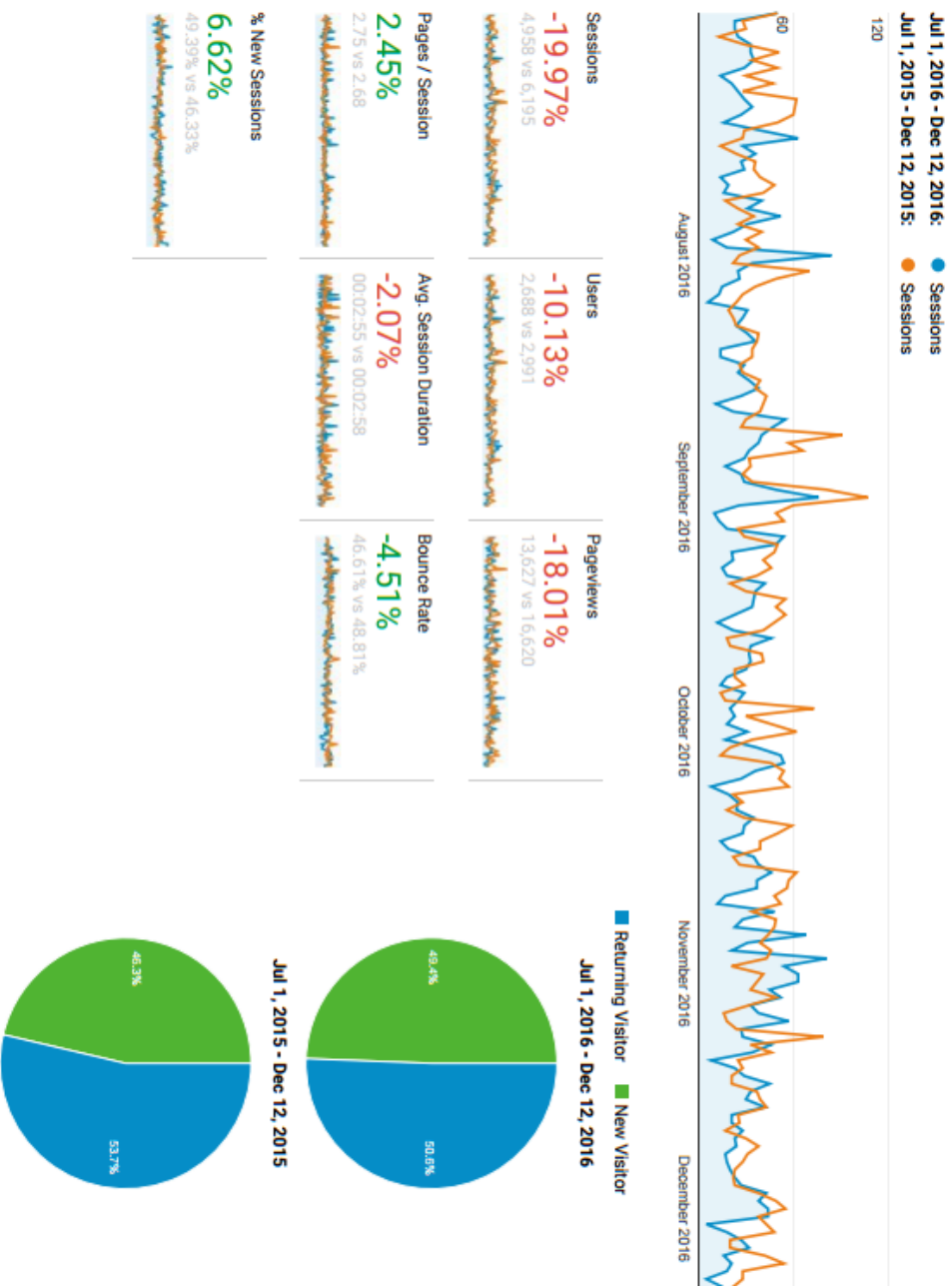


District Website Use



- Unique users are down 10% Y-O-Y, and people are coming back 20% less.
- But we have 7% increase in new users, and users are looking at more pages.
- Need more active campaign/linking to website. Maybe better structure and redesign

District Facebook Use

Date	Lifetime Total Likes	Daily Page Engaged Users	Daily Total Reach	Daily Total Impressions	Daily Reach of page posts	Daily Page consumptions	Daily Negative feedback	Daily Total Video Views
	Lifetime: The total number of likes received by the page since it was created.	Daily: The number of people who engaged with the page on a daily basis.	Daily: The number of people who saw the page on a daily basis.	Daily: The number of impressions the page received on a daily basis.	Daily: The number of people who saw the page's posts on a daily basis.	Daily: The number of clicks on the page's posts on a daily basis.	Daily: The number of people who gave the page negative feedback on a daily basis.	Daily: Total number of times the page's videos were viewed on a daily basis.
7/1/15	384	42	407	1118	406	77	2	0
12/13/15	399	36	381	627	288	19	0	0
		2011	21882	49768	20930	2348	38	236
7/1/16	425	21	201	426	193	115	0	0
12/13/16	430	1	39	48	36	8	0	3
		1404	23200	47033	21515	1774	12	300

- AN 8% increase in FB likes, but a slowing rate of user acquisition
- Despite slight increase in users, impressions are down slightly (people see less of our posts)
- Need more engaging content, more frequently

District Newsletter Use

- Can't find data, help!

District Facebook