

Habitat Regulations Executive Committee

SE Devon Wildlife Communications Key Performance Indicators: Appendix 1 – Key Performance Indicators April – July 2021

KPI's	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Average
Google analytics are used on the website to monitor:							
Page views	220	315	341	277	375	238	294.333
Time spent on site (avg session duration)	00.01.40	00.01.44	00.01.18	00.01.08	00.01.25	0.55	0.09167
Avg. number of pages/session	1.95	1.96	1.58	1.69	1.74	1.61	1.755
Referrals (total users)	85	132	175	139	179. 171 new	125. 117 new	88.5
Top referral channel: organic search	55	60	92	80	75	66	71.3333
Top web content: home	61	54	64	92	103	72	74.3333
Newsletter subscribers		375	519	577	625	681	
Top social media engagement reflecting top content/seasonal activities – facebook, twitter, insta							
Facebook engagement rate	11.76%	29%	16.18%	16.42%	27%	9%	
Facebook posts	At the mouth of the exe Estuary is Dawlish Warren.....	welcome back sama	wood ants nest	breeding birds on PBH	bee orchids unfurling	We were lucky enough to hear and see the nightjars calling on a recent walk with the RSPB...	
Facebook followers	315	323	332	356	383	406	
Twitter engagement rate	7.7%	10.6%	8.5%	7.3%	12.8%	10.20%	

KPI's	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Average
Twitter posts	DW bight photo	Bystock common	adders out of hibernation	Sunshine at DW at last	bring your dog to work day	Some of you may have spotted us on a patrol with the local police force recently....	
Twitter followers	651	661	676	701	720	738	
Instagram followers	337	346	350	361	384	396	
Number of insta video views				bystock pools 96	Falanda 79 so far		
Insta posts (reach) top post		DW shifting sands 104	chiff chaff calling Bystock 281	Asparagus at DW 142	bring your dog to work 166	police patrol 206	
not followers / accounts reached			*70% of these not followers			255/423	