

Habitat Regulations Executive Committee

SE Devon Wildlife Communications Key Performance Indicators: Appendix B – Key Performance Indicators (KPIs)

	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Average	Feb-21
Google analytics are used on the website to monitor:										
Page views	225	247	226	523	262	298	356	221	294.75	113
Time spent on site (avg session duration)	0.03.31	00.02.28	00.01.17	00.00.50	00.02.21	00.01.27	00.02.02	00.01.11		00.01.40
Avg. number of pages/session	2.37	1.9	1.84	1.32	2.22	2.14	1.89	1.69	1.92125	
Referrals (total users)	79	74	83	327	98	99	145	103	126	85
Top referral channel				email:155	organic search:54	organicsearch:68	'direct:65	organicsearch:84		
Top web content	home:76	home:66	home:60	exeestuary:278	home:54	home:60	exeestuary:63	exeestuary:56		
Newsletter subscribers			27		33		149			
Top social media engagement reflecting top content/seasonal activities – facebook, twitter, insta										
Facebook engagement rate	19.15%	9.17%	10.64%	15.60%	12.00%	13.16%	17.98%	12.38%		11.76%
Facebook posts	We are back at work!	This week we are going crazy for adders 🌱	Great to see the human visitors to the Exe Estuary enjoying some gusty NW winds today!	We're passionate about working with everyone around the Exe Estuary to raise its profile as a haven for wildlife..	It was great to have our volunteer Dominic back out with us for a fresh morning patrol on the Pebblebed heaths today.	How do different species of birds access hard to find or reach food?	Changes are afoot at the Exmouth Duckpond Wildlife Refuge!	Cockwood steps, an area of the estuary they we haven't shown you before.		At the mouth of the Exe Estuary is Dawlish Warren which is where you can view our all year round Wildlife Refuge
Facebook followers - average			132				225		183	315
Twitter engagement rate	6.2%	5.4%	8.6%	11.1%	12.8%	11.4%	10.2%	8.2%		7.7%
Twitter posts	Sound on to check out some lovely Pebblebed flora and habitats' video	Ever wondered how close to the path birds can nest on the Pebblebed Heaths?' video	Dawlish Warren sand dunes' video	Potter wasps...' video	The ponies are back' (p)	Ever wondered how we monitor birds...' video	Brent geese wings photo	Exe estuary habitats video		DW bight photo
Twitter followers								639		651
Instagram										
Instagram followers			262							337
Number of insta video views				93	103	101		70		
Insta posts				potter wasps...' Video.	learn more about the birds on the Exe...' Video	ever wondered how we monitor the birds...' video		have you seen glow in the dark signs' video		