

## State of Communications: January-June 2016

<p><b>iSEE Website</b></p> <p><u>Major developments:</u></p> <ul style="list-style-type: none"> <li>● Majority of Energy Scholars website built</li> <li>● Pages created for I-Bike and Styrecycle programs</li> <li>● New look for iSEE Congress webpage</li> <li>● iSEE staff IP address were exempted from Google Analytics counts in late June 2016 so future reports will better capture our audience's site use, not our internal use and editing.</li> </ul> <p><u>Statistics:</u></p> <ul style="list-style-type: none"> <li>● 29,912 unique page views in six months</li> <li>● 11,674 unique page views iCAP Portal</li> <li>● Average 164 website views per day</li> </ul> <p><u>Most popular pages (# visits):</u></p> <ol style="list-style-type: none"> <li>1. Home</li> <li>2. Plants in silico Conference</li> <li>3. Sustainability Minor</li> <li>4. Annual Events &amp; Conferences (<i>Earth Week directed here</i>)</li> <li>5. Water at Illinois</li> <li>6. About</li> </ol>	<p><b>Social Media</b></p> <p><u>Our channels and followers:</u></p> <ul style="list-style-type: none"> <li>● Facebook: 676 (+144)</li> <li>● Twitter: 1,995 (+115)</li> <li>● YouTube: 66 subscribers (+21), 6,673 total views</li> <li>● Google+: 18 (+3)</li> <li>● NEW! LinkedIn group "Sustainability Matters @ ILLINOIS" created in May. 33 members, 4 posts</li> </ul> <p><u>Observations:</u></p> <ul style="list-style-type: none"> <li>● Our following is still growing!</li> <li>● Our most engaging posts are videos, and posts that tell the story of a campus sustainability feature or a person working on/researching sustainability challenges.</li> <li>● Facebook posts reach 7,000+ people each month on average (<i>50% higher than last 6 months</i>). Tweets have reached 280,000+ people over six months.</li> <li>● 7.4% of website sessions originated through social media.</li> </ul>
<p><b>Newsletter Distribution</b></p> <ul style="list-style-type: none"> <li>● ~1,500 subscribers</li> <li>● 19 emails sent</li> <li>● Open rate ~26%</li> <li>● We attempted to poll users about satisfaction with newsletter, but received no feedback.</li> </ul>	<p><b>News &amp; Media</b></p> <ul style="list-style-type: none"> <li>● 15 news items and feature stories posted to the iSEE website</li> <li>● 23 mentions of iSEE, our staff, or our initiatives in news media</li> </ul>

### Next Steps

- **Illinois Sesquicentennial** — We're already developing tailored content to connect the iSEE narrative to the broader story of environmentalism and sustainability on campus.
- **Web Browsability** — More than two-thirds of visitors to our website only visit one page without interacting with any other pages. We will explore page layouts and site features that encourage exploring more content to keep visitors longer and increase learning about sustainability.
- **Showing, not Telling our Story** — Many of our most successful media items are those that *show* what iSEE does, not just *tell* what it does. We'll continue to explore ways to interest the campus in our programs by showing the successes and adding an appeal for the viewer to join in, too.