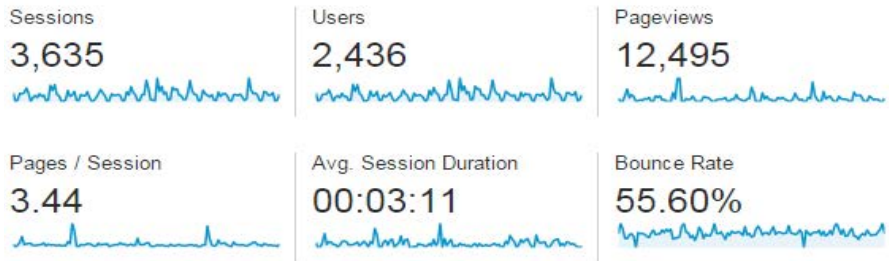


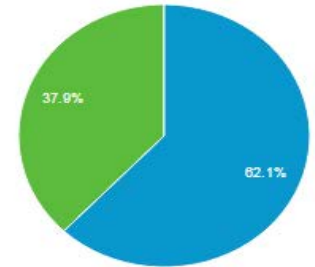


NPLCC Communication & Outreach Performance Measures - May-August 2015

nplcc.org



■ New Visitor ■ Returning Visitor



Visitors: 84.5% US/5.75% CA

Most Visited Pages: Home (20.6%), Projects (3.7%), Contact (2.5%), About (2.5%), Resources (2.4%) - Beaver news release (1.8%), 2015 projects (1.8%)

Acquisition: Organic Search **41.1%**; Direct Links **33.9%**; Referral **19.5%**; e-mail/social media **5.5%**

Content:

- 29 news blurbs
- 2 features
- 57 calendar entries

ListServe

Science Digest: Opens/Clicks

Subscribers: 5,939 (23% increase)

May: 1,670/408

July: 2,250/726

June: 2,330/711

August: 2,325/1,244

Social Media



Content:

48 posts (45%)
 132 followers (13%)
 31 average reach /post (82%)
 2 average engagement /post



Content: 133 Tweets

334 followers (35%)
 34.2k impressions (250%)
 1% engagement (.1%)
 126 link clicks (100%)
 93 retweets (373%)

98 favorites (683%)

2,253 profile visits
 Top engagers: NW CSC, CIRC
 Top tweets: Digest, NW Climate, Beaver, TEK Ethics

Webinars

1 webinar

July 21 Prioritizing Fish Passage, Rachel Reagan: 139 Registered; 84 Participated; 92 YouTube Views

Collaborative Projects

- Alaska GLACIER Conference Communication Presentations with AK LCCs
- USFWS Region 1 Science Update w/ GB LCC, GN LCC, PICCC
- Northwest Climate Magazine Release, May 2015

S-TEK Project Comm

Project documents:

Final Reports 3
 Midterm Report 1
 Publications 1

Other:

- 1 Beaver Restoration Workshop
- Beaver Restoration Guidebook Release
- 2015 Project list