

Website and Social Media Analytics addendum

Wiki

- 1,356 sessions from 842 visitors viewing 3,357 pages
- 61% new visitors and 39% returning

Facebook

- 131 fans (up from 113)
- average 19 page views with an average 110 reach per week (more than 50% growth from last year)

LinkedIn

- group membership grown 10% to 171 members from 156

Twitter

- 192 followers, up from 168 (14% growth)

YouTube

- 474 views
- minutes watched > 1,300
- top video is still Is Teaching Wireless Networking in Your Future?

MailChimp/Newsletter

- 1,949 recipients (1,887 last year)
- open rate of 18% (equal to industry standard, also 18%)
- click rate average 4% (industry standard 2%)