



Visibility Committee Report

Key Points

- **Web stats** – GA from April 1, 2017 to August 31, 2017 show 3,154 sessions (down from 7,168) with 2,254 unique users (down from 4,280) who spent an average of just over 2 minutes per session on the website, viewing an average of 2.34 pages. 69% of them were new visits. No more from Russia/Iran.
- **Swedish users** were the most engaged in the top 10, spending an average of 3:22 minutes, visiting 2.8 pages and with 11% of users downloading a report. **New Zealand** showed substantial interest in reports, with 16.7% of users downloading a report, the highest of any country with more than 20 sessions.
- **Reports:** 258 total downloads since April 1, 2017 (down from 633)
- **Top downloads** (in order): Task 17, Task 24, Task 25, Dublin Workshop, Task 13
- **Key publications:** need to nominate with Visibility Committee Chair
- **Spotlight** still needs content from everyone!
- **Brochure** updated, any need for new **Task Flyers**?

Key Points - continued

- **Social Media:** - facebook group 197 (up from 190) members
 - Twitter with 489 (up from 450) followers
 - IEADSM youtube channel needs more videos
 - Slideshare with 142 slides and almost 10000 views
- **Templates and branding:** You need to use them!