



**CRC RESEARCH**  
**WEBSITE & SOCIAL MEDIA ANALYTICS REPORT**

April 1<sup>st</sup>, 2017 – March 31<sup>st</sup>, 2018

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## EXECUTIVE SUMMARY

### ABOUT

This report highlights the online research dissemination and engagement of Professor Ann Dale's CRC Research program from **April 1st, 2017 to March 31st, 2018**. Using statistics gathered through Google Analytics and social media analytics, it shares highlights of engagement metrics from the previous year. With 8 online channels—**CRC Research Website, Changing the Conversation** (real-time e-Dialogue Platform), **Views from the Edge** (blog), **Facebook, Twitter, HEAD Talks** (YouTube channel), **Instagram, and Pinterest**—the program shares curated content across multiple dynamic platforms. Metrics for the MC<sup>3</sup> 2.0 website were unavailable.

### RESEARCH DISSEMINATION

Over the past year, CRC Research has been active in knowledge mobilization and communication to the wider public. We were awarded a SSHRC Insight Development Grant to explore the new practice of research curation. As part of our deliverables, we successfully hosted a 4-part series of real-time virtual conversations on *Changing the Conversation* from September 2017 to April 2018. In partnership with Women for Nature and Nature Canada, the series brought together over 20 female researchers, practitioners, and civil society leaders to explore local to global actions and strategies for biodiversity conservation. A curated biodiversity library containing articles, reports, videos, and art projects—many of which were shared by e-panelists during the conversations—was created as a complimentary learning resource for the public. In addition to this project, we developed a survey protocol and survey tool in the late winter to explore the social media use of undergraduate students at Royal Roads University. Twelve undergraduate courses were surveyed and a data set of 203 full responses was collected, which is now being analyzed and will be open data accessible to the entire community.

Throughout the fall and winter, the CRC Research website underwent a major content management system upgrade and was also modified to become mobile-friendly. We launched a new Instagram account in November 2017, called Sustainability Stories. Focused on art, sustainable community development, biodiversity conservation, and climate change it features high quality images intended to visually communicate research. Social media and research curation were also introduced into the new certificate course for sustainable community development, integrating research and teaching.

Finally, in collaboration with local artist Nancyanne Cowell, the CRC Research team curated *Edging Forward: Reconnection, Reconciliation, Regeneration*, an art and literary exhibit hosted at the Robert Bateman Centre and the Royal Roads University Library Showcase space. As part of the launch of Professor Dale's new book, *Edging Forward: Achieving Sustainable Community*

*Development*, the exhibit brought together art and science to tell a more compelling story on how to leap towards a more sustainable world.

## SOCIAL CHANNEL HIGHLIGHTS

Despite a slight decrease in overall traffic to the CRC Research website, we experienced a significant increase across a diversity of social channels. On the CRC Blog, “Views from the Edge”, pageviews increased by 33%, a total of 17,851 pageviews. Blog content increased 2.5% over the previous year. The front page saw an increase of 288% in traffic over the previous year, with 7101 total pageviews. The Biodiversity Conversations on Changing the Conversation reached over 157 real-time e-audience members and received 12,567 pageviews throughout the 8-month period. Webpages created for the series on Changing the Conversation were visited by 5,273 users. Between CRC Research and Nature Canada, a total of 7,821 e-blasts promoting the e-dialogues were opened, 30,502 users were reached on Facebook, while tweets received a total of 105,289 impressions. The series attracted 157 real-time audience members, which resulted in a 69% increase in viewership over the 2016-2017 period. Social media saw the most increases. Our Facebook page achieved over 1 million page impressions—a 45% increase over the previous year—while our Twitter impressions rose by 52%. Video viewership increased on HEADTalks by 56% and our Pinterest page reached over 1 million viewers, an increase of 178% over the previous year.

## RESEARCH CURATION

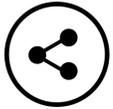
CRC Research is currently experimenting and developing the new practice of **research curation** as part of the SSHRC-funded Insight Development Grant. This method explores mobilizing research outcomes quickly to broad audiences via dynamic online platforms. The integration of new curatorial research practices including the extensive use of social media channels, is critical for modern knowledge mobilization and transfer thereby augmenting civic literacy. Not only does it enhance accessibility and context, it also provides additional social meaning to research outcomes by adopting elements of contemporary curatorial practice into the dissemination process. It considers what connects users to knowledge by establishing multiple points of entry across social media and blogging platforms, and emphasizes visual communication through data visualization, art, and imagery. All these factors help mobilize research as it is being produced on the ground, ideally shortening time lags and accelerating the adoption of best practices. Our objectives are to disseminate research further among diverse Canadians, enhance civic literacy around critical social issues, foster deeper connections to knowledge, enlarge the space for public dialogue, ideally leading to enhanced social learning.

## YEAR IN REVIEW



### CRC RESEARCH WEBSITE

57,762 People 70,601 Sessions 194,453 Pageviews



### SOCIAL MEDIA

125 Blog Posts, 520 Tweets, 306 Facebook Posts, 467 Pins, 65 Instagram Posts



### VISUAL COMMUNICATIONS

1 Art and Literary Exhibit, 2 Videos, 1 Map, 1 Biodiversity Library



### CONVERSATIONS

4 e-Dialogues

## CRC RESEARCH WEBSITE: METRICS

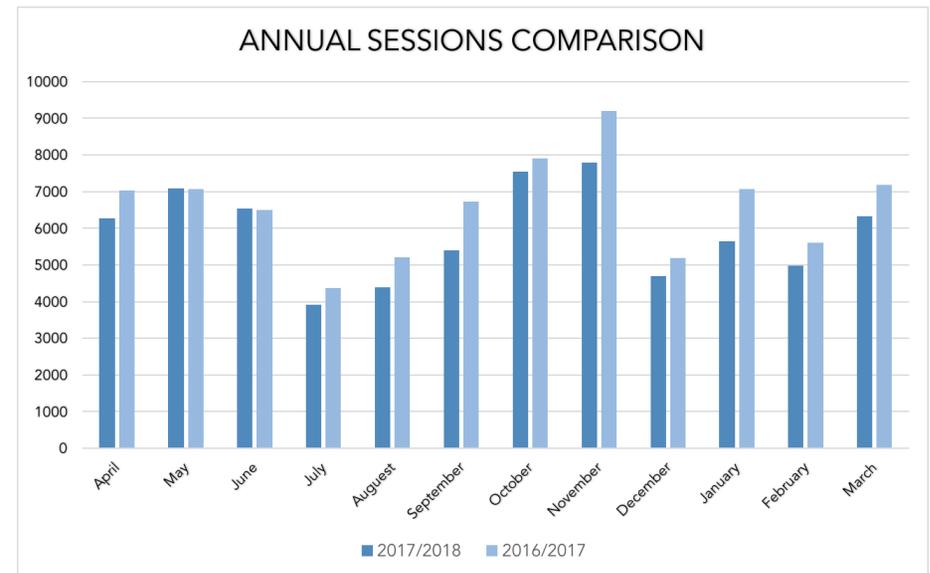
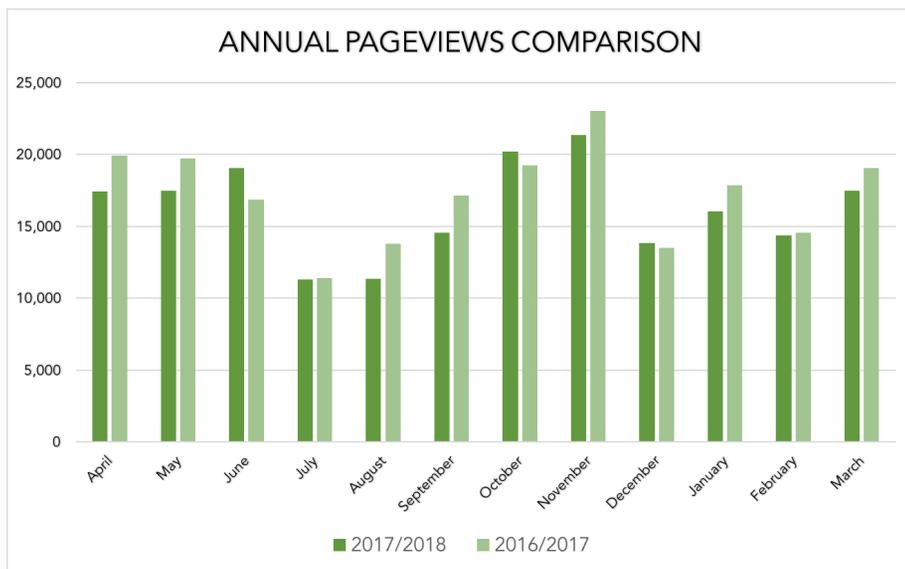
METRIC	2016-2017	2017-2018	Numerical Increase	Percentage Increase
Sessions	79,090	70,601	- 8489	-11%
Users	65,795	57,762	-8033	-12%
Pageviews	206,026	194,453	-11,573	-6%
Pages	2.60	2.75	+0.15	+6%
Social Referral	1166	1649	+483	+41%

### METRICS

The number of Community Research Connections pageviews decreased by 11% from 2016/2017 to 2017/2018. This decline in engagement is likely a result of static pages (case studies, data visualizations, etc.) not receiving regular updates and therefore affecting Search Engine Optimization (SEO). The amount of users dropped by 12% while pageviews dropped by 6%. However, the fact that the high

increase in pageviews from the previous year was nearly maintained is encouraging (2017-2018: 191,453 pageviews; 2016-2017: 206,026 pageviews; 2015-2016: 110,327 pageviews). Social referrals increased by 41%, meaning social media content directed users to the website.

From 2017-2018, 10% (6,444) of users were returning visitors while 90% (57,544) were unique visitors. This indicates that the majority of users reached by the CRC Research were new to the website. Furthermore, returning visitors viewed an average of 4.20 pages. This indicates that they frequently visited the website and viewed multiple pages per visited. This is encouraging as this suggests that users are engaging with a range of content and that landing pages are directing users to other areas of the website.

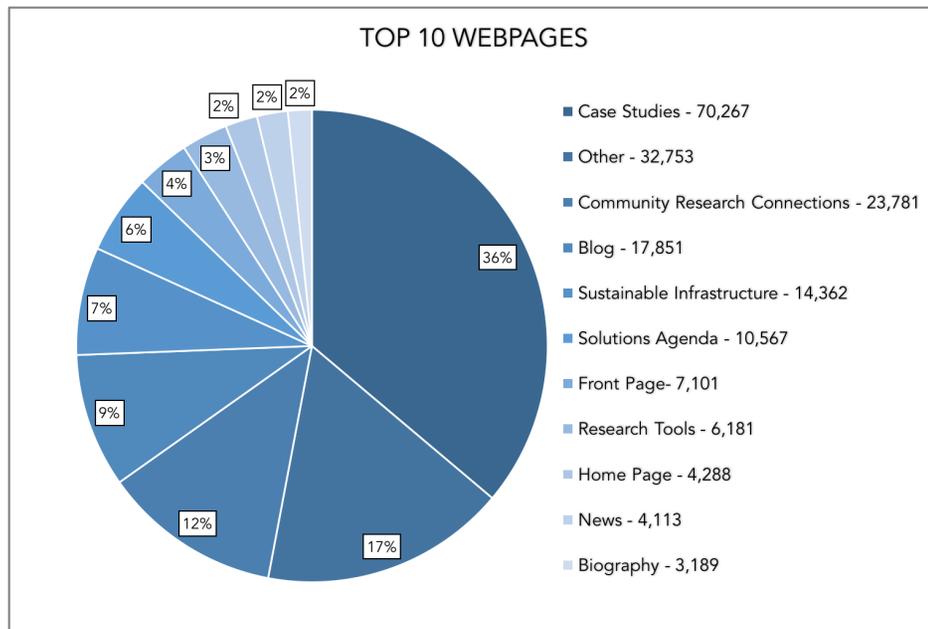


## CRC RESEARCH WEBSITE: CONTENT DRILLDOWN

WEBPAGE	2017-2018	2016-2017	PERCENT
Case Studies	70,267 (36.14%)	87,297 (42.37%)	-19.5%
CRC Case Studies	23,781 (12.23%)	24,633 (11.96%)	-3.4%
Blog	17,851 (9.18%)	13,404 (6.51%)	+33.17%
Sustainable Infrastructure	14,362 (7.39%)	12,119 (5.88%)	+18.5%
Solutions Agenda	10,567 (5.43%)	11,415 (5.54%)	-7.4%
Front Page	7101 (3.65%)	1831 (0.89%)	+287.8%
Research Tools	6,181 (3.18%)	9,329 (4.53%)	-33.7%
Home Page	4,288 (2.21%)	7,012 (3.40%)	-38.8%
News	4,113 (2.12%)	3,958 (1.92%)	+3.9%
Biography	3,189 (1.64%)	3,182 (1.54%)	+0.21%

Listed in the table to the left are the webpages that received the highest number of sessions (a group of pageviews by a single user). Case studies continue to rank highest as referenced in the 2014 and 2016-2017 analytics reports. The “Case Studies in Sustainable Infrastructure” page, in particular, has a total of 61,456 pageviews. It is also the highest-ranking landing page (first page visited by a user) and contains links to 21 case studies. This suggests that many case study titles include key words prompting Google to index this page higher in web searches. The front page, most notably saw an increase in traffic by 288%.

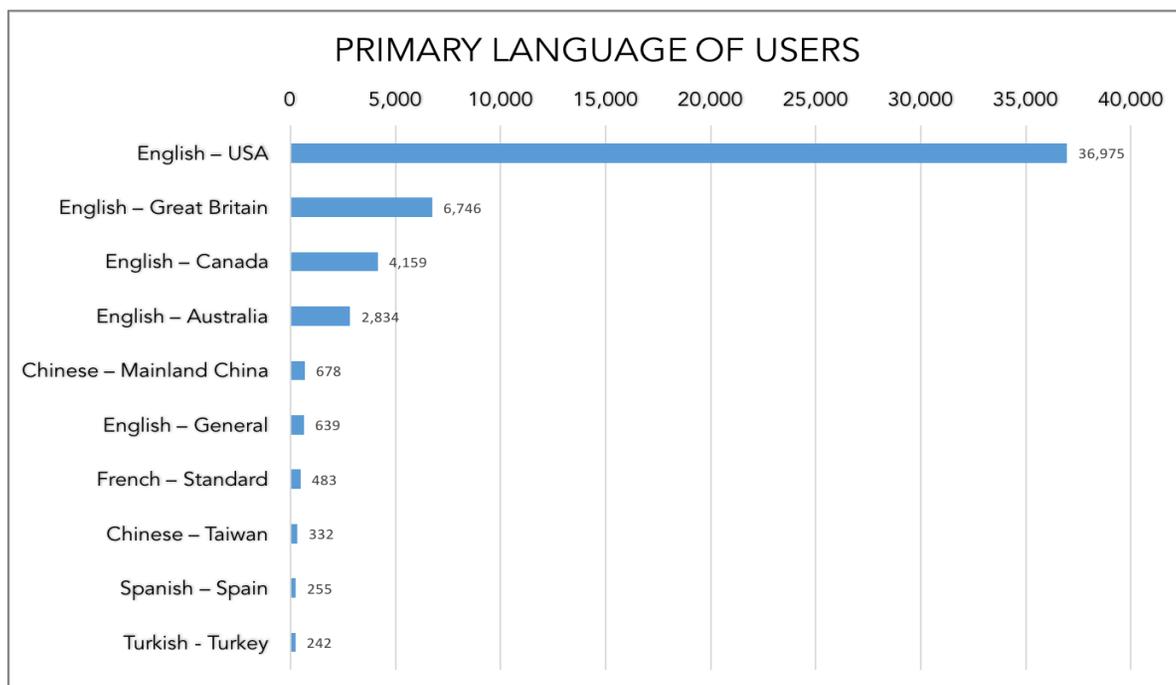
This is result of high click rates on hyperlinks on the CRC Research social media channels link directly to this page.



### BLOG: VIEWS FROM THE EDGE

Increases listed in the table above indicate that pages and sections that are updated regularly have seen significant growth in sessions from the previous year. For example, 125 blog posts were published from 2017/2018 causing a 33.7% increase in readership. With 17,851 pageviews alone, this suggests that blog posts drove additional traffic to the website, whether through social media or Google searches. Blog pageviews also encompassed 9% of the total pageviews, leading many users to visit additional pages after viewing a blog post. The highest-ranking blog post, “What Makes a Good Society”, received a total of 6,345 pageviews while “Anne of Green Gables and Climate Change” received 611 pageviews.

## CRC RESEARCH WEBSITE: DEMOGRAPHICS



### LANGUAGE

The majority of sessions were from users whose primary language is English at 89%. Chinese, French, Spanish, and Turkish speakers made up 3% of the total sessions. 135 other languages and dialects make up the remaining 8% of sessions. This is indicative of the websites reach worldwide. This may also be a result of the large international community attending Royal Roads University.

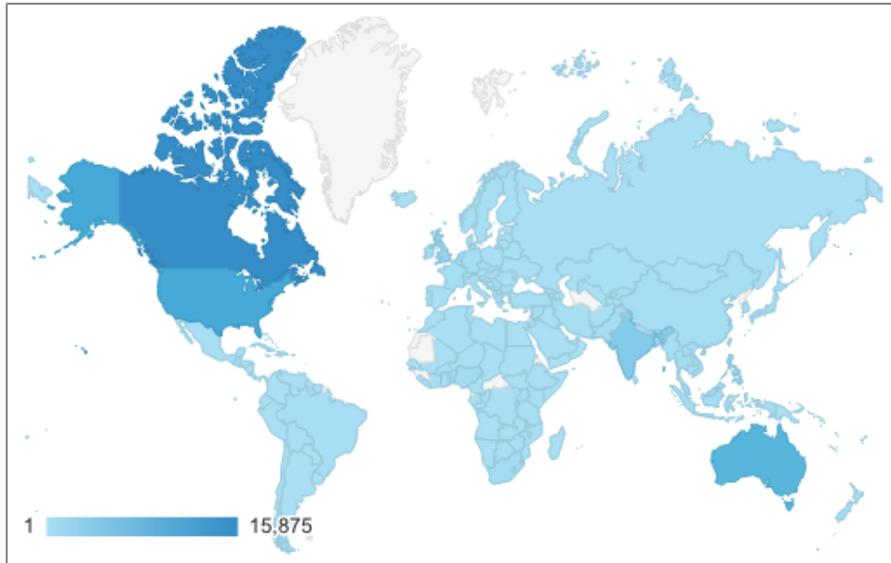
COUNTRY	USERS	SESSIONS	SESSIONS %
Canada	15,875	21,417	30%
United States	10,497	11,523	18%
Australia	7,887	9,014	14%
India	3,709	5,095	6%
United Kingdom	2,241	2,564	4%
Philippines	1,873	2,164	3%
Malaysia	899	1,156	2%
Singapore	776	1,049	1%
South Africa	756	885	1%
Nigeria	622	769	1%

### LOCATION

CRC Research reached 201 countries and territories from 2017/2018. Canada, the United States, Australia, India, and the United Kingdom were the highest-ranking locations. With a total of 70,601 sessions, the top five countries made up 49,613 sessions— 70% of sessions, while the remaining 196 countries and territories encompassed 30% of all sessions.

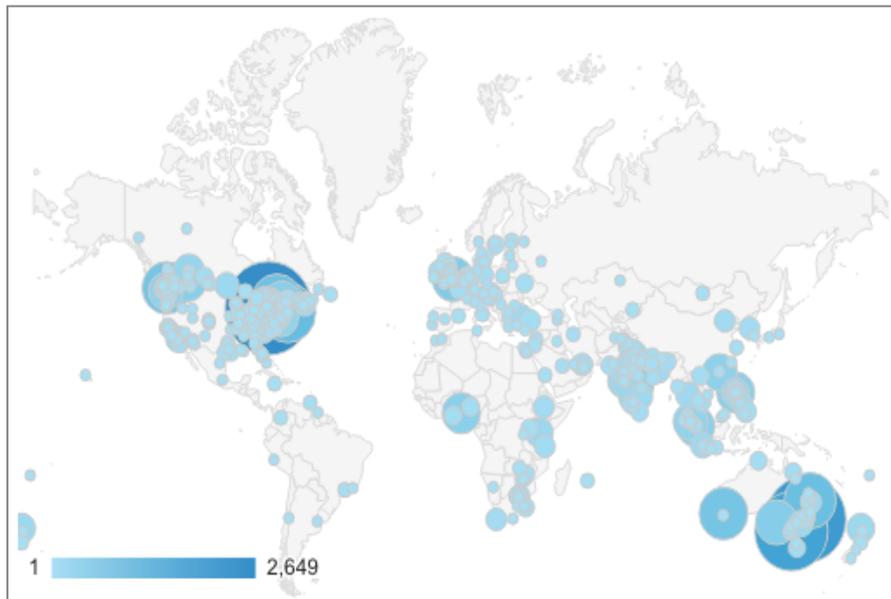
# CRC RESEARCH WEBSITE: DEMOGRAPHICS

## COUNTRIES AND CITIES



### TOP 10 COUNTRIES (78% of total sessions)

1. Canada – 15,875 = 28%
2. United States - 10,497 = 18%
3. Australia - 7887 = 14%
4. India - 3,709 = 6%
5. United Kingdom - 2,241 = 4%
6. Philippines – 1,873 = 3%
7. Malaysia – 899 = 2%
8. Singapore – 776 = 1%
9. South Africa – 756 = 1%
10. Nigeria – 622 = 1%



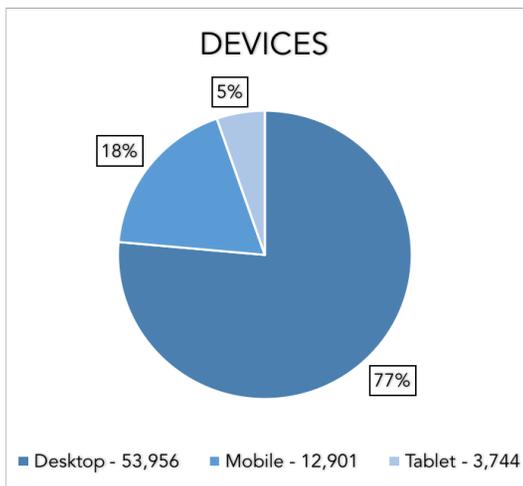
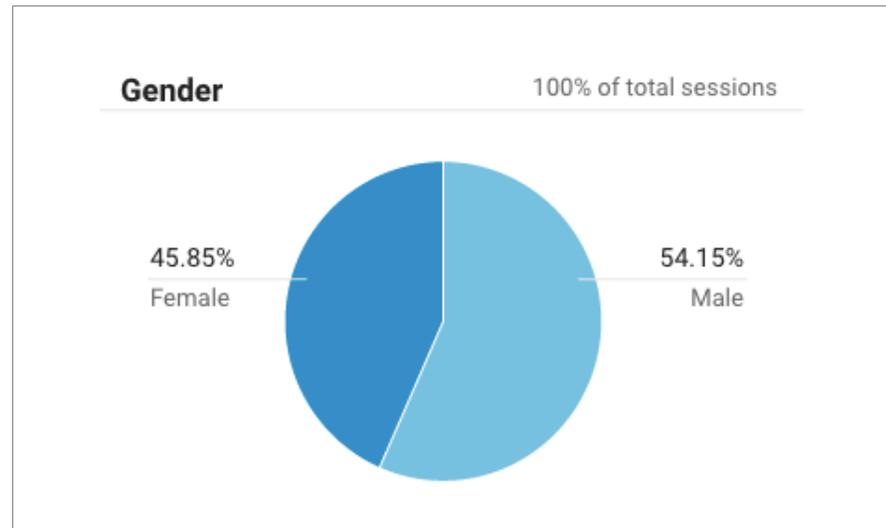
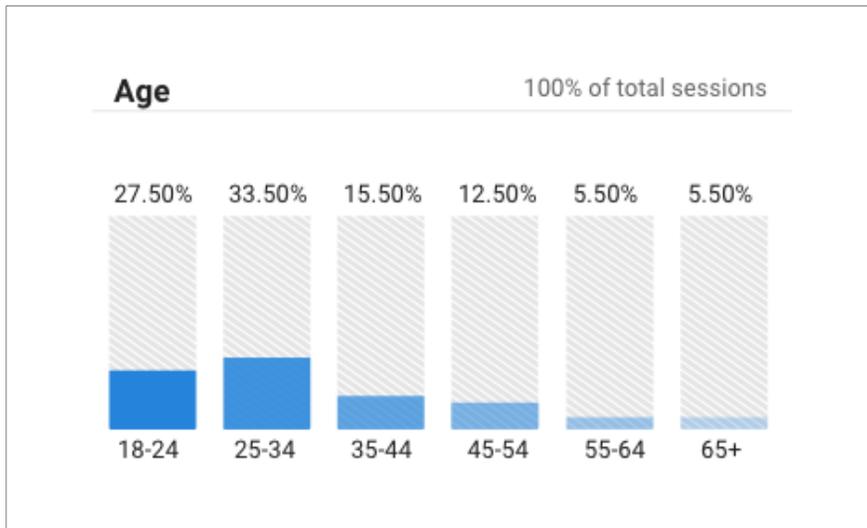
### TOP 10 CITIES (27% of total sessions)

1. Unknown – 3,209 = 6%
2. Toronto – 2,649 = 5%
3. Sydney – 2,225 = 4%
4. Melbourne - 1,925 = 3%
5. Boston – 1,095 = 2%
6. Brisbane – 1,007 = 2%
7. Ottawa – 974 = 2%
8. Vancouver – 853 = 1%
9. Perth – 831 = 1%
10. London (UK) – 638 = 1%

# CRC RESEARCH WEBSITE: DEMOGRAPHICS

## AGE AND GENDER

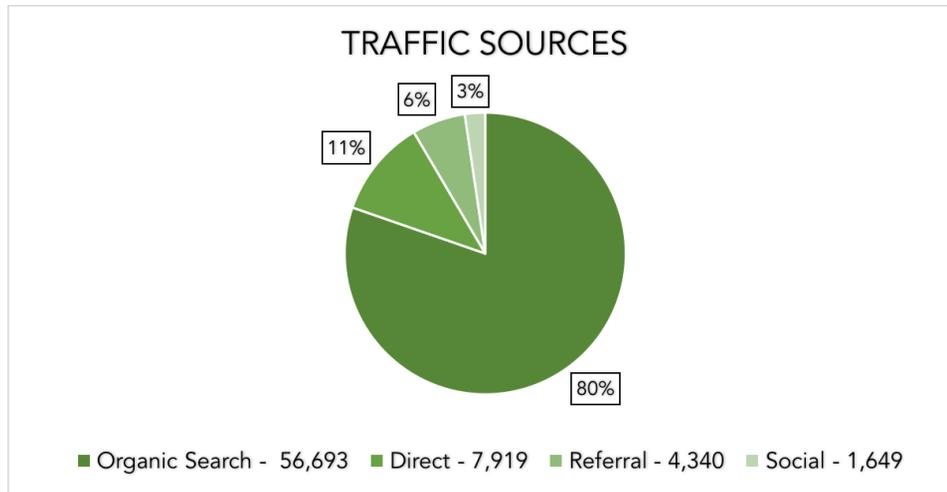
Age and gender metrics have not changed from the 2016-2017 year. Ages 25-34 was the highest-ranking group at 33.50% of sessions while ages 18-24 ranked second at 27.50% of sessions. This indicates that 61% of CRC Research users are millennials. The fact that younger users are engaging with our content, especially the 18-24 age category, is encouraging as it suggests that CRC Research's website content is increasingly relevant in today's social climate. Ages 35-44 and 45-54 make up 28% of CRC Research's viewership while 11% of users are 55 years old and over. The gender balance is almost evenly split with female users encompassing 45.85% of sessions and male users encompassing 54.14% of sessions.



## DEVICES

This chart illustrates the distribution of devices used to access CRC Research. 77% of sessions (53,956) were viewed on desktop computers, 18% (12,901) were viewed on mobile phones, while 5% (3,744) were viewed on tablets. This means that a quarter of users (23%) accessed the website from their mobile devices. That's a 2% increase over the 2016-2017 year.

## CRC RESEARCH WEBSITE: TRAFFIC CHANNELS



### TRAFFIC SOURCES

Web traffic was predominantly acquired through organic searches, totaling 80% of the sessions (56,693 sessions). The fact that this comprises the majority of searches is encouraging as it reveals that the website has maintained strong search engine optimization (SEO). With search engine marketing (paid advertising via search engines), many websites are listed before others that rely solely on search engine optimization. CRC Research is still ranking high in search engine results despite not paying for advertising (with the help of images, videos, keywords, and search terms). 11% (7,919 sessions) of traffic is

generated through direct searches, meaning visitors manually enter the URL or have it bookmarked. 6% (4,340 total) of traffic was acquired through referral sites meaning visitors followed a link from another site—including search engines, blogs, and other websites that list the website URL. This is an increase of 68% over the 2016-2017 period. 3% (1,649 sessions) of traffic sources come from social media posts, an increase of 41% over the 2016-2017 period. "Organic searches" and "direct" traffic sources, however, have decreased by 14% and 12% respectively from the previous year as a result of SEO.

"Organic search" was the highest-ranking traffic source with 56,693 sessions. While Google Analytics did not capture 97% of the terms and phrases used in web searches (this data is now encrypted), it captured 3%. While we don't have data indicating which keywords/phrases ranked the highest, the reason why CRC Research receives such a high volume of organic traffic is likely due to the amount of keywords included webpage content. The keywords and phrases listed below are likely variations of the core keywords/phrases used in 97% of the organic searches:

"sustainable infrastructure"; "amazon"; "pro environmental behavior"; "what makes a city livable"; "importance of social science"; "how to make a good society"; "what is sustainable infrastructure"; "what makes a city livable"; "importance of social science research"; "pro environmental behavior definition".

## CRC RESEARCH WEBSITE: TRAFFIC CHANNELS

### TOP 10 REFERRAL SOURCES

Referral traffic is Google's method of reporting visits that arrive at a site from sources outside of its search engine. When someone clicks on a hyperlink to go to a new page on a different website, Google Analytics tracks the click as a referral visit to the second site. Of the total sessions on CRC Research, 5,541 (8% of total sessions) were acquired through 331 different referral sites. The CRC Research landing page (entrance page listing "enter", "explore", and "Changing the Conversation") was the highest-ranking source at 38% of all referrals. Android phones, various Facebook sources (mobile, shim links, etc.) shortened Twitter links, Duck Duck Go, Ecosia, Yahoo, and Royal Roads SES page made up 36% of total referral sources. The remaining 26% referrals are from 321 "other" websites. Of these "other" sites, the majority made 60 or less sessions each. On average users who landed on the site via referral looked at total 5.22 webpages on the site.



\* Duck Duck Go is an "Internet search engine that emphasizes protecting searchers' privacy and avoiding the filter bubble of personalized search results". Ecosia.org is an environmentally-focused search engine that literally plants trees using ad revenues. A Facebook shim link is a form of traffic that has been redirected through Facebook. It is a tool that was created by Facebook that protects users from malicious URLs, using vanity URLs.

## CHANGING THE CONVERSATION WEBSITE: METRICS

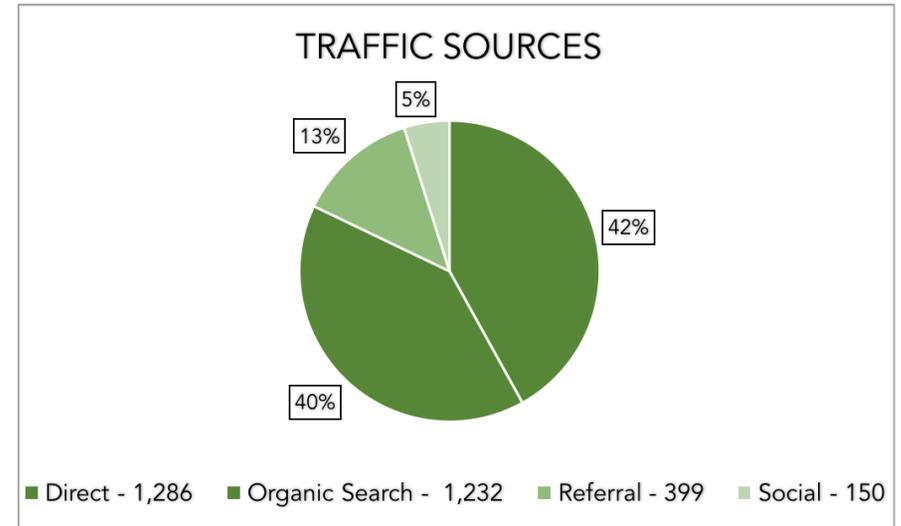
METRIC	2017-2018
Sessions	4,473
Users	2,992
Pageviews	11,181
Pages	2.50
Social Referral	315

While preparing the 2016-2017 analytics report, it was discovered that the analytics tool used to collect website metrics for Changing the Conversation produced inaccurate numbers. Session and user numbers were exaggerated as a result of spambots and web bots (programs that create entries for search engine indexes). To address this issue, we switched to Google Analytics as it tracks statistics using a spambot and web bot filter. Consequently, we do not have accurate metrics from the 2016-2017 period to measure against the 2017-2018 period.

During the 2017-2018 period, Changing the Conversation received 2,992 users totaling 4,473 sessions. On average, they visited 2.50 pages adding up to a total of 11,181 pageviews for the year. Social media sites, including Twitter, Facebook, and Pinterest accounted for 315 referrals to the website

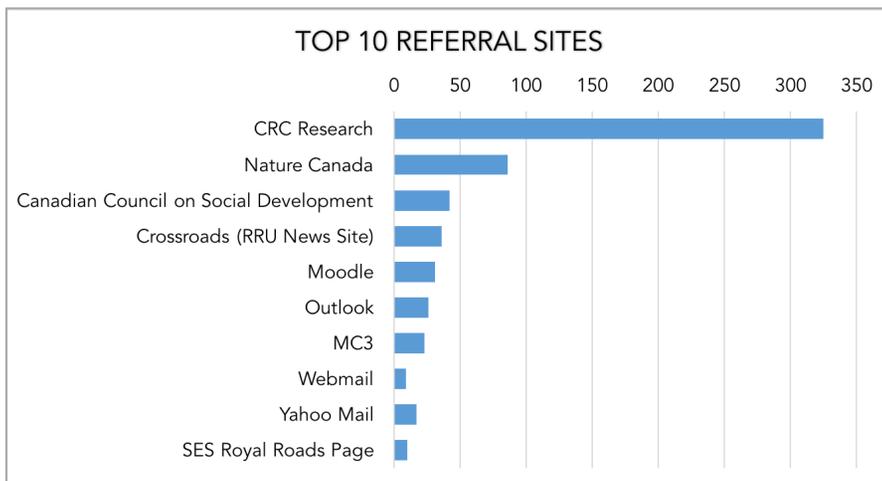
### TRAFFIC SOURCES & REFERRAL SITES

Direct traffic, where users either type the URL or reach the website through their browser bookmarks, was the highest-ranking source at 42% of the total sessions (1,286 sessions). Organic search closely followed at 40% of the total sessions (1,232 sessions) while referrals,



where users are redirected to the website via a hyperlink on another website, made up 13% (399 sessions). Social media made up 5% of the total traffic (150 sessions).

Of the 93 referral sources, CRC Research ranked the highest at 325 sessions, Nature Canada referred 86 sessions, the Canadian Council on Social Development referred 42, Crossroads (RRU News Site) referred 36 sessions, and Moodle referred 31 sessions. Changing the Conversation also received traffic through e-blast campaigns as demonstrated through Outlook, Webmail, and Yahoo Mail.

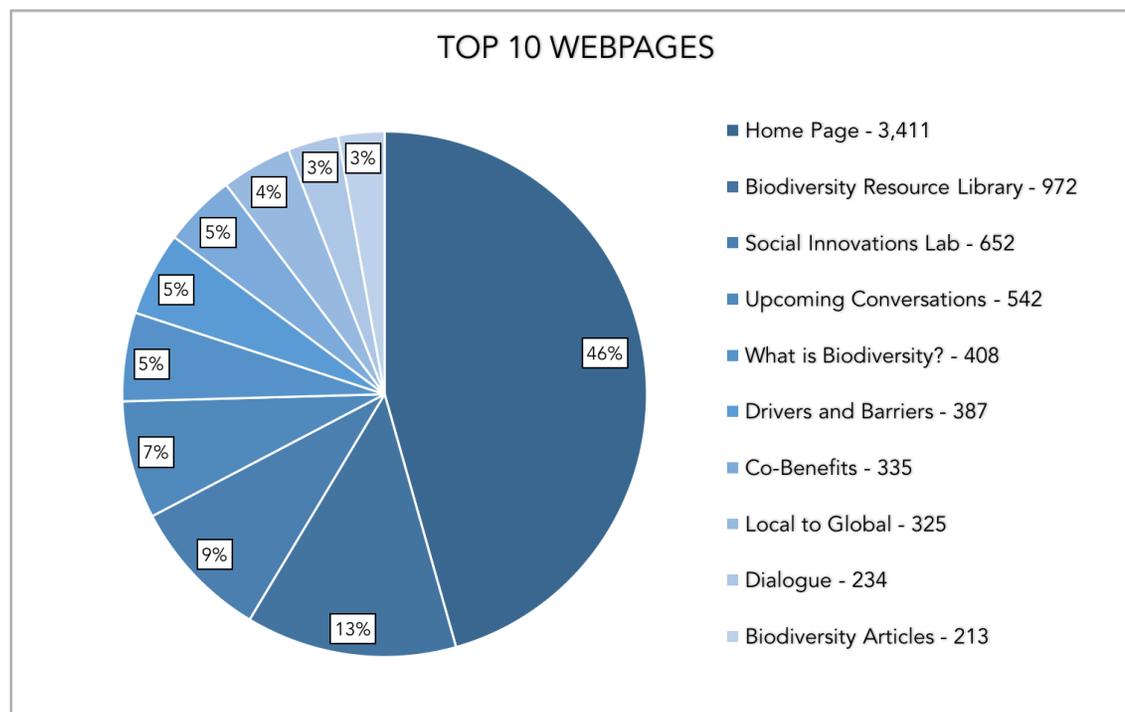


## CHANGING THE CONVERSATION WEBSITE: CONTENT DRILLDOWN

WEBPAGE	PAGEVIEWS
Home Page	3,411 (30.51%)
Biodiversity Resource Library	972 (8.69%)
Social Innovations Lab	652 (5.83%)
Upcoming Conversations	542 (4.85%)
What is Biodiversity?	408 (3.65%)
Drivers and Barriers	387 (3.46%)
Co-Benefits	335 (3.00%)
Local to Global	325 (3.00%)
Dialogue	234 (2.09%)
Biodiversity Articles	213 (1.91%)

### METRICS

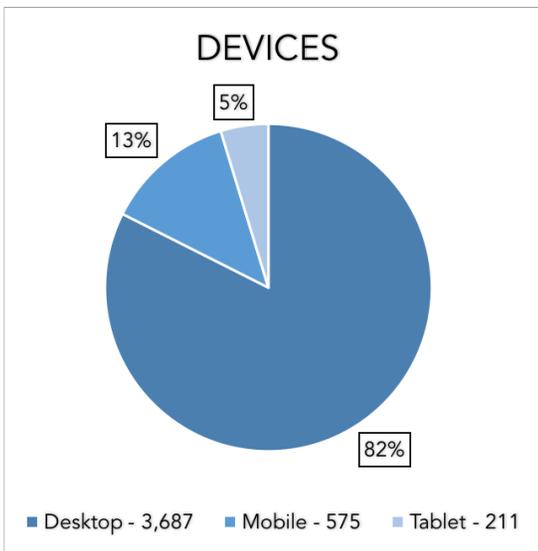
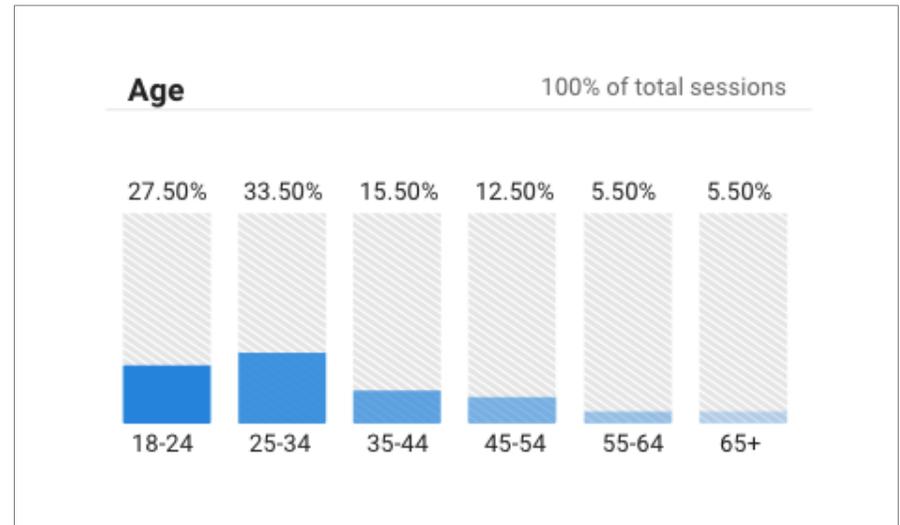
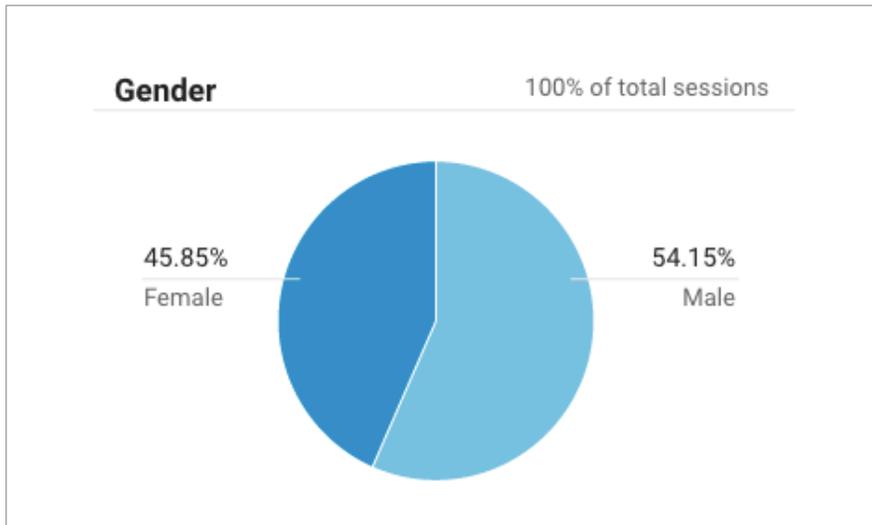
Listed in the table to the left are the webpages on Changing the Conversation that received the highest number of pageviews. The “homepage” ranked the highest with 3,411 pageviews (30.51%). The “Biodiversity Resource Library” (aggregated old and new page metrics) ranked second with 972 pageviews (8.69%). The “Social Innovations Lab” map ranked third at 652 pageviews (5.83%). “Upcoming Conversations”, a webpage that is updated a few times a year, received 542 pageviews while “What is Biodiversity?”, a webpage advertising the first e-Dialogue from the “Biodiversity Conversation” series, received 408 pageviews.



# CHANGING THE CONVERSATION: DEMOGRAPHICS

## GENDER AND AGE

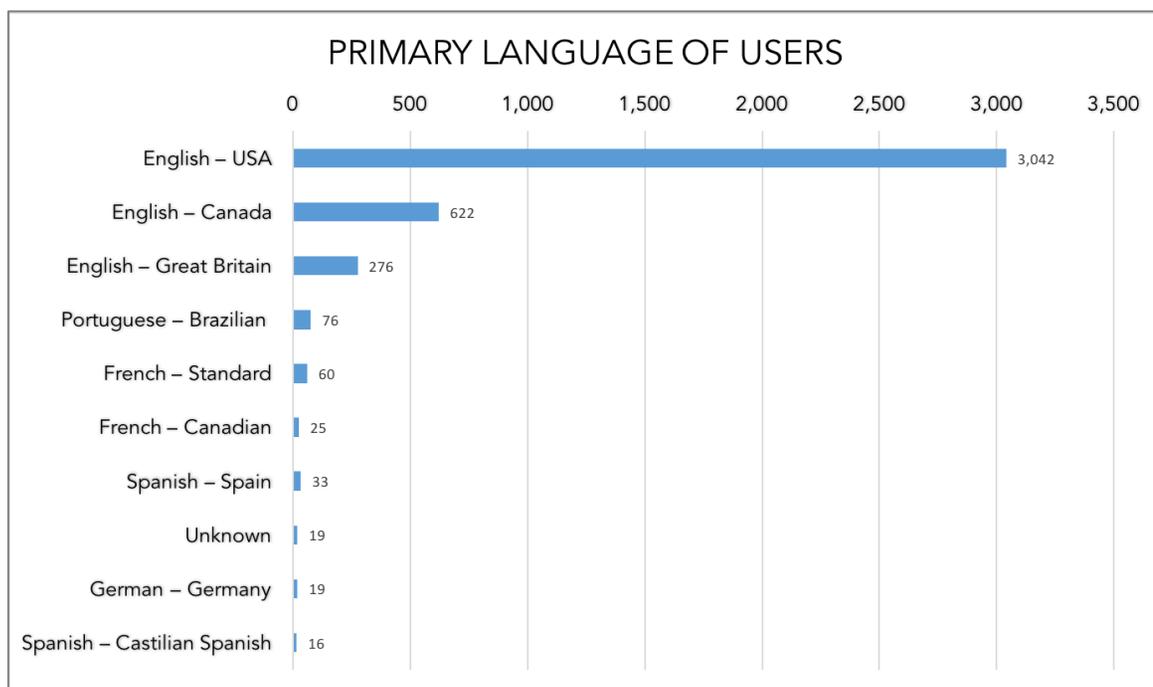
Ages 25-34 was the highest-ranking group at 33.50% of sessions while ages 18-24 ranked second at 27.50% of sessions. This indicates that 61% of Changing the Conversation's users are millennials. The fact that younger users are engaging with our content, especially the 18-24 age category, is encouraging as it suggests that CRC Research's website content is increasingly relevant in today's social climate. Ages 35-44 and 45-54 make up 28% of CRC Research's viewership while 11% of users are 55 years old and over. The gender balance is almost evenly split with female users encompassing 45.85% of sessions and male users encompassing 54.14% of sessions.



## DEVICES

The chart to the left illustrates the distribution of devices used to access Changing the Conversation. 82% of sessions (3,687) were viewed on desktop computers, 13% (575) were viewed on mobile phones, while 5% (211) were viewed on tablets.

## CHANGING THE CONVERSATION: DEMOGRAPHICS



### LANGUAGE

The majority of sessions were from users whose primary language is English (US, CA, GB) at 88%. Portuguese, French (CA and Standard), Spanish, and German speakers made up 5% of the total sessions. 57 other languages and dialects make up the remaining 7% of sessions. The high percentage of English users reflects the content of the site—namely text-based conversations and transcripts in English. Despite Canada making up 3,045 sessions, the primary language of users was USA English at 3,042. This is likely related to default settings.

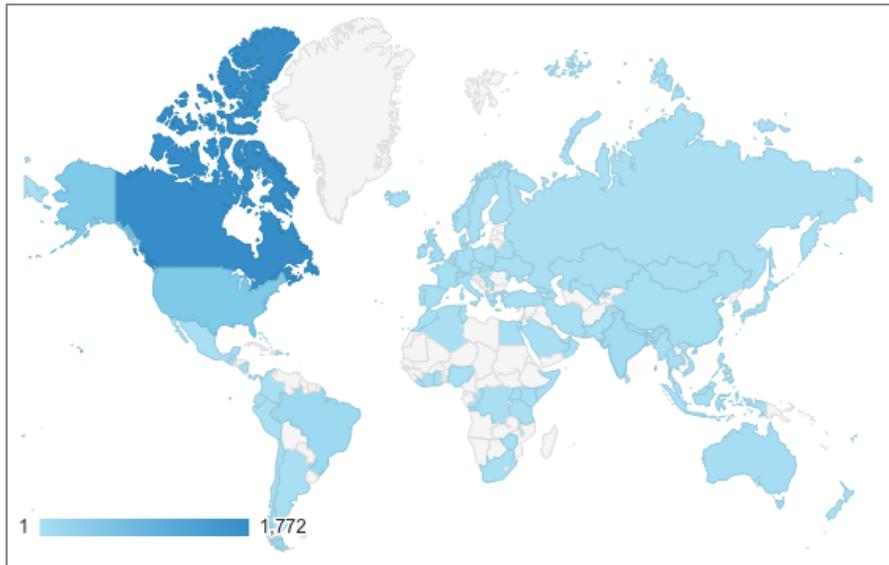
COUNTRY	USERS	SESSIONS	SESSIONS %
Canada	1,772	3,045	68%
United States	460	494	11%
Brazil	127	134	3%
India	127	134	3%
United Kingdom	91	65	3%
Australia	43	46	1%
Philippines	32	36	1%
Germany	31	34	1%
China	28	29	1%
Unknown	26	26	1%

### LOCATION

CRC Research reached 95 countries and territories from 2017-2018. Canada, the United States, Brazil, India, and the United Kingdom were the highest-ranking locations. With a total of 4,473 sessions, the top five countries made up 3,872 sessions— 86% of sessions, while the remaining 90 countries and territories encompassed 14% of all sessions.

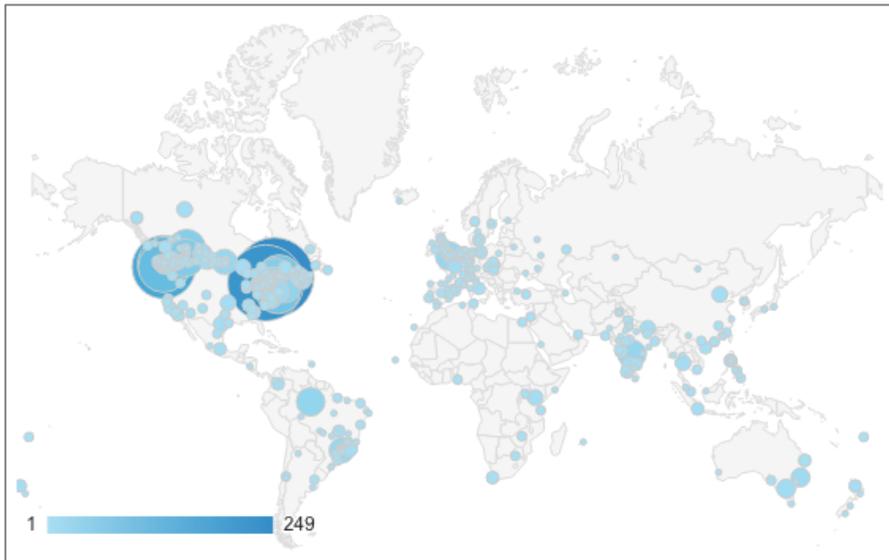
# CHANGING THE CONVERSATION: DEMOGRAPHICS

## COUNTRIES AND CITIES



### TOP 10 COUNTRIES (90% of total sessions)

1. Canada – 3,045 = 68.08%
2. United States - 494 = 11.04%
3. Brazil - 134 = 3%
4. India - 111 = 2.48%
5. United Kingdom - 65 = 1.45%
6. Australia – 46 = 1.03%
7. Philippines – 36 = 0.80%
8. Germany – 34 = 0.76%
9. China– 29 = 0.65%
10. Unknown – 26 = 0.58%



### TOP 10 CITIES (49% of total sessions)

1. Ottawa – 371 = 8.29%
2. Toronto – 281 = 6.28%
3. Victoria – 512 = 11.45%
4. Colwood – 312 = 6.98%
5. Unknown - 161 = 3.60%
6. Vancouver – 161 = 3.60%
7. Calgary – 145 = 3.24%
8. Montreal – 105 = 2.35%
9. Clifton – 82 = 1.83%
10. Edmonton – 71 = 1.59%

## CHANGING THE CONVERSATION: E-DIALOGUE PLATFORM

Changing the Conversation hosted 3 e-Dialogues during the 2017-2018 reporting period and hosted 4 took during the 2016-2017 period. For an equal comparison, this section includes metrics from a 4<sup>th</sup> e-Dialogue that took place on April 30<sup>th</sup>, after the annual reporting period.

### BIODIVERSITY CONVERSATION SERIES

Moderated by Professor Ann Dale, co-chair of Women for Nature, and in partnership with Nature Canada's Women for Nature initiative, this 4-part real-time virtual conversations series ran from September 2017 to April 2018. Hosted on Changing the Conversation, the series focused specifically on the theme of Biodiversity Conservation. It had four objectives. First, to increase civic literacy around biodiversity conservation. Second, to produce a consensus action agenda for Canadian decision-makers at the end of the conversation series. Third, to develop a curated resource library widely publicized across the country. And fourth, to bring together over 20 female researchers, practitioners, and civil society leaders from Women for Nature to explore local to global actions and strategies for biodiversity conservation.

### NUMBER OF PARTICIPANTS

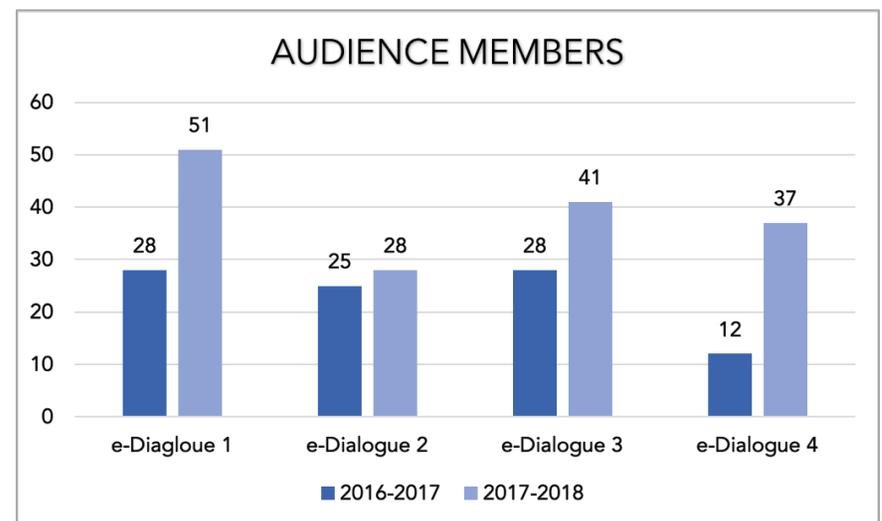
The first e-Dialogue from the Biodiversity Conversation series was the most successful with 51 real-time audience members. The second e-Dialogue had 28 real-time audience members (the decline was the result of technical difficulties with the e-Dialogue platform).

The third and fourth e-Dialogues were more successful with 41 real-time audience members and 37, respectively. In total, the series attracted 157 real-time audience members, a 69% increase over the 2016-2017 period.

### DEMOGRAPHICS

Audience members were predominantly from Canada. 54% were male, while 46% were female. 28% were ages 18-24, 34% were ages 35-34, while 16% were ages 35-44. Ages 45+ made up 23% of live audience members.

	e-Dialogue 1 (Sep. 27)	e-Dialogue 2 (Nov. 28)	e- Dialogue 3 (Feb. 22)	e-Dialogue 4 (April 30)	Total
<b>Audience</b>	51 (live)	28 (live)	41 (live)	37 (live)	157
<b>Sessions</b>	75	40	50	59	224
<b>Pageviews</b>	2,487	1,708	2,705	1,705	8,605



## CHANGING THE CONVERSATION: BIODIVERSITY CONVERSATIONS

### MARKETING AND OUTREACH

To promote the Biodiversity Conversation series, Changing the Conversation and Nature Canada launched a robust marketing and outreach campaign. For each e-Dialogue, a series of promotional posts and tweets were shared on Facebook and Twitter. Resources, relevant news articles, blogs on Nature Canada, as well as promotional images were integrated into these campaigns. During the conversation, the research curator also live-tweeted noteworthy quotes from panelists. In addition to social media outreach, Changing the Conversation circulated over 30,000 e-blasts promoting the series.

METRIC	e-D1	e-D2	e-D3	e-D4	Total
<b>FACEBOOK</b>					
Posts	5	6	6	7	24
Reach	368	225	219	248	1,060
Impressions	591	408	313	328	1,640
Likes	4	-	4	4	12
Shares	2	-	1	-	3
<b>TWITTER</b>					
Tweets	32	19	33	38	122
Impressions	14,058	7,439	14,512	9,732	45,741
Link Clicks	16	21	11	23	71
Retweets	22	6	10	15	53
Likes	65	21	24	28	138

METRIC	e-D1	e-D2	e-D3	e-D4	Total
Sent	8,046	7,825	7692	7562	31,125
Opens	1544	1,388	1416	1474	5,822
Clicks	152	130	148	132	562
Unsubscribed	24	23	20	27	94

### FACEBOOK AND TWITTER

With a total of 24 posts promoting the e-Dialogue series, CRC Research reached 1,060 users on Facebook, totaling 1,640 impressions. With a total of 122 tweets, CRC Research made 45,741 impressions and garnered 71 link clicks. During the Biodiversity Conversation period (September 2017-April 2018), social media posts referred (clicks) 345 sessions on the Changing the Conversation website.

### E-BLASTS

To promote the Biodiversity Conversation series, 2 e-blasts per e-Dialogue were sent to the 4,000+ mailing list. With 8 e-blasts in total, Changing the Conversation circulated 31,125 emails to researchers, practitioners, civil society, and decision-makers. This resulted in 5,822 opens and 562 link clicks directing users to the Changing the Conversation website, the e-Dialogue Platform, and the Nature Canada website. As a result, referral sources—including Outlook, Webmail, and Yahoo Mail—appeared in the acquisition metrics for the website.

## CHANGING THE CONVERSATION: BIODIVERSITY CONVERSATIONS

Webpages	Pageviews	Percent
Homepage	1,474	28%
Upcoming Conversations	729	14%
Biodiversity Library Main Page	671	13%
Drivers and Barriers	397	8%
Local to Global	352	7%
What is Biodiversity	326	6%
Where do we go from here	240	5%
Articles	223	4%
Resources	219	4%
Art Projects	147	3%
Videos	128	2%
e-Dialogue 1 Transcript	128	2%
Reports and Atlases	99	2%
e-Dialogue 2 Transcript	77	1%
e-Dialogue 3 Transcript	51	0.5%
e-Dialogue 4 Transcript	45	0.5%
<b>Total</b>	<b>5,281</b>	<b>100%</b>

### BIODIVERSITY CONVERSATION WEBPAGES

In addition to social media and e-blast marketing, Changing the Conversation created 15 webpages promoting the biodiversity conversation series. The homepage also featured relevant information and links. Together, these webpages received a total of 5,281 pageviews. Of the 11,181 annual pageviews for the entire Changing the Conversation website, they made up 47% of the total. The highest-ranking webpage after the homepage was the “Upcoming Conversations” at 729 pageviews. It contained key details for the series as well as relevant links.

### PROMOTIONAL E-DIALOGUE WEBPAGES

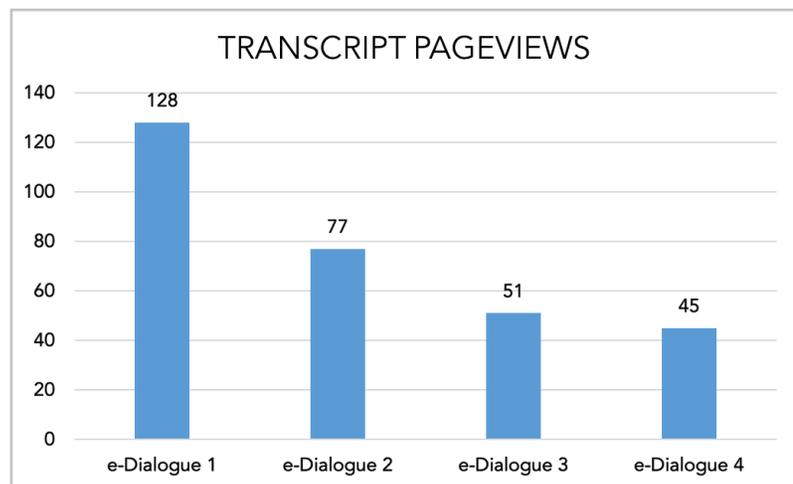
Individual webpages were also created for each e-Dialogue. They included short descriptions, registration information, relevant links, panelist bios, and compelling images. They received a total of 1,315 pageviews, comprising 25% of the total pageviews.

### BIODIVERSITY LIBRARY WEBPAGES

A curated biodiversity library was also created, which was updated with new sources following each conversation. It contained individual pages featuring articles, reports, videos, data visualizations, art projects, and other key resources on biodiversity. It received a total of 1,487 pageviews, comprising 28% of the total pageviews.

### E-DIALOGUE TRANSCRIPT WEBPAGES

Following each conversation, formatted e-Dialogue transcript webpages and downloadable PDF documents are created. These webpages received a total of 301 pageviews, comprising 6% of the total pageviews.



## FACEBOOK: METRICS & GROWTH

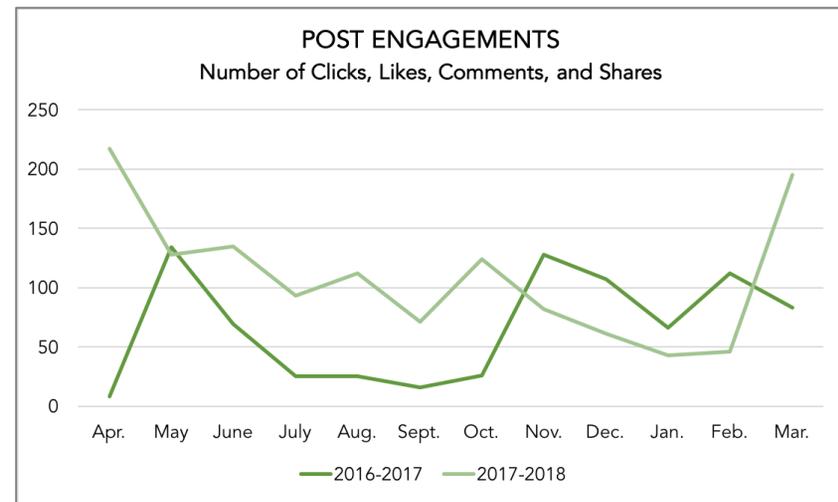
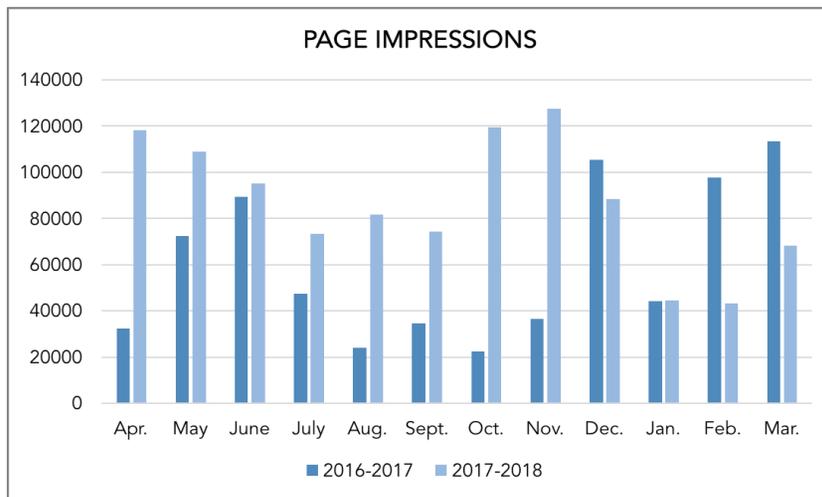
METRICS	2016-2017	2017-2018	+/-	Percentage
Number of Posts	254	306	+52	+20%
Post Reach	13,034	20,077	+7043	+54%
Post Impressions	23,160	36,338	+13178	+57%
Post Engagement	799	1,307	+508	+64%
Link Clicks	202	328	+126	+62%
Likes	252	360	+108	+43%
Shares	133	134	+1	+1%
Comments	26	30	+4	+15%
Page Likes	68	65	-3	-4%
Page Engagements	14,303	21,614	+7,311	+51%
Page Reach	198,317	258,207	+59,890	+30%
Page Impressions	71,9025	1,042,748	+323,723	+45%

### GROWTH

After two full years of consistent, strategic posting and organic outreach, the CRC Research Facebook page steadily grew. While CRC Research only gained 65 page likes within the reporting period, it achieved over 1 million page impressions—a 45% increase over the previous year. Post impressions increased by 57% and post reach increased by 54% over the previous year.

With a rise in likes, shares, clicks, and comments, post engagement more than doubled at 64%. Overall, posts received 328 links clicks, generating 1,093 sessions on the CRC website. There was a slight drop in engagement from December 2017 to March 2018, possibly a result of updates and

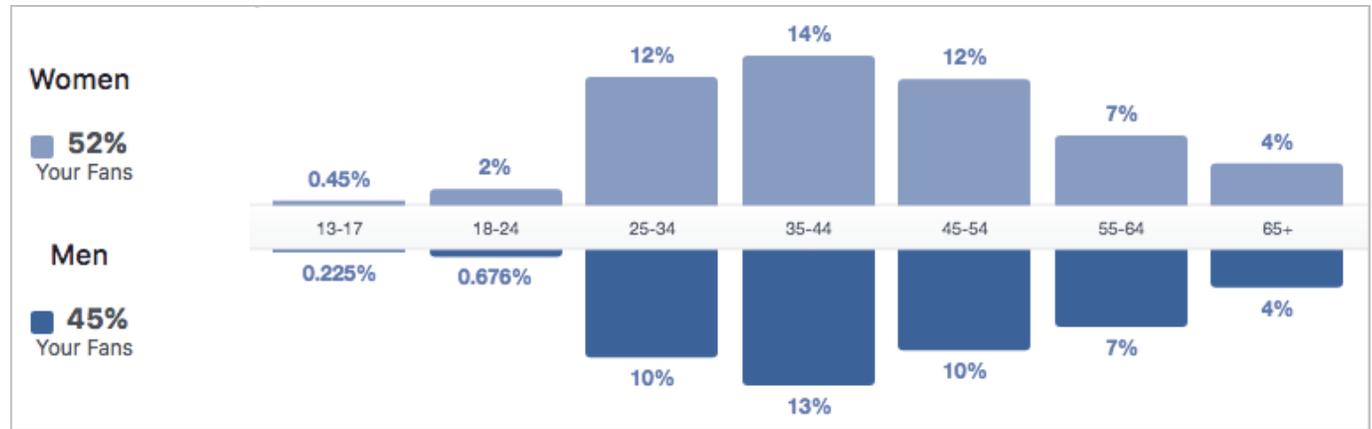
changes to the Facebook algorithm. The CRC Research account will likely only continue to grow slightly each year since Facebook algorithms limit organic reach. The only way the grow the page more rapidly would be to pay for promoted posts.



# FACEBOOK: DEMOGRAPHICS

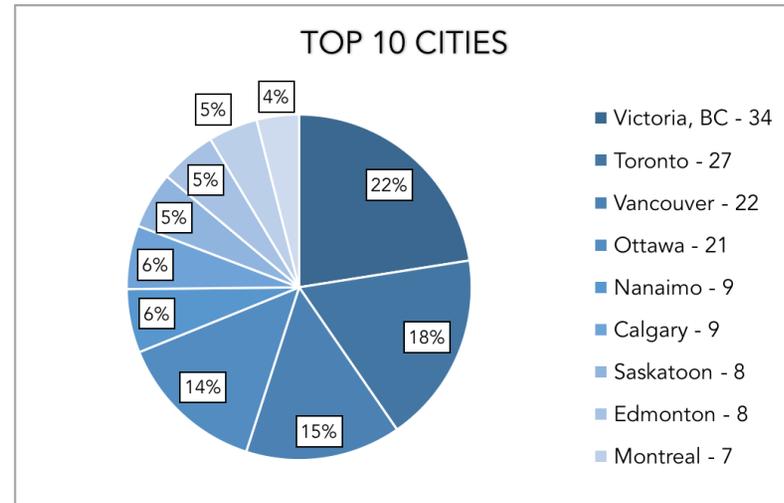
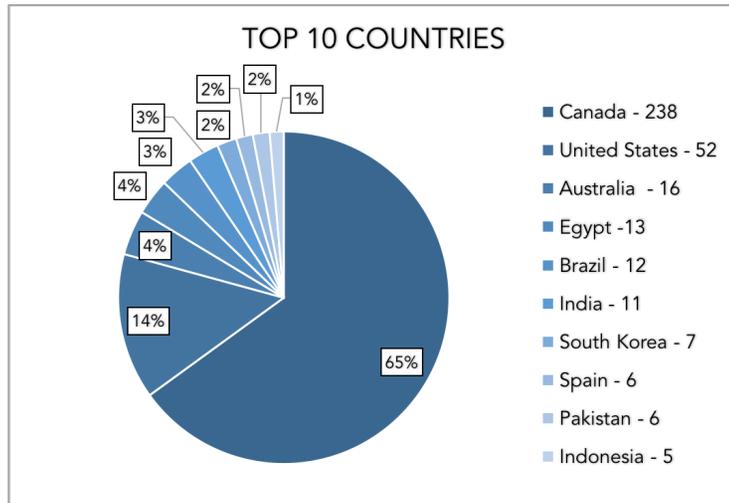
## GENDER AND AGE

CRC Research Facebook followers are predominantly millennials and generation Xers, with ages 35-44 ranking the highest at 14%. Ages 25-34 and ages 45-54 are tied at 12% while ages 55-64 make up 7% of the total followers. 52% are female while 45% are male. This means that 3% have not identified their gender.



## TOP COUNTRIES AND CITIES

The top 10 ranking countries listed below make up 82% of the total 443 fans. The top 3 ranking countries listed below correspond with statistics collected with the website's top 10 countries. This may indicate that people who visit the website may also be fans on Facebook. The top 10 cities make up 33% of the total 443 fans. While the majority of fans reside in Canada, it is encouraging to see that many followers are from Asia, Southeast Asia, and Egypt. This could be due to the large international community attending Royal Roads University.



## TWITTER: METRICS & GROWTH

STATISTIC	2016-2017	2017-2018	Percentage Increase
Number of Tweets	507	520	+3%
Impressions	117,489	178,193	+52%
Profile Visits	5,581	124,44	+123%
Link Clicks	217	496	+129%
Retweets	144	308	+114%
Likes	242	582	+140%
Replies	142	95	-33%
Mentions	51	80	+57%
New Followers	69	300	+335%

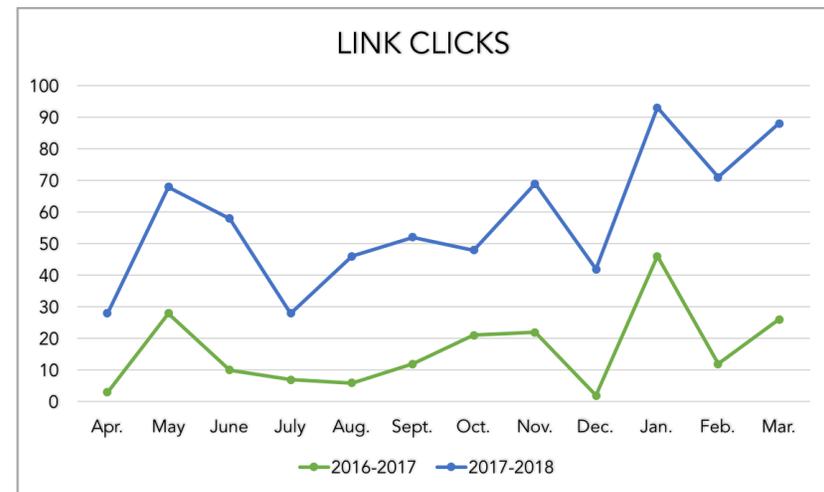
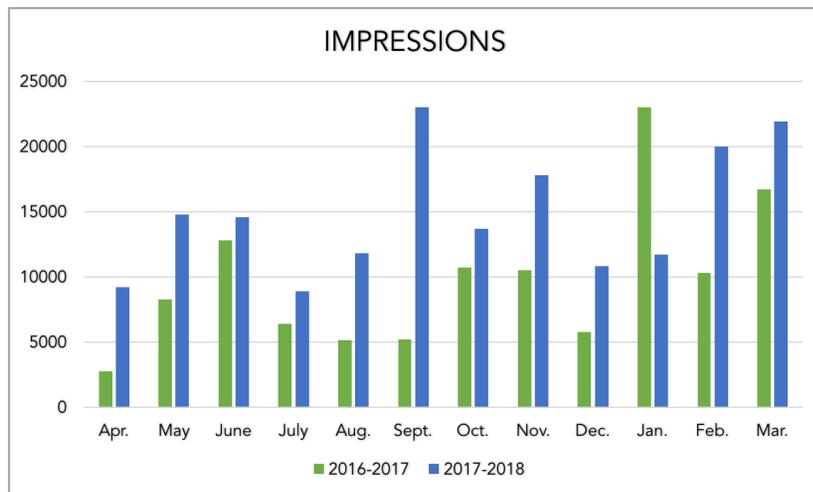
with content shared on CRC Research.

### CLICKS AND PAGEVIEWS

CRC Research tweets also received a total of 496 link clicks, resulting in a 129% increase from the previous year. While some clicks were directed to relevant news stories, blogs, and resources on other websites, the CRC Research website received a total of 461 Twitter referrals (clicks). These clicks translated into a total of 1,865 pageviews as a result of Twitter. Changing the Conversation received a total of 184 Twitter referrals resulting in 1,002 pageviews.

### GROWTH

Increases in Twitter activity is largely a result of a consistent posting schedule and an integrated social media strategy intended to increase engagement with CRC Research content. While the number of tweets was only 3% higher than the previous year, the number of impressions rose by 52%. This is a result of a series of strategies including user tagging, hashtags, Twitter-wide campaign participation (i.e. biodiversity day), interacting with other users, follower increase, and posting relevant and engaging content. Engagement metrics (retweets, likes, replies, mentions, and link clicks) also increased by 80%, meaning more users were interacting



## TWITTER: DEMOGRAPHICS



### GENDER

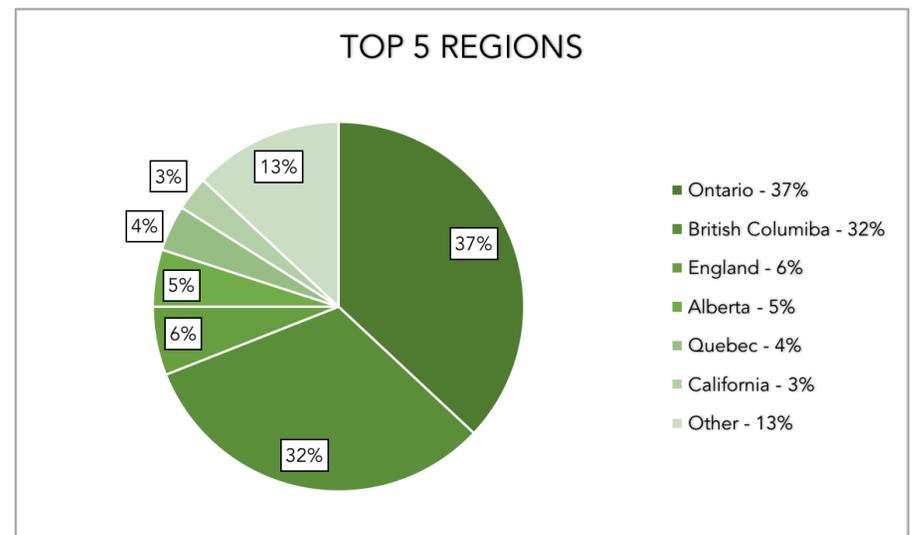
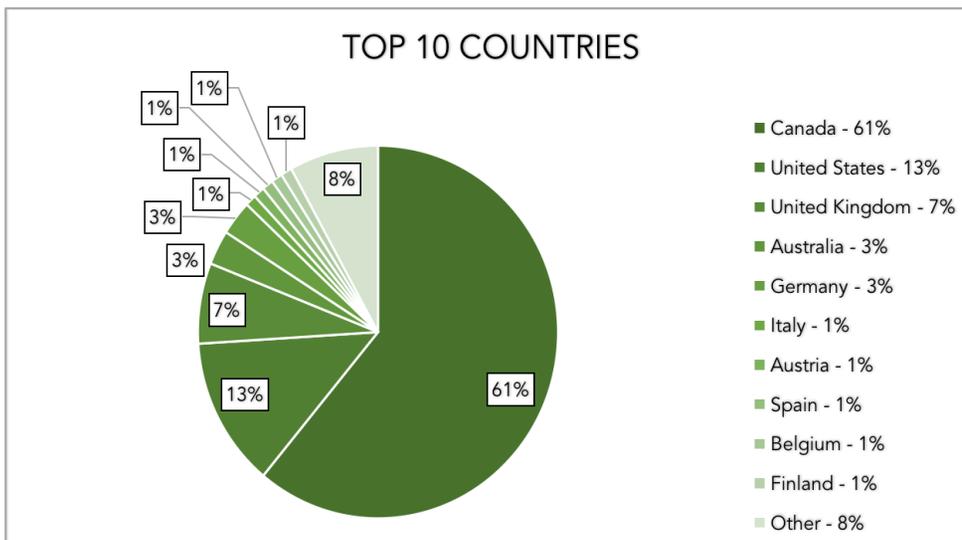
Gender demographics are split evenly with female users making up 50% of CRC Research followers, and male users making up the other 50%.

### AGE

Age demographics are no longer available via Twitter as they recently eliminated this metric. However, from 2016-2017, ages 25-34 made up 50% of the total following. While this may have changed slightly, it is unlikely that a new age demographic has surpassed this high number. The CRC Research account is likely continuing to reach a high amount of millennials.

### TOP 10 COUNTRIES & TOP 6 REGIONS

61% of CRC Research followers are in Canada, 13% are located in the United States, and 7% in the United Kingdom. 37% of followers are located in Ontario, 32% are located in British Columbia, while 6% are located in England.



## HEADTALKS YOUTUBE CHANNEL

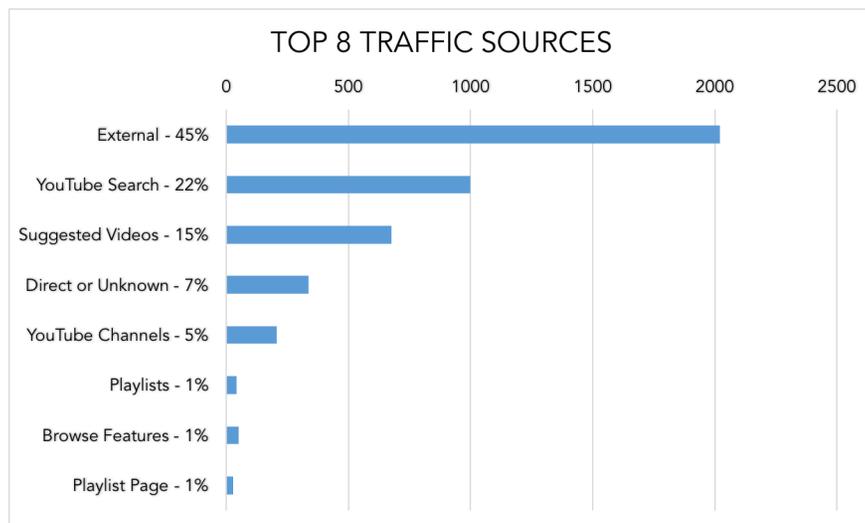
Statistic	2016/2017	2017/2018	Numerical Increase	Percentage Increase
Views	2,897	4,510	+1,113	+56%
Total Watch Time	4829	8,042	+3,213	+67%
Average View Duration	1:40	1:46	+0:06	+4%
Shares	79	99	+20	+25%
Likes	2	37	+35	+1,750%

### VIDEOS

From 2017-2018, 2 videos were created for HEAD Talks by the CRC Research team. The first video, *Sustainable Development for Some*, was published on April 6<sup>th</sup>, 2017 and received 11 views during the reporting period. However, it received far more engagement on Facebook with 515 views. The second video, *To Meat or Not to Meat*, was published on June 6<sup>th</sup> and received 175 views. On Facebook, it has received 269 views.

### METRICS

The number of views increased by 56% over the previous year, with “What is Spatial Justice” as the most watched video at 1,302 views. “The Legend of the Dragonfly” ranked second with 725 views while “Degrowth: A Critical Juncture” was viewed 243 times. The total time watched increased by 67% with 8,042 minutes. The average watch duration increased by 4% at 1:46. This confirms that the ideal video time is under 2 minutes.



### TOP TRAFFIC SOURCES

The highest traffic source comes from videos embedded on external websites, totaling 45% of views. This is encouraging since it indicates that HEADTalks videos have been circulated on websites outside of CRC Research’s 8 platforms. 22% of views are acquired through searches on YouTube suggesting that the keywords assigned to each video have increased their reach. 15% of views are acquired through suggested videos, meaning they are indexed with other like videos. 7% of views are directed by URLs shared via social media.

# PINTEREST

METRICS	2016-2017	2017-2018	Numerical Increase/Decrease	Percentage
Viewers	458,119	1,272,159	+814,040	+178%
Engaged Users	5,725	26,222	+20,497	+358%
Impressions	34,232	74,949	+40,717	+119%
Saves	130	135	+5	+4%
Clicks	79	169	+90	+114%

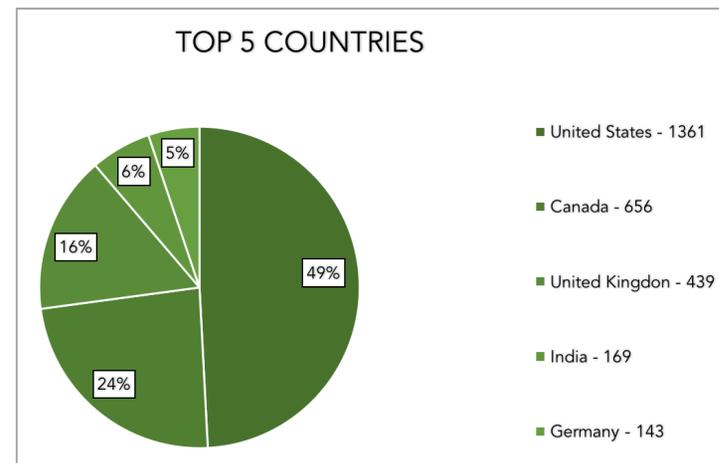
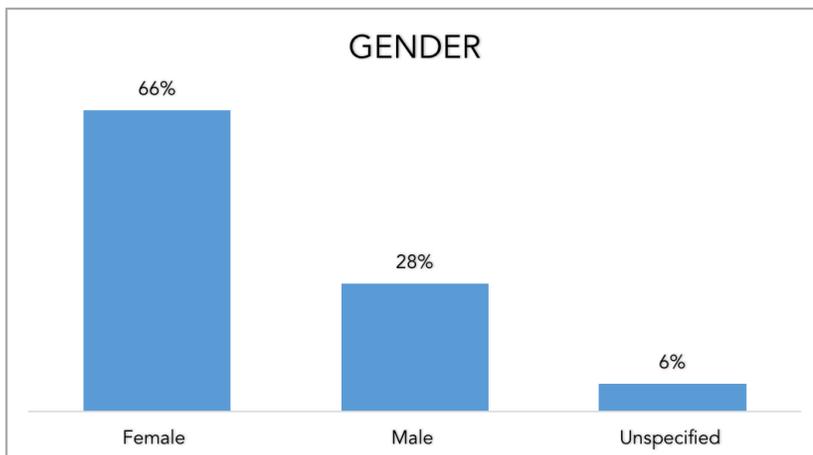
CRC Research is using Pinterest to visually communicate content related to sustainable community development. Since the platform also function as an image-based search engine, over time, pinned content will be indexed in Google searches making it more visible on Google.

## GROWTH

Since the CRC Research account was officially launched on November 2016, metrics for the 2016-2017 year only account for 5 months. It features 23 curated boards with a total of 1200 pins to date. The most popular boards are "Art + Nature", "Energy", "Ecological Imperative", "Climate Change", and "Biodiversity Conservation". On average, the page receives 4700 monthly views. Over 1.2 million viewers saw a CRC Research Pin during the 2017-2018 period, an increase of 178% from the previous year. Of those viewers, 26,222 engaged with pinned content, whether through saves or clicks. There was also 114% increase in clicks from the previous year.

## GENDER & LOCATION

66% percent of viewers were female, which is unsurprisingly given the high number of female users on Pinterest. Male viewers made up the other 28% with 6% unspecified. 49% of viewers were from the United States while 24% of viewers were from Canada.



# INSTAGRAM

CRC Research launched an Instagram account, called Sustainability Stories, in November 2017. Primarily focused on art, sustainable community development, biodiversity conservation, and climate change it features high quality images intended to visually communicate research. While images are the primary source for engagement on this platform, written captions drawing from blog posts and quotes are also included. From the launch date to March 31<sup>st</sup>, 2018, Sustainability Stories posted 65 images and received 2543 likes. January 2018 was the highest-ranking month for likes, receiving a total of 830. As of now, the account has 301 followers.

METRICS	2017-2018
Posts	65
Likes	2543
Comments	106
Followers	301

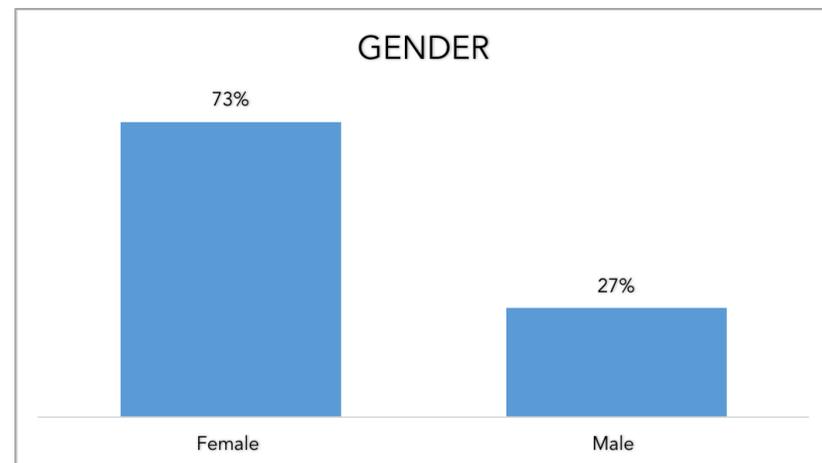
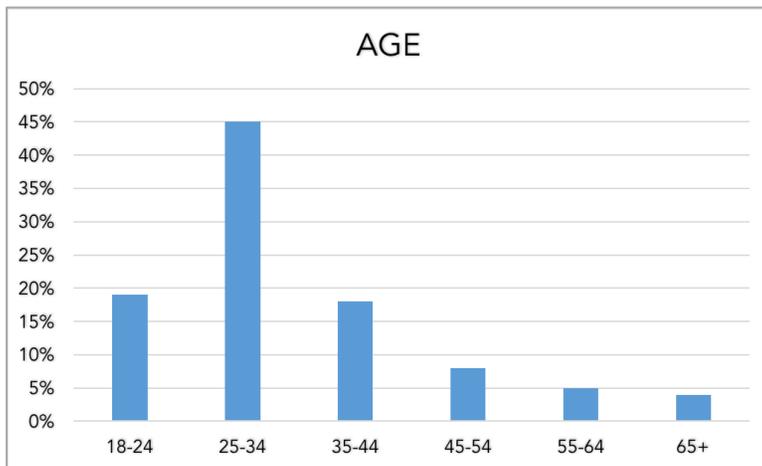
## METRICS

Instagram unfortunately provides limited metrics and does not enable users to download data spreadsheets, making it a challenge to collect data. As a result, CRC Research has few metrics for Sustainability Stories. Another issue that limited access to metrics was a brief shadow ban, which limits public visibility of posts. This can occur when a user frequently posts the same hashtag, causing the platform to classify the posts as spam. To

address this issue, the account was briefly converted from business to personal, thereby forgoing metrics. For these reasons, it is unclear how many impressions Sustainability Stories received.

## AGE AND GENDER

As age demographics on Instagram are typically younger, it is unsurprising that 45% of followers are ages 25-34. 20% of followers are ages 18-24, while 18% of followers are ages 35-44. Female followers make up the majority at 73%, while male followers make up 27%.

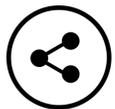


## NEXT STEPS



### COMMUNITY RESEARCH CONNECTIONS

From 2017-2018 there was a 6% decrease in overall pageviews on the CRC Research website. This is a result of less web traffic visiting content that has not been updated recently, including “Case Studies”, “Research Tools”, and the “Solutions Agenda”. These content types continue to garner high amounts of pageviews, however their ranking on Google decreased slightly. The Google algorithm uses over 200 ranking factors, called Search Engine Optimization (SEO), to determine what is most visible in web searches. While it is impossible to know exactly which factors affect a website unless you are a Google insider, it is likely the slight drop in engagement on the CRC Research website may be a result of the following factors, but not limited to: not mobile-friendly (the new website is now mobile-friendly); static pages; broken links; site architecture; images; multimedia; age of content; etc. Moving forward, the following actions can be taken to help improve SEO across the CRC Research website portfolio: update and edit content; fix broken links; adjust page layouts; insert keywords; and add new images and videos.



### SOCIAL MEDIA

- Increase following on all social media channels by 10%
- Follow other academics mobilizing research and information across social media
- Conduct audience research to determine how to increase engagement
- Create a social media plan and digital engagement framework
- Increase visual content shared across social media (images, videos, maps, data visualizations, and gifs)



### VISUAL COMMUNICATIONS

- Continue to integrate art and compelling images on the website and across social media
- Assist in creating interactive Kumu map with BC Healthy communities for upcoming Health Conversation series



### CONVERSATIONS

- Launch Health Conversation series on Changing the Conversation in the Fall of 2018
- Based on marketing strategies for Biodiversity Series, create online engagement plan to mobilize e-Dialogue conversations

# GLOSSARY

## GOOGLE ANALYTICS FOR WEBSITES

- **Sessions:** Represent a group of interactions that take place on a website within a given time frame. For example, a single session can contain multiple screen or page views.
- **Users:** Represent visitors who are visiting a website for the first time.
- **Pageviews:** Represent a single view of a page on a website.
- **Pages:** Represent the number of visits to individual webpages on a website.
- **Social:** Represents the amount of link clicks from social media posts that result in a webpage visit.

## FACEBOOK INSIGHTS

- **Post Reach:** The number of people who saw your page post in news feed, ticker, or on your page's timeline.
- **Post Impressions:** The number of times a post is displayed in a news feed, ticker, or on a page's timeline.
- **Post Engagements:** The number of people who clicked anywhere in your posts—this includes likes, comments, and shares.
- **Page Reach:** The number of people who have seen any content associated with your Page.
- **Page Engagement:** The number of people who engaged with your Page. Engagement includes any click or story created.
- **Page Impressions:** The number of times your posts were seen in News Feed or ticker or on visits to your Page. These impressions can be by people who have liked your Page and people who haven't.

## TWITTER ANALYTICS

- **Engagement Rate:** The number of engagements divided by impressions. Engagements are counted anytime a user clicks anywhere on a tweet, including retweets, replies, follows, favourites, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.
- **Impressions:** The amount of times tweets were delivered to the Twitter stream of a particular account. This includes exposure to through hashtags and search terms.

## PINTEREST ANALYTICS

- **Engagement Users:** Any user that acted on a pin by either clicking, repining, or saving