



INCLUDEM COMMUNICATIONS ENGAGEMENT TRACKER



Website

In 2022 we have:

28,000

Website users

37,000

website sessions

65%

bounce rate*

34

new articles and blogs

01:39s

average time of website



54%

of site traffic comes from search engines

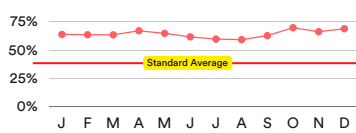
10%

of site traffic comes from social media

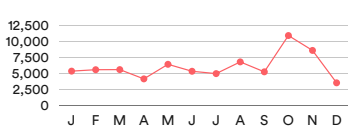
30%

of site traffic comes from direct searches

Average bounce rate



Average page views

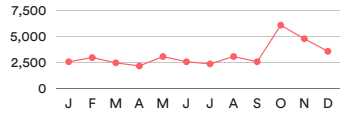


Top Viewed Pages (number of users)

1. Martin's Mental Health Blog (8779)
2. Careers Page (7722)
3. What We Do (3199)
4. Our People (2926)
5. Contact Us (2588)
6. Who We Are (2532)
7. Work With Us (2224)
8. News (1440)
9. Our Ambition (1051)
10. Policy (1026)
11. Our Services (1019)
12. Get Involved (1017)
13. 24/7 Support (907)
14. How We Work (833)
15. Donate (737)
16. Vacancy (Helpline) (728)
17. Projects (576)
18. Where We Work (573)
19. Our Impact (534)
20. New - Policy (462)
21. Bereavement (457)
22. Vacancy (Wellbeing in Life) (437)
23. Service - includem care (388)
24. Young People Stories (323)
25. News - David's Story (307)



Average number of new sessions



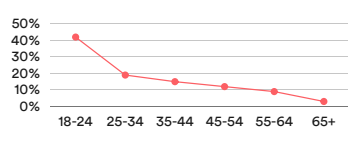
Average time on website



Demographics



Age



Social Media

In 2022 we have... (versus 2021)



5864

Total Followers

+369

6146

Total Tweets

+848

312,700

Impressions this year

+17700

5982

Visits this year

-298

750

Mentions this year

-35



565

Total Followers

+162

479

Total Posts

+295

41834

Impressions this year

-5

1538

Visits this year

-121

80%

of our followers are women aged 25-45



848

Total Followers

+162

41500

Impressions this year

+600

926

Visits this year

-27

2157

Views this year

-132



290

Total Followers

10977

Impressions this year

1518

Link Clicks this year

26596

Reach this year

90%

of our followers are women aged 25-45

SPOTLIGHT ON...

Campaign One: National Childhood Bereavement Report

18

different pieces of content

14,094

twitter impressions

2426

linkedin impressions

1559

total reads

1315

instagram & facebook impressions

Campaign Two: Simply Scran Challenge Poverty Week

7

different pieces of content

34,500

peak of impressions on twitter

23

open letter signatories

44

podcast listens

20

video views



Campaign Three: Recruitment



15

vacancies

929

twitter impressions

997

webpage views

16,705

views across Facebook & Instagram

542

link clicks to the website

