

Marketing & social media activity



CAUFC Update: January 18, 2017

CAUFC Facebook growth 20% compared to this time last year.

Current followers:

	Total likes	Growth
Feb 12, 2016	778	-
Mar 11, 2016	815	37
May 16, 2016	833	18
Jun 15, 2016	842	8
Jul 15, 2016	854	12
Aug 16, 2016	865	11
Sep 9, 2016	871	6
Oct 7, 2016	876	5
Nov 14, 2016	887	11
Dec 12, 2016	903	16
Jan 18, 2017	916	13

CAUFC membership numbers

Membership has increased with registrations for the conference and upcoming workshops.

Current members:

May, 2016	50
Sep, 2016	60
Oct, 2016	62
Nov, 2016	64
Dec, 2016	72

A membership campaign will commence once all current members have been added into the member area on the website. Aiming for late January.

CAUFC master email list

The list is currently being cleaned so subscriber numbers may drop as duplicates and bouncebacks are being removed going forward.

Current subscribers:

Aug, 2016	1641
Sep, 2016	1637
Oct, 2016	1863
Nov, 2016	1835
Dec, 2016	1953

CAUFC website:

CAUFC website additions:

- membership area is being setup to automate membership renewal process with all current members being added into the system
- donation section added in December for end of year campaign
-
- some amendments need to be made to imagery, etc., to speed up the site & decrease page load times

Future website functions

More content and functions will be added to the site in the future. Those that area a priority include:

- appreciation of larger members with their logos featured
- volunteer section to be added to the site by the end of January

CAUFC website stats:

Website stats: October 2016 (7-31)	
Total views	1,131
Visitors	337
Views per visitor	3.36
Average views per day	51.4

Website stats: November 2016 (1-30)	
Total views	1,087
Visitors	392
Views per visitor	2.77
Average views per day	36.2

Website stats: December 2016 (1-31)	
Total views	1840
Visitors	559
Views per visitor	3.29
Average views per day	59.3

Search Engine Results

At the moment when searching “urban forests” caufc.org appears as search result #1 (first page of results) and “urban forestry” returns a search result of CAUFC on the google business directory at the top of the page and as #9 (first page of results) up from #13 last month & #18 the previous month.

Donations

The end of year donation campaign raised \$372. This is a good start and test of the new online system.

Marketing & social media activity



IFGU Update: January 18, 2017

IFGU Facebook growth 7% since this time last year.

The 2016 slow down of growth is likely due to a reduction in overall program activity.

	Total likes	Growth
Mar 14, 2014	589	n/a
Oct 15, 2014	693	104
Feb 12, 2016	782	89
Mar 11, 2016	787	5
May 16, 2016	788	1
Jun 15, 2016	790	2
Jul 15, 2016	797	7
Aug 16, 2016	801	4
Sep 9, 2016	804	3
Oct 7, 2016	813	9
Nov 14, 2016	828	15
Dec 12, 2016	831	3
Jan 18, 2017	839	8

Instagram Posting urban street tree photos at the moment and the annual UFL. Growth in 2016 has been 71% and has achieved the aim of 500 followers by the end of the year.

	Total likes	Growth
July 24, 2014	143	n/a
Oct 15, 2014	277	134
Feb 12, 2016	432	155
Mar 11, 2016	431	-1
May 16, 2016	451	20
Jun 15, 2016	460	9
Jul 15, 2016	479	19
Aug 16, 2016	484	5
Sep 9, 2016	484	0
Oct 7, 2016	502	18
Nov 14, 2016	558	56
Dec 12, 2016	576	18
Jan 18, 2017	594	18

IFGU website

The IFGU site went down in December. The theme the site had been running on since 2013 is no longer being supported. The site has been moved to a new theme but still requires a lot of work to be back functioning fully.

Figures for October visits were not available as the site was moved to new hosting. New tracking codes were added on October 7. Simpler analytics are being used.

Website stats: **October 2016** (7-31)

Total views	1,376
Visitors	627
Views per visitor	2.19
Average views per day	62.5

Visits coming for CIRCLE tree planting information.

Website stats: **November 2016** (1-30)

Total views	1,039
Visitors	549
Views per visitor	1.89
Average views per day	34.6

Website stats: **December 2016** (1-31)

Total views	615
Visitors	349
Views per visitor	1.76
Average views per day	19.8

The IFGU site will more closely resemble the new caufc site in the future.