

Marketing & social media activity



CAUFC Update: March 14, 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
Feb 6, 2017	924	8
Mar 14, 2017	928	4

CAUFC membership numbers

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

Active members:

March, 2017 54

Members are now all in the system on the website. Auto -renewals will go out on April 1. We've also got a printed membership campaign going out to 1500 former members. Lapsed members (between 30 to 50) will receive individual letters encouraging renewal of membership.

CAUFC master email list

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

We'll have a blast go out during the membership campaign to ask our email subscribers to update their preferences to help keep the list current.

Current subscribers:

Aug, 2016	1641
Sep, 2016	1637
Oct, 2016	1863
Nov, 2016	1835
Dec, 2016	1953
Jan 18, 2017	1964
Feb 6, 2017	1950
Mar 14, 2017	1944

CAUFC website:

CAUFC website additions:

- membership area has been added
- board sections have been added
- 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

CAUFC website stats:

Website stats: January 2017 (1-31)	
Total views	1291
Visitors	388
Views per visitor	3.33
Average views per day	41.6

Website stats: February 2017 (1-28)	
Total views	1774
Visitors	397
Views per visitor	4.47
Average views per day	63.3

Website stats: March 2017 (1-14)	
Total views	637
Visitors	221
Views per visitor	2.88
Average views per day	45.5

Visits to the website increased during February with visitors also staying longer. March should pick up at the end of the month as we promote some events.

Search Engine Results

At the moment when searching "urban forests" caufc.org appears as search result #12 (second page of results) and "urban forestry" returns a search result of #11 (second page of results). The site has also been sped up and is achieving a high google web page speed score that helps with mobile results.

Marketing & social media activity



IFGU Update: March 14, 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
Feb 6, 2017	840	1
Mar 14, 2017	837	-3

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
Feb 6, 2017	593	-1
Mar 14, 2017	603	10

IFGU website

Website stats: January 2017 (1-31)	
Total views	643
Visitors	377
Views per visitor	1.71
Average views per day	20.7

Website stats: February 2017 (1-28)	
Total views	670
Visitors	465
Views per visitor	1.44
Average views per day	23.9

Website stats: March 2017 (1-14)	
Total views	182
Visitors	143
Views per visitor	1.27
Average views per day	13

I'm considering a design refresh for the IFGU site. I've had interest for design and web help from people looking to volunteer or become a summer intern.