

## Marketing & social media activity



## CAUFC Update: May 15, 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
Apr 15, 2017	928	4
May 15, 2017	933	5

### CAUFC membership numbers

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

#### Active members:

May, 2017 39

We are seeing a slow down in memberships, this may pick up closer to the conference. Members are also renewing more as “seniors” instead of individuals. We do not have any “student” members.

Auto-renewals went out on April 1. We also had a printed membership renewal postcard sent to 1500 former members.

### CAUFC master email list

At the end of 2016 we added a couple of hundred addresses to our emailing list from the CIRCLE campaign. The list is continually being cleaned and remove duplicates and old addresses. We also did an email blast encouraging subscribers to select the regional council they wanted to receive news from and to update their preferences.

#### Current subscribers:

Jan 18, 2017	1964
Feb 6, 2017	1950
Mar 14, 2017	1944
May 15, 2017	1919

#### 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: <b>January 2017</b>	(1-31)
Total views	1291
Visitors	388
Views per visitor	3.33
Average views per day	41.6

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

Website stats: <b>March 2017</b>	(1-31)
Total views	1406
Visitors	505
Views per visitor	2.78
Average views per day	45.3

Website stats: <b>April 2017</b>	(1-30)
Total views	1305
Visitors	414
Views per visitor	3.15
Average views per day	43.5

Website stats: <b>May 2017</b>	(1-14)
Total views	519
Visitors	198
Views per visitor	2.62
Average views per day	37.0

Awards, the conference and other events are the most viewed pages at the moment, after the homepage.

### Search Engine Results

Searching “urban forests” caufc.org appears as search result #5.

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## IFGU Update: May 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.

	<b>Total likes</b>	<b>Growth</b>
Jan 18, 2017	839	8
Feb 6, 2017	840	1
Mar 14, 2017	837	-3
Apr 14, 2017	835	-2
Mar 14, 2017	833	-2

### 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.

	<b>Total likes</b>	<b>Growth</b>
Jan 18, 2017	594	18
Feb 6, 2017	593	-1
Mar 14, 2017	600	10
Apr 15, 2017	604	10
May 15, 2017	606	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** (1-31)

Total views	630
Visitors	393
Views per visitor	1.6
Average views per day	20.3

#### Website stats: **April 2017** (1-30)

Total views	581
Visitors	381
Views per visitor	1.52
Average views per day	19.3

#### Website stats: **May 2017** (1-15)

Total views	198
Visitors	145
Views per visitor	1.36
Average views per day	14.1

### IFGU website

The IFGU site appears to receive traffic being referred from search engines, pinterest and facebook.

As visual content drives pinterest, I'll be looking for a volunteer to work on maintaining our pinterest boards.

I also have a writing volunteer who will be preparing short blurbs on our trees for our UFL tree ID, beginning in September. We will also be creating a short social media guide on how to ID a tree for non urban forestry folks.