THE CONNECTORY

October 2018 Monthly Review

Programs

■ Active Programs

Values along the line (Oct-17 to Oct-18): 4973, 5006, 5014, 5035, 5070, 5087, 5116, 5135, 5145, 5152, 5177, 5212, 5269

Y-axis (Programs): 0, 1000, 2000, 3000, 4000, 5000, 6000

X-axis (Month/Year): Oct-17, Nov-17, Dec-17, Jan-18, Feb-18, Mar-18, Apr-18, May-18, June-18, July-18, Aug-18, Sept-18, Oct-18

Opportunities

Opportunities
- < 30.2
- 30.2 - 72
- 72 - 134.6
- 134.6 - 240.8
- > 240.8

**Total Active
Opportunities = 10,139**
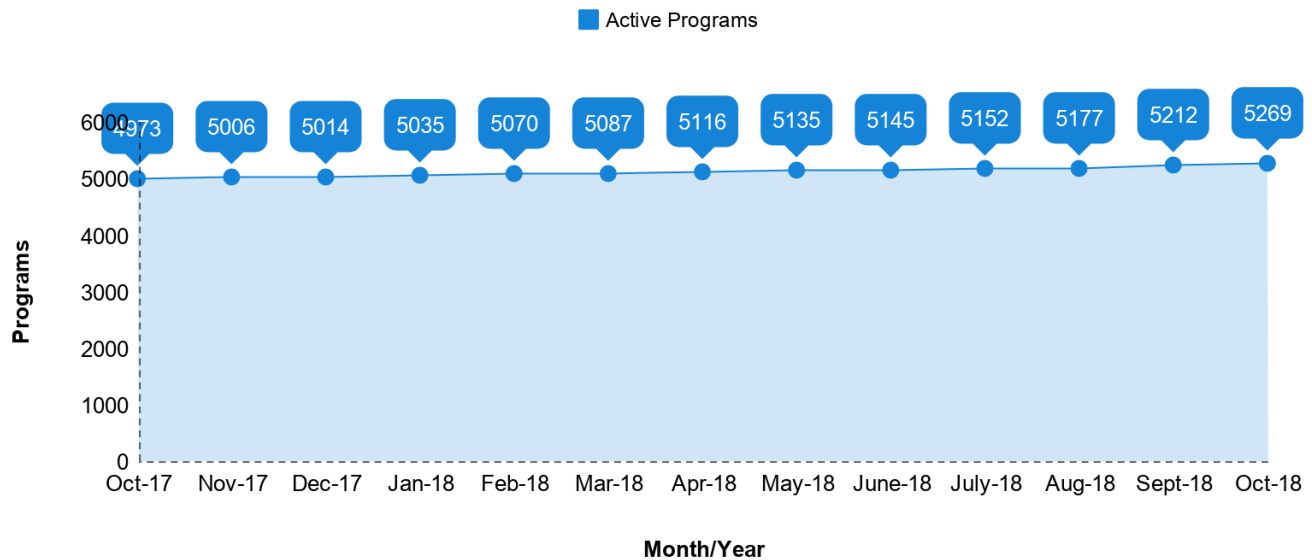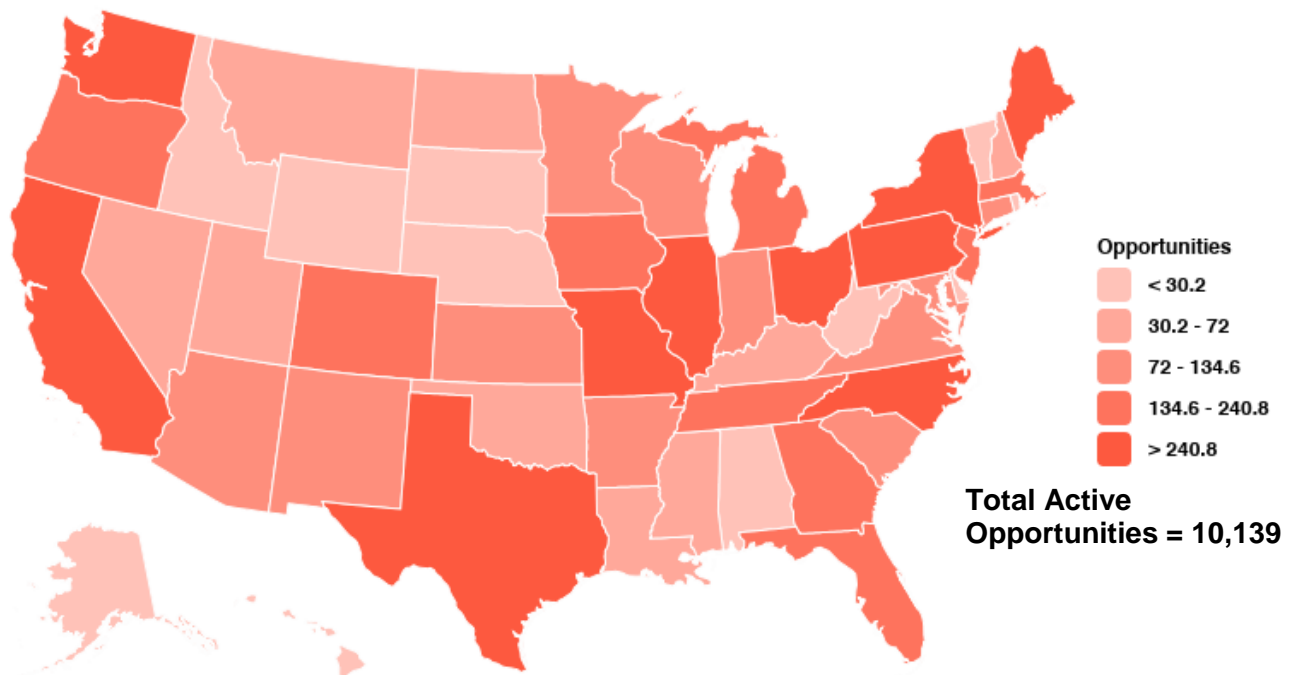
Social Media

Facebook Likes: 7,146
Top Performing Post Reach: 243
Engagement: 3
Post Description: International Day of the Girl (October 11, 2018) This day aims to highlight and address the needs and challenges girls face, while promoting girls' empowerment and the fulfillment of their human rights. This year's theme "With Her: A Skilled GirlForce" will mark the beginning of a year-long effort to bring together partners and stakeholders to advocate for, and draw attention and investments to, the most pressing needs and opportunities for girls to attain skills for employability. http://www.un.org/en/events/girlchild/

Twitter Followers: 2,054   Likes: 6,761

Instagram Followers: 82

E-Blast Highlights

October 9, 2018
Focus: CSforALL Accessibility Commitment
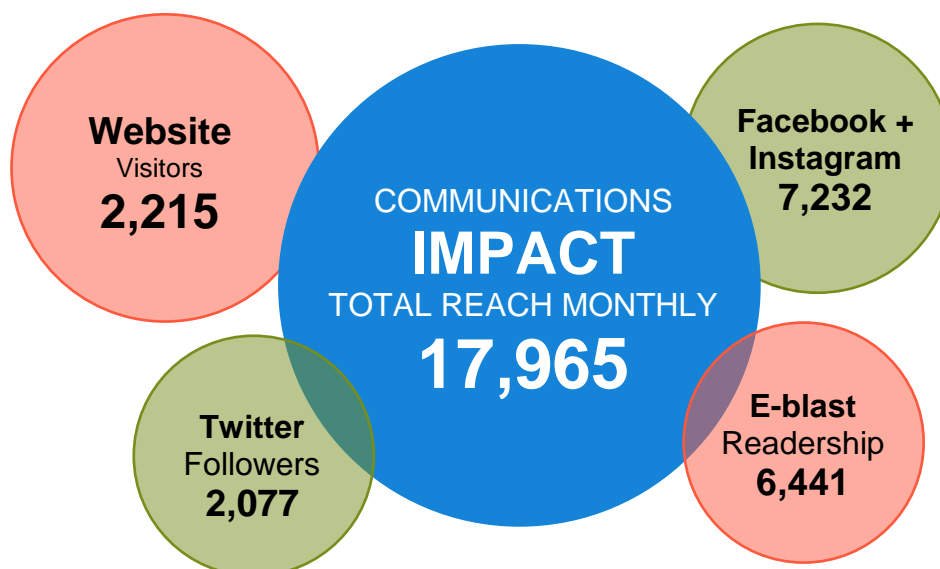**Open Rate: 19%   Click Rate: 9%**

The Connectory is proud to be making a CSforALL commitment and pledges to do the following within the next two years:

October 23, 2018
Focus: NatGeo Science Fair Documentary
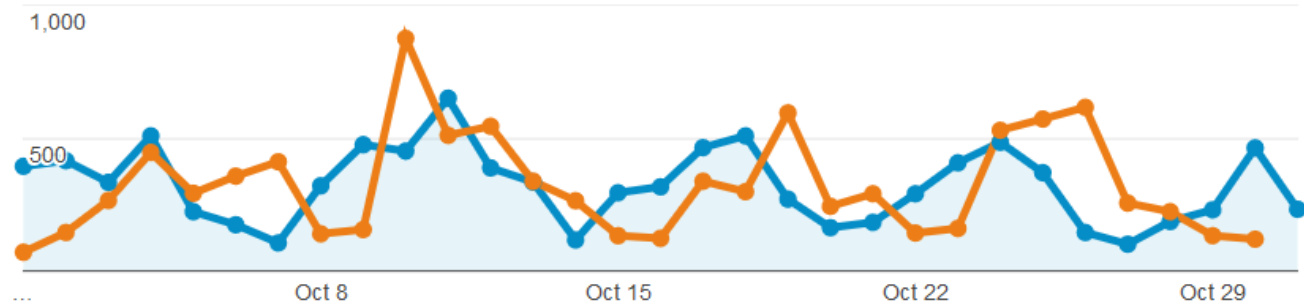**Open Rate: 17%   Click Rate: 12%**

Bring National Geographic's inspiring documentary Science Fair to your communities and classrooms this November. If you are interested in viewing the trailer, free DVDs, and materials, please fill out this Google Form: http://bit.ly/ScienceFairScreening.

Website Visitors **2,215**

Facebook + Instagram 7,232

COMMUNICATIONS **IMPACT** TOTAL REACH MONTHLY **17,965**

Twitter Followers **2,077**

E-blast Readership **6,441**

Performance Metrics

Pageviews: 10,011 ↑ (+4.3%)   **Users:** 2,215 ↓ (-14%)   **Time on site:** 03:24 ↑ (+25%)

Pageviews: 9,598   **Users:** 2,580   **Time on site:** 02:44

Top 5 Entry & Exit Pages

Entry
1. /
2. /opp-starrynight
3. /provider-portal
4. / find-opportunity
5. /opp-makerfaire

Exit
1. /
2. /find-opportunity
3. /opp-starrynight
4. /why-stem
5. /provider-portal

Top 10 Visitor Locations

Cities (Google autodetect)
1. Austin
2. New York
3. Houston
4. Ashburn
5. Chicago
6. Washington
7. Los Angeles
8. San Antonio
9. Seattle
10. San Diego

ZIP Codes Searched
1. 19125
2. 19148
3. 91750
4. 20171
5. 55068
6. 11201
7. 27703
8. 22202
9. 77441
10. 28115

Top 10 Referring Domains

1. ngcproject.org
2. bmorestem.net
3. m.facebook.com
4. afterschoolalliance.org
5. swe.org
6. aia.org
7. leap.fi.edu
8. pbskids.org
9. twitter.com
10. technolochicas.org

Top 10 Categories/Interests

1. engineering
2. general science
3. coding/programming
4. computer science
5. architecture/design
6. biology
7. technology
8. space science
9. making/DIY
10. invention education

Top Channels

- Direct
- Referral
- Organic Search
- Social
- Email

54.2%
30.1%
12.9%