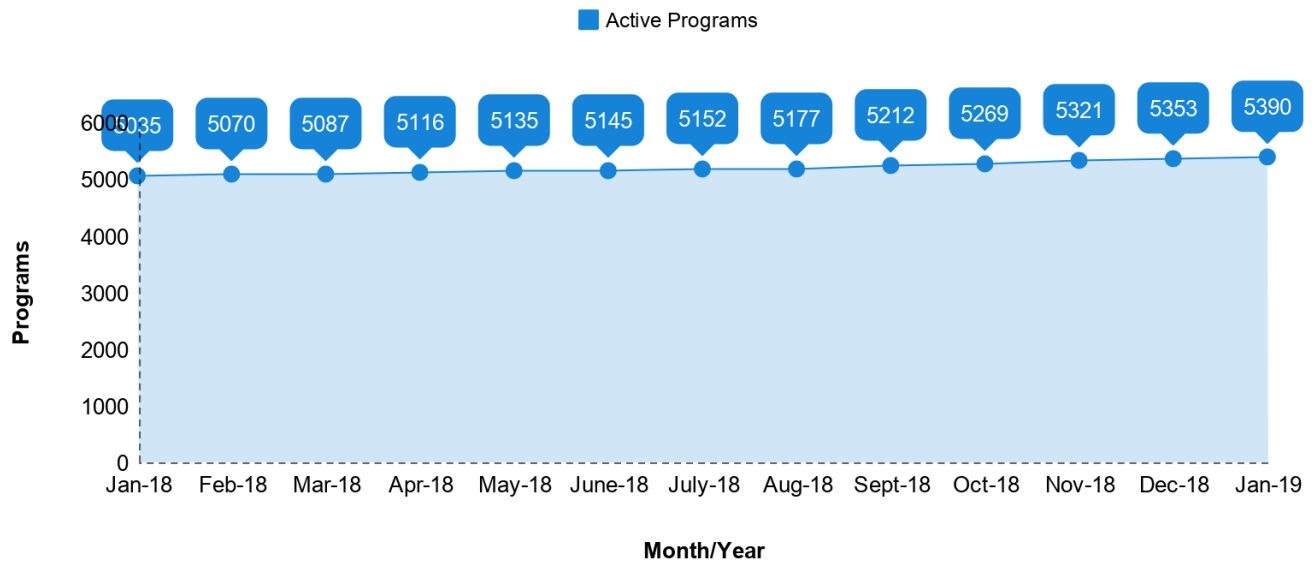


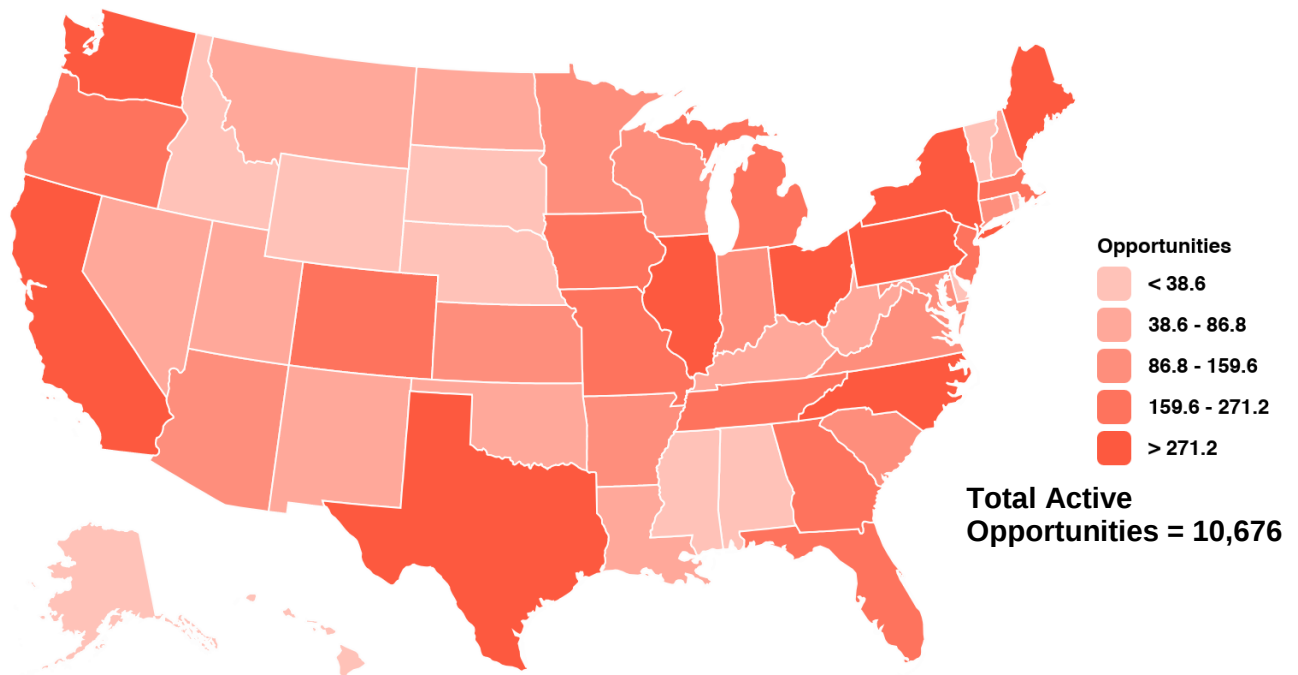


January 2019 Monthly Review

Programs



Opportunities



Social Media



Facebook Likes: 7,100

Top Performing Post Reach: 1,456

Engagement: 6

Post Description: January is National Mentoring Month, and what better way to find a [#STEM](#) mentoring opportunity than through the awesome partnership between [The Connector](#) and [VolunteerMatch](#). Simply visit The Connector's 'Volunteer Listings' page and be connected to phenomenal STEM volunteer positions. <https://theconnectory.org/volunteer-listing>



Twitter Followers: 2,136 Likes: 7,016



Instagram Followers: 113

E-Blast Highlights

January 10, 2019

Focus: The Importance of STEM Mentoring

Open Rate: 19% Click Rate: 14%

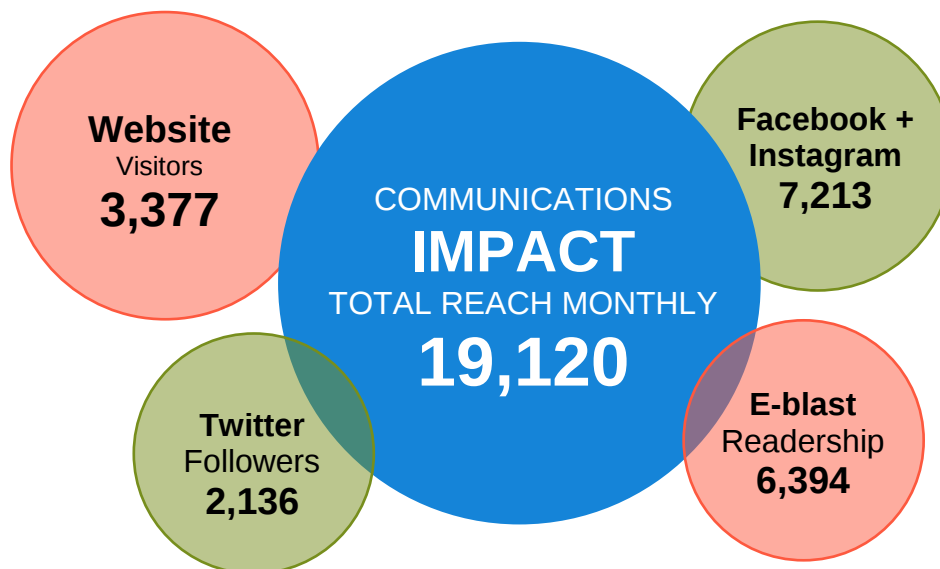
January is National Mentoring Month. STEM-specific mentors are especially important to break down stereotypes about who practices STEM and to demonstrate the diversity in career options.

January 24, 2019

Focus: Science Action Club

Open Rate: 20% Click Rate: 12%

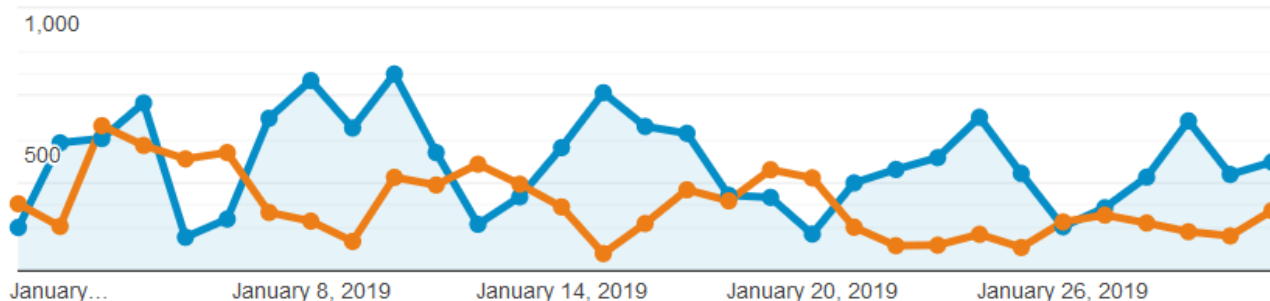
From rural Alaska to midtown Manhattan, over 42,000 youth and educators in more than 200 cities and towns have participated in Science Action Club since 2011.



Performance Metrics

Jan 1, 2019 - Jan 31, 2019: ● Pageviews

Dec 1, 2018 - Dec 31, 2018: ● Pageviews



Pageviews: 12,746 ↑ (+65%)

Users: 3,377 ↑ (+51%)

Time on site: 03:00 ↑ (+6.4%)

Pageviews: 7,742

Users: 2,234

Time on site: 02:49

Top 5 Entry & Exit Pages

Entry

1. /
2. /provider-portal
3. [/InventionConvention](#)
4. /find-opportunity
5. /leap-getting-started

Exit

1. /
2. /find-opportunity
3. /provider-portal
4. [/InventionConvention](#)
5. /volunteer-listing

Top 10 Referring Domains

1. ngcproject.org
2. m.facebook.com
3. leap.fi.edu
4. afterschoolalliance.org
5. monell.org
6. pbskids.org
7. aia.org
8. twitter.com
9. oso.stanford.edu
10. [stemx.us](#)

Top 10 Visitor Locations

Cities (Google autodetect)

- | | |
|------------------|---------------|
| 1. New York | 6. Chicago |
| 2. Ashburn | 7. Seattle |
| 3. Austin | 8. Houston |
| 4. San Francisco | 9. Dallas |
| 5. Los Angeles | 10. San Diego |

ZIP Codes Searched

- | | |
|----------|-----------|
| 1. 10312 | 6. 10025 |
| 2. 55068 | 7. 11231 |
| 3. 98366 | 8. 98367 |
| 4. 23805 | 9. 95125 |
| 5. 63119 | 10. 08540 |

Top 10 Categories/Interests

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

Top Channels

