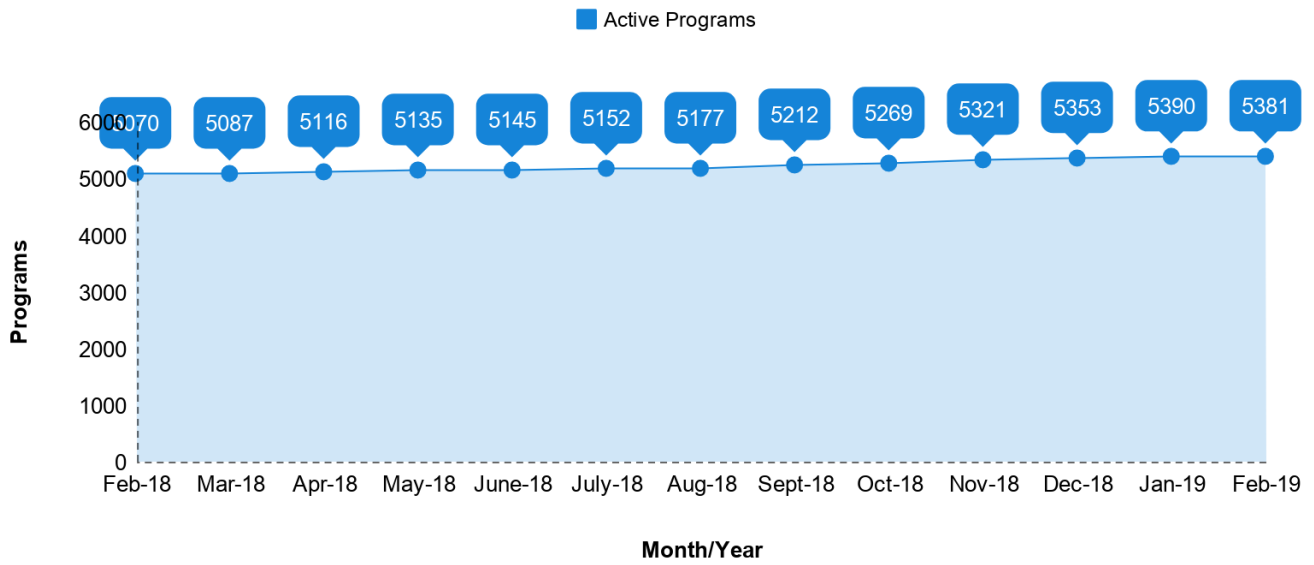


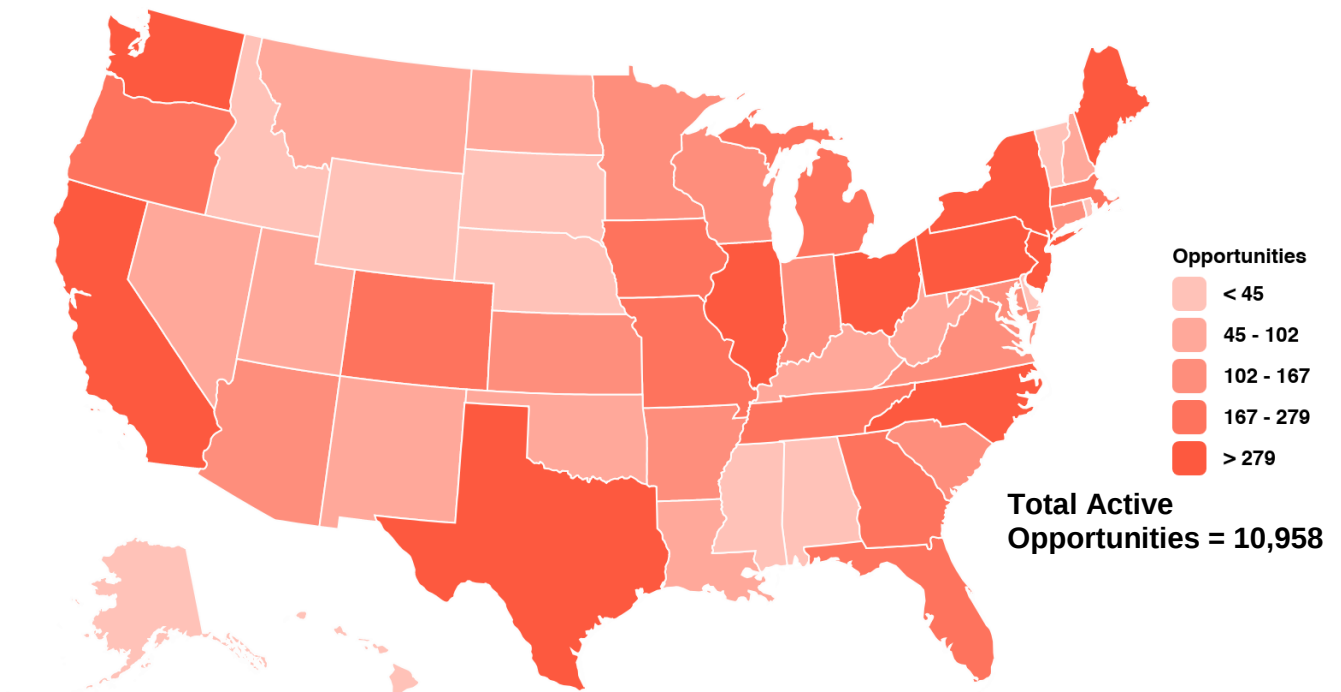


February 2019 Monthly Review

Programs



Opportunities



Social Media



Facebook Likes: 7,094

Top Performing Post Reach: 1,406

Engagement: 172

Post Description: Girl Power Day! (Mar 24) at the [KID Museum](#) in Bethesda. A day to empower the next generation of female leaders in [#STEM](#)! Bring the whole family in for hands-on, maker-based activities & workshops inspired by trailblazing women in STEM throughout history, and meet female STEM innovators from the local community. <http://ow.ly/2GHr30nPrGh>



Twitter Followers: 2,142 Likes: 7,070



Instagram Followers: 118

E-Blast Highlights

February 12, 2019

Focus: Design Squad Global

Open Rate: 18% Click Rate: 5%

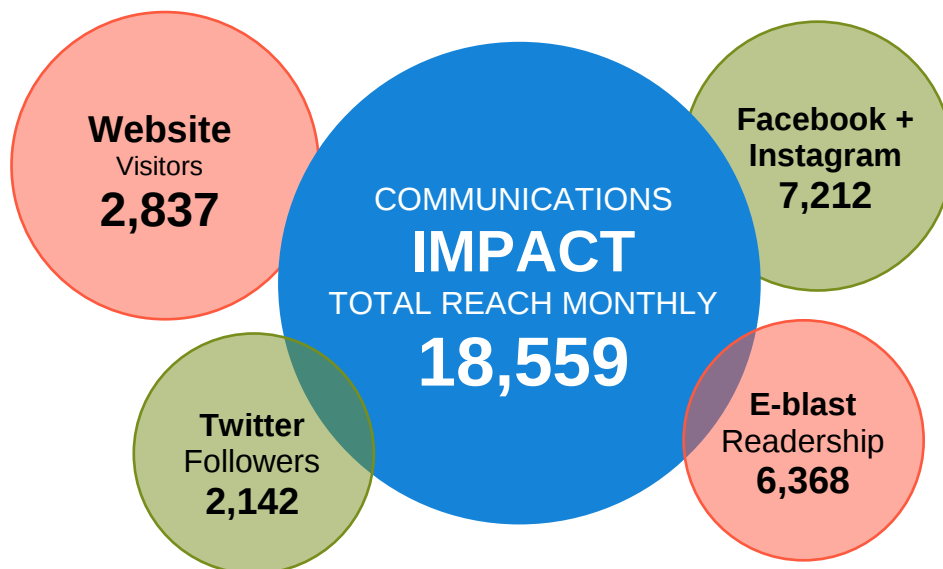
Design Squad Global clubs are back with more options for club leaders! (Partnership Deliverable)

February 26, 2019

Focus: National Leap into Science Week

Open Rate: 17% Click Rate: 3%

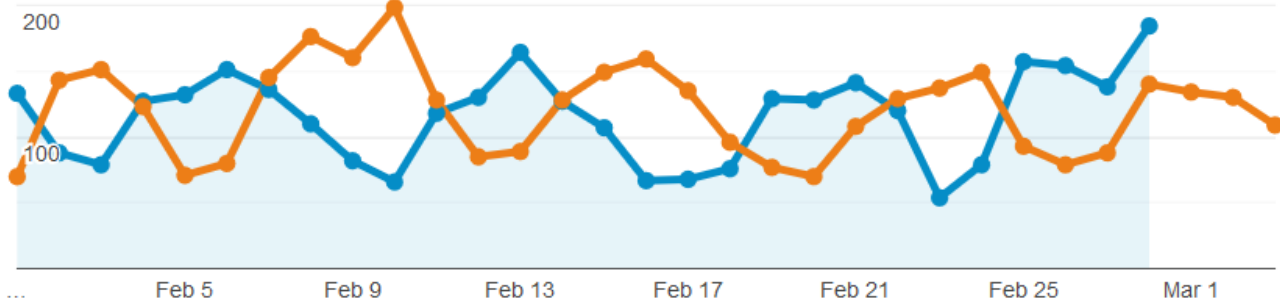
National Leap into Science Week (February 25 - March 3, 2019) is an annual celebration of science and literacy in all participating communities across a national network.



Performance Metrics

Feb 1, 2019 - Feb 28, 2019: ● Users

Jan 1, 2019 - Jan 31, 2019: ● Users



Pageviews: 12,074 ↓ (-5.25%)

Pageviews: 12,746

Users: 2,837 ↓ (-16%)

Users: 3,377

Time on site: 03:64 ↑ (+13.5%)

Time on site: 03:00

Top 5 Entry & Exit Pages

Entry

1. /
2. /provider-portal
3. /find-opportunity
4. /leap-getting-started
5. /volunteer-listing

Exit

1. /
2. /find-opportunity
3. /provider-portal
4. /volunteer-listing
5. /about-connectory

Top 10 Referring Domains

1. ngcproject.org
2. leap.fi.edu
3. afterschoolalliance.org
4. m.facebook.com
5. aia.org
6. twitter.com
7. oso.stanford.edu
8. csl.nsta.org
9. pbskids.org
10. swe.org

Top 10 Visitor Locations

Cities (Google autodetect)

- | | |
|-----------------|--------------|
| 1. New York | 6. San Diego |
| 2. Philadelphia | 7. Charlotte |
| 3. Austin | 8. Boardman |
| 4. Los Angeles | 9. Dallas |
| 5. Chicago | 10. Houston |

ZIP Codes Searched

- | | |
|----------|-----------|
| 1. 55068 | 6. 11768 |
| 2. 04106 | 7. 98366 |
| 3. 08054 | 8. 35015 |
| 4. 10312 | 9. 22657 |
| 5. 98225 | 10. 11758 |

Top 10 Categories/Interests

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

Top Channels

