

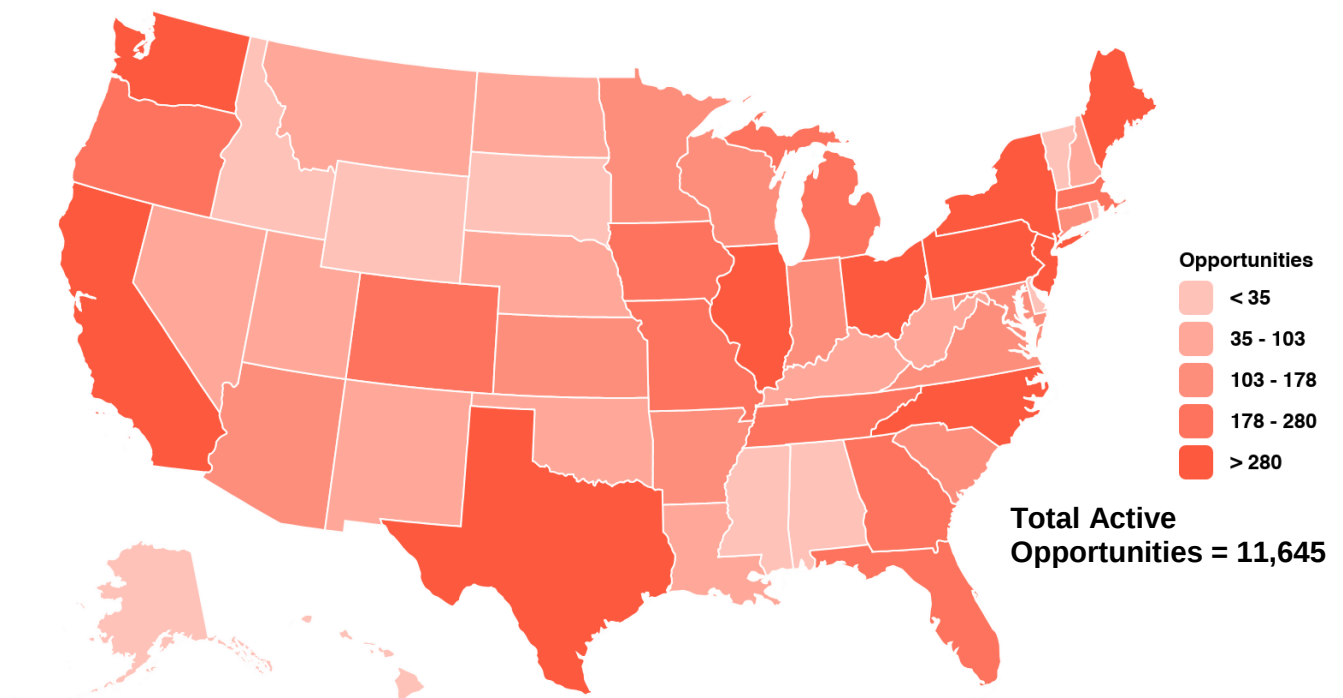


May 2019 Monthly Review

Programs



Opportunities



Social Media



Facebook Followers: 7,196

Top Performing Post Reach: 1,031

Engagement: 56

Post Description: Meet the 10-year-old coder grabbing the attention of Google, Microsoft and Michelle Obama



Twitter Followers: 2,195 Likes: 7,242



Instagram Followers: 139

E-Blast Highlights

May 9, 2019

Focus: Bulk Upload Your Summer Opportunities

Open Rate: 19% Click Rate: 5%

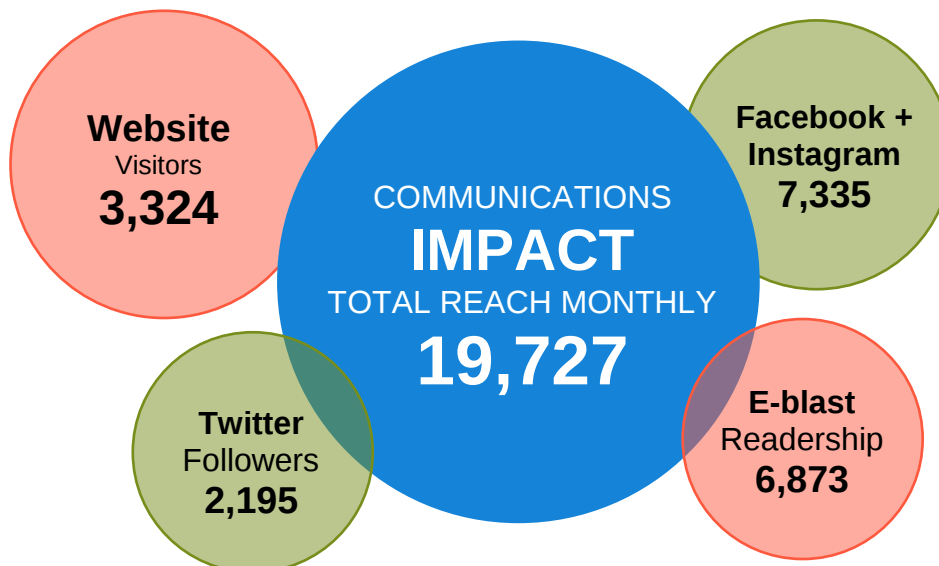
We offer a streamlined way to add dozens of opportunities - summer camps, workshops, maker fairs, competitions, and other time-bound STEAM events to The Connectory.

May 23, 2019

Focus: Summer Opportunity Promotion - We're Here to Help!

Open Rate: 15% Click Rate: 4%

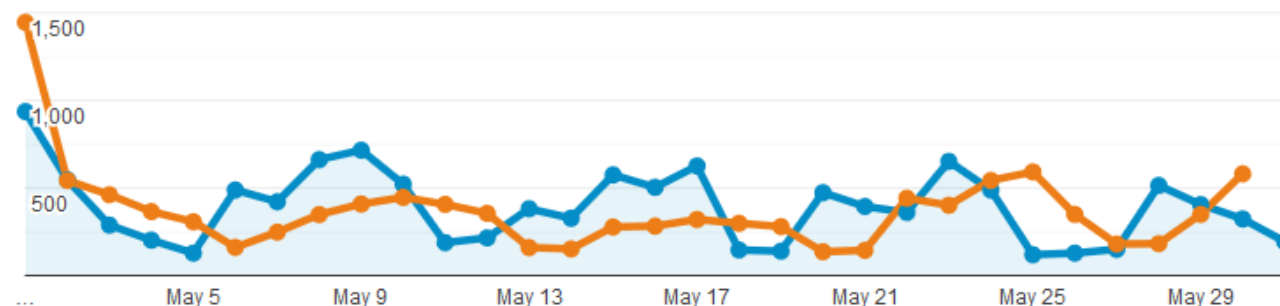
If you have camps, workshops, or festivals for youth that need elevating, we can help via The Connectory's social media channels. Here are the steps:



Performance Metrics

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

Apr 1, 2019 - Apr 30, 2019: ● Pageviews



Pageviews: 12,233 ↑ (+9.4%)

Users: 3,324 ↓ (-4.9%)

Time on site: 02:55 ↑ (+1.2%)

Pageviews: 11,184

Users: 3,494

Time on site: 02:23

Top 5 Entry & Exit Pages

Entry

1. /
2. [/OppFutureChica](#)
3. [/OppUTPREP](#)
4. /LeapGuide
5. /provider-portal

Exit

1. /
2. /find-opportunity
3. [/OppUTPREP](#)
4. [/OppFutureChica](#)
5. /LeapGuide

Top 10 Referring Domains

1. ngcproject.org
2. afterschoolalliance.org
3. twitter.com
4. m.facebook.com
5. aia.org
6. pbskids.org
7. leap.fi.edu
8. stem-dupage
9. aspirations.org
10. kgsc.org

Top 10 Visitor Locations

Cities (Google autodetect)

1. Austin
2. New York
3. Houston
4. San Antonio
5. Chicago
6. San Diego
7. Washington
8. Dallas
9. Los Angeles
10. Burlington

ZIP Codes Searched

1. 661020
2. 762021
3. 111311
4. 05401
5. 27502
6. 01970
7. 11377
8. 17018
9. 97330
10. 55068

Top 10 Categories/Interests

1. coding/programming
2. technology
3. engineering
4. computer science
5. Making/DIY
6. biology
7. general science
8. earth/enviro science
9. robotics
10. space science

Top Channels

