THE CONNECTORY

September 2019 Monthly Review

Programs

Active Programs

Sept-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	June-19	July-19	Aug-19	Sept-19
5212	5269	5321	5353	5390	5381	5415	5438	5472	5492	5516	5557	5620

Programs / Month/Year

Opportunities

Opportunities

- < 45.8
- 45.8 - 97.6
- 97.6 - 181.2
- 181.2 - 279.6
- > 279.6

Total Active Opportunities = 12,060 (approved to-date)
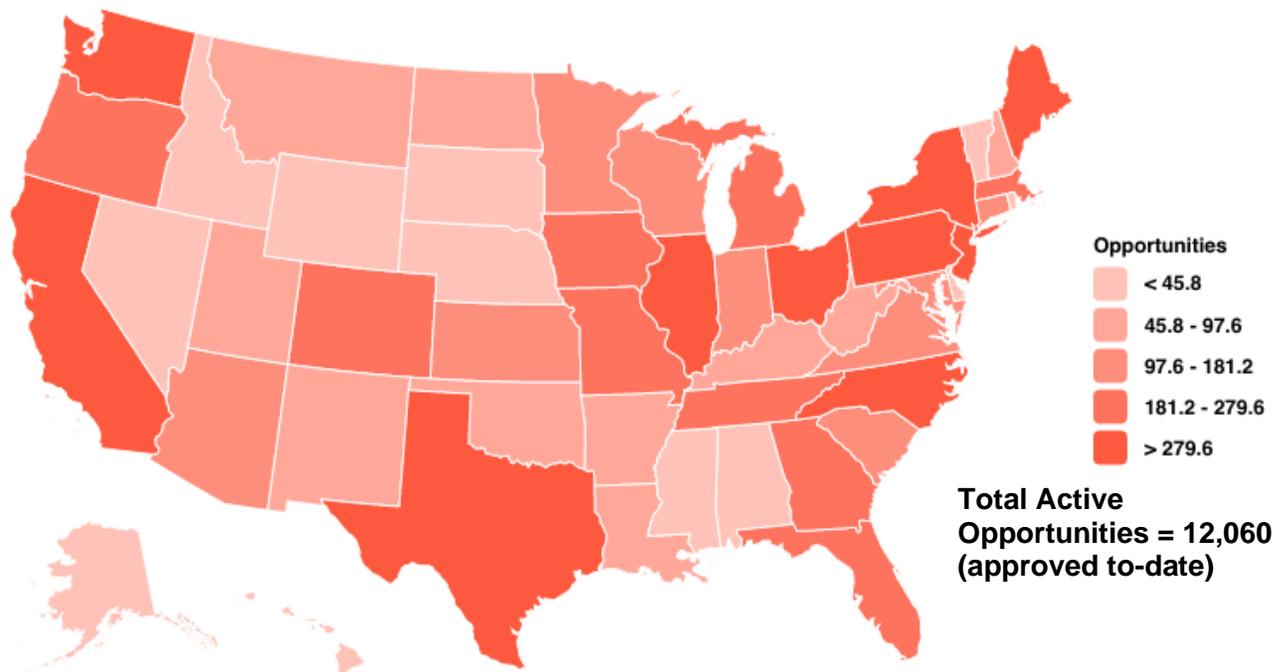
Social Media

Facebook Followers: 7,165
Top Performing Post Reach: 183
Engagement: 7
Post Description: Designing Solutions for Real-World Problems (Nov 2) hosted by JrTech. Students will use the design-thinking process to become social engineers and design solutions to authentic problems in their home, school, or community. http://ow.ly/xMSf30pAIcT

Twitter Followers: 2,290

Instagram Followers: 169

E-Blast Highlights

September 12, 2019
Focus: Twitter Chat Promo
**Open Rate: 16%   Click Rate: 3%**

The Connectory and the Afterschool Alliance will co-host a Twitter Chat titled "Quality STEM: Identifying elements of high-quality STEM programs for youth" on Wednesday, October 2, 2019 at 11:00 AM Pacific (2:00 PM Eastern) using the hashtag #QualitySTEM.

September 26, 2019
Focus: Update STEAM Opportunities
Open Rate: 18%   Click Rate: 4%

The school year is in full swing and it's time to update your STEAM opportunities in The Connectory. The Connectory is the largest national database of STEAM activities, events, and programs. Delivering parents and caregivers the perfect place to discover STEAM opportunities for youth in their area.

Website Visitors **2,981**

Facebook + Instagram 7,334

COMMUNICATIONS **IMPACT** TOTAL REACH MONTHLY **20,218**

Twitter Followers **2,290**

E-blast Readership **7,613**
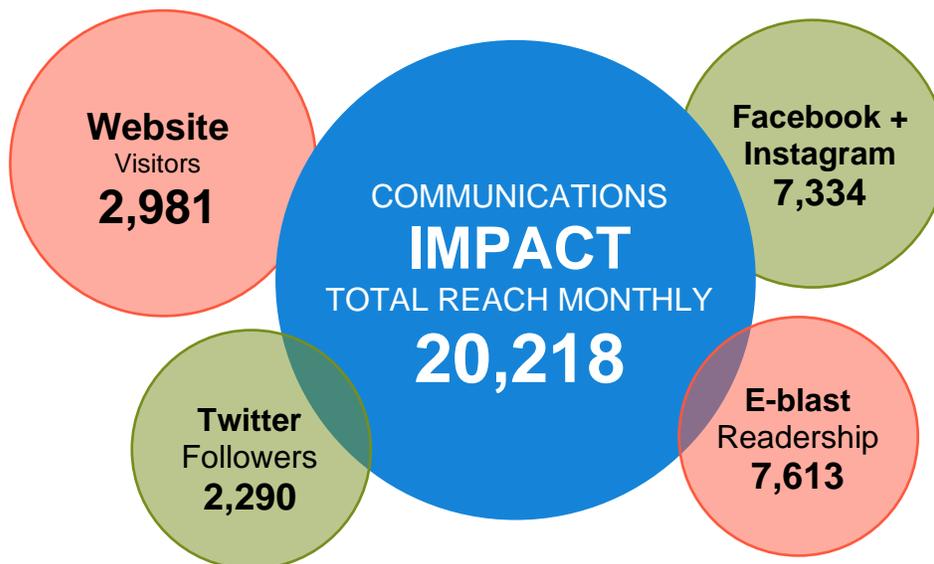
Performance Metrics

Sep 1, 2019 - Sep 30, 2019: ● Pageviews
Aug 1, 2019 - Aug 31, 2019: ● Pageviews
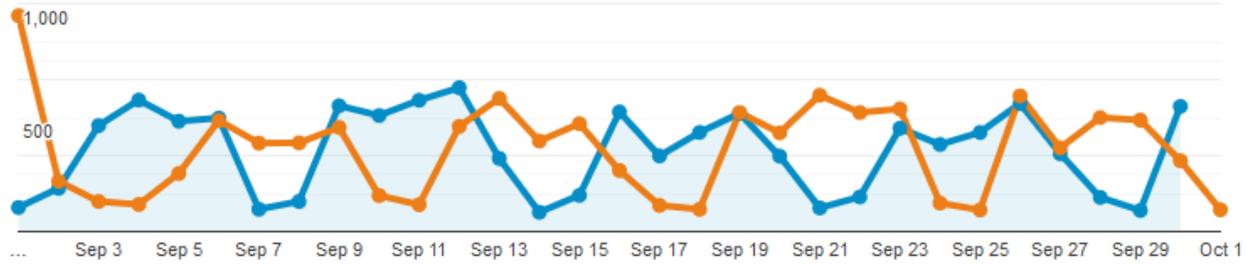
Pageviews: 10,747 ↓ (-4.5%) **Users:** 2,981 ↓ (-6.5%) **Time on site:** 02:58 ↑ (+5%)
Pageviews: 11,258 **Users:** 3,190 **Time on site:** 02:49

Top 5 Entry & Exit Pages

Entry	Exit
1. /	1. /
2. /find-opportunity	2. /find-opportunity
3. /LeapGuide	3. /login
4. /provider-portal	4. /partner-search
5. /partner-search	5. /provider-portal

Top 10 Referring Domains

1. ngcproject.org
2. afterschoolalliance.org
3. leap.fi.edu
4. pbskids.org
5. facebook.com
6. twitter.com
7. aia.org
8. stemcollaboration.org
9. greateraustinstemecosystem
10. kgsc.org

Top 10 Visitor Locations

Cities (Google autodetect)

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

ZIP Codes Searched

1. 98111
2. 85721
3. 46204
4. 08057
5. 46514
6. 90275
7. 10004
8. 37215
9. 90017
10. 92374

Top 10 Categories/Interests

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

Top Channels

- Organic Search — 50.4%
- Direct — 35.9%
- Referral — 12.3%
- Social
- Email