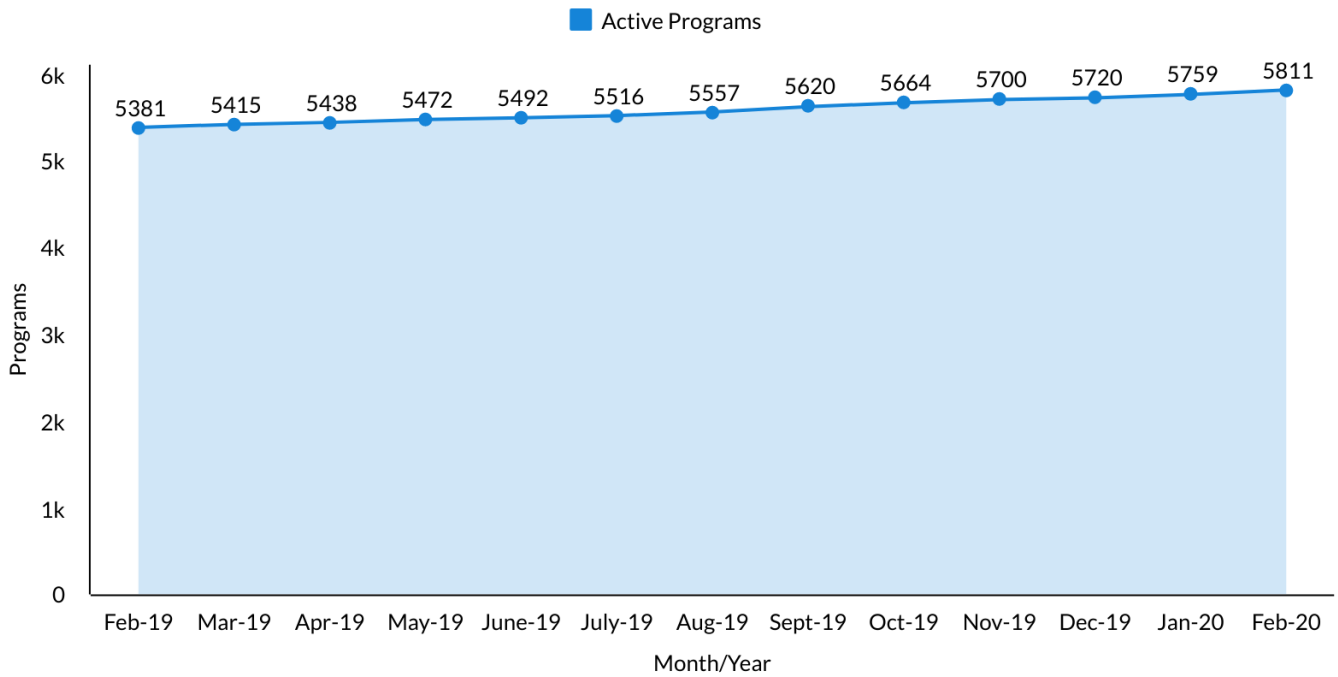


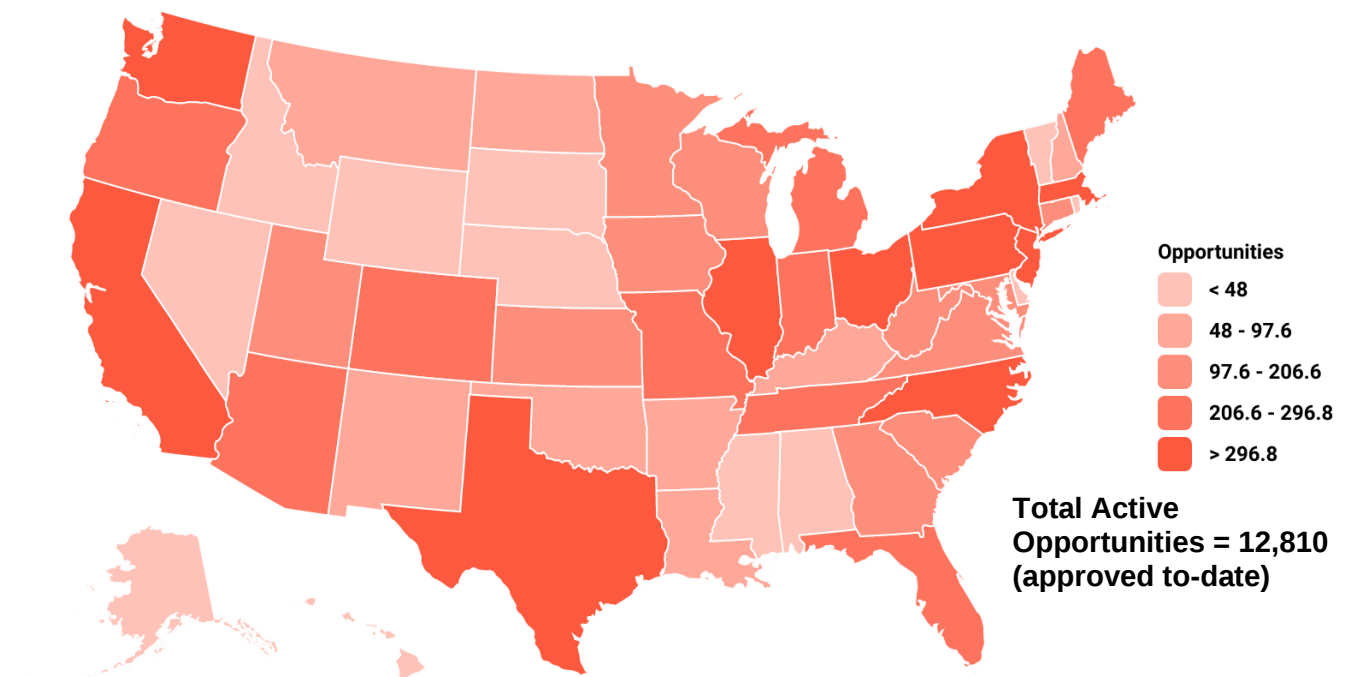


February 2020 Monthly Review

Programs



Opportunities



Social Media



Facebook Followers: 7,127

Top Performing Post Reach: 1,260

Engagement: 114

Post Description: Research shows play is a proven way for students to learn academic and nonacademic skills. <http://ow.ly/xuQh30qgAKm>



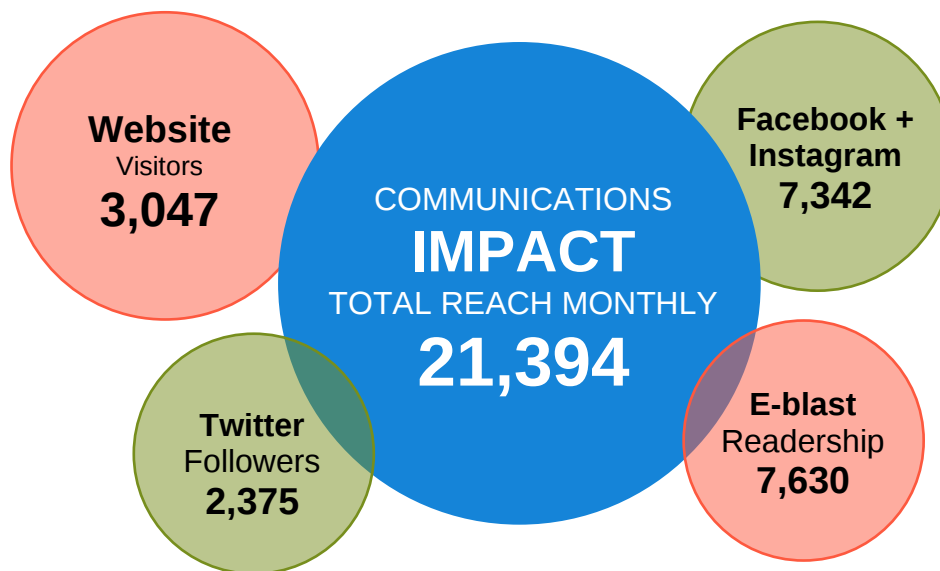
Twitter Followers: 2,375



Instagram Followers: 215

E-Blast Highlights

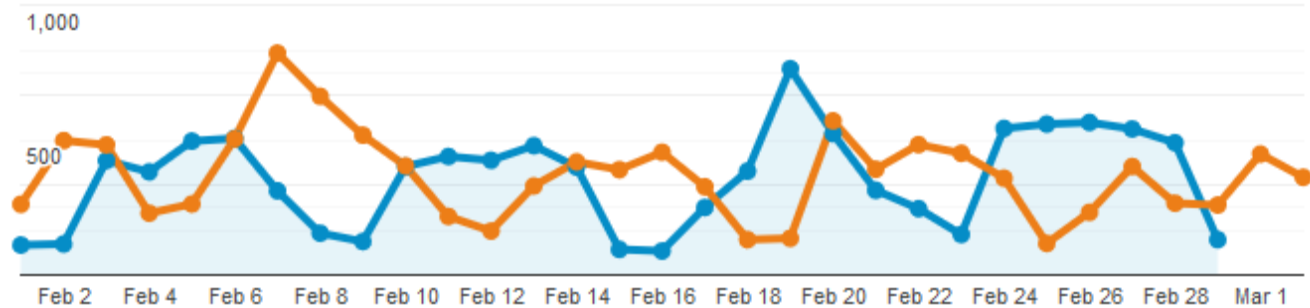
No E-newsletters in February. Relaunch coming March 2020.



Performance Metrics

Feb 1, 2020 - Feb 29, 2020: ● Pageviews

Jan 1, 2020 - Jan 31, 2020: ● Pageviews



Pageviews: 10,416 ↓ (-10%)

Users: 3,047 ↓ (-20%)

Time on site: 02:48 ↑ (+6%)

Pageviews: 11,554

Users: 3,820

Time on site: 02:39

Top 5 Entry & Exit Pages

Entry

1. /
2. /login
3. /find-opportunity
4. [/program](#)
5. /provider-portal

Exit

1. /
2. /find-opportunity
3. /dashboard
4. /login
5. /provider-portal

Top 10 Referring Domains

1. ngcproject.org
2. facebook.com
3. afterschoolalliance.org
4. leap.fi.edu
5. pbskids.org
6. twitter
7. aia.org
8. bayareateenscience.org
9. cap4kids.org
10. aspirations.org

Top 10 Visitor Locations

Cities (Google autodetect)

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

ZIP Codes Searched

1. 23465
2. 20149
3. 98111
4. 10004
5. 46207
6. 20171
7. 95014
8. 92688
9. 11590
10. 27529

Top 10 Categories/Interests

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

Top Channels

