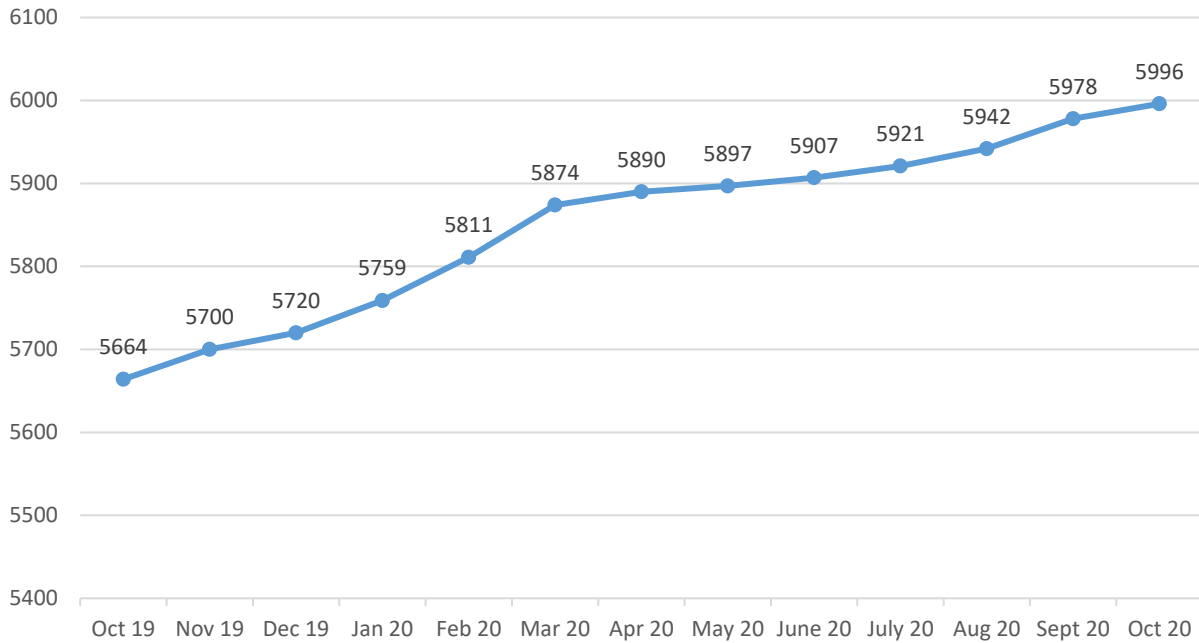


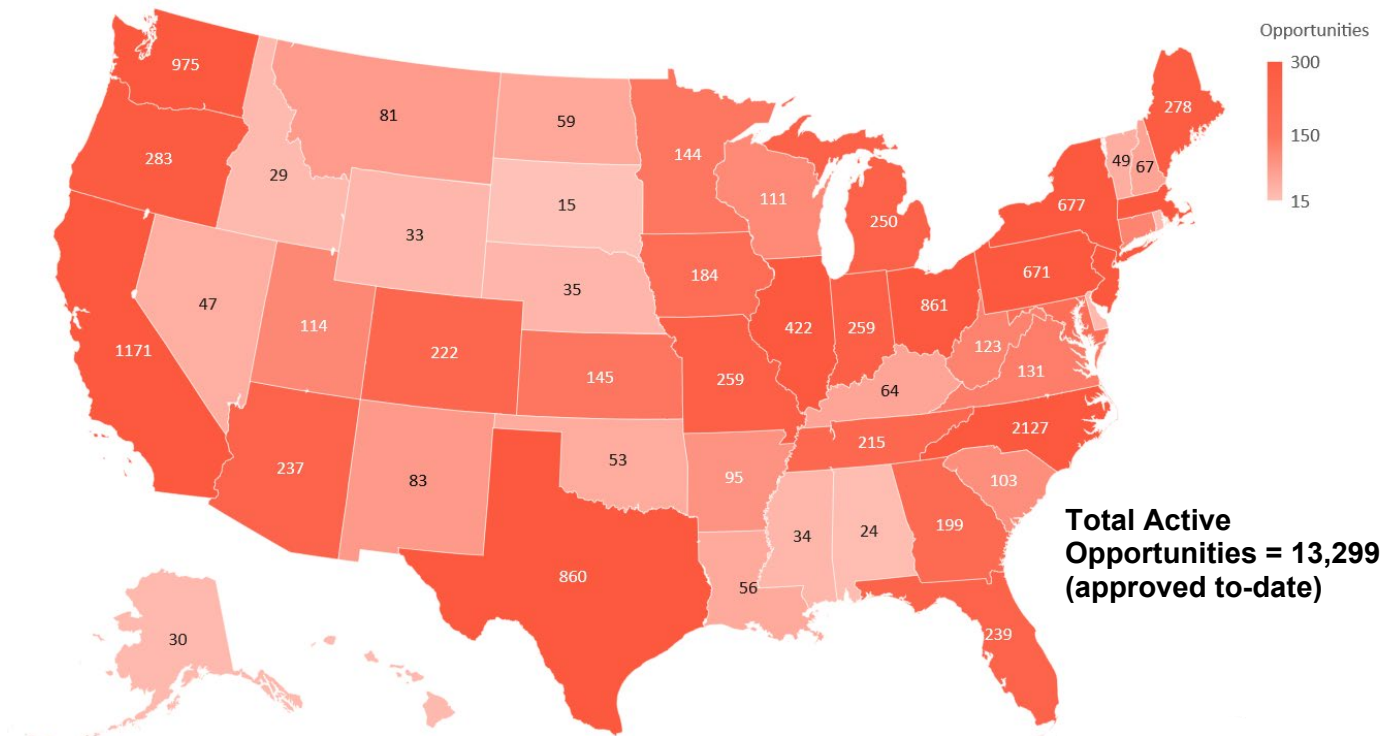


October 2020 Monthly Review

Providers



Opportunities



Social Media



Facebook Followers: 6,962

Top Performing Post Reach: 236

Engagement: 24

Post Description: Beanstalk Weekly STEM Challenge (online learning). Beanstalk is a live, interactive online class for kids 3+ that inspires curiosity, creative confidence, and kindness in kids. We will send a new STEM challenge every Sunday to work on at your own pace throughout the week. Join us on Saturdays for a live "Show and Tell" to share your work and see what others have created! <http://ow.ly/F9JJ30rfK3L>



Twitter Followers: 2,417



Instagram Followers: 277

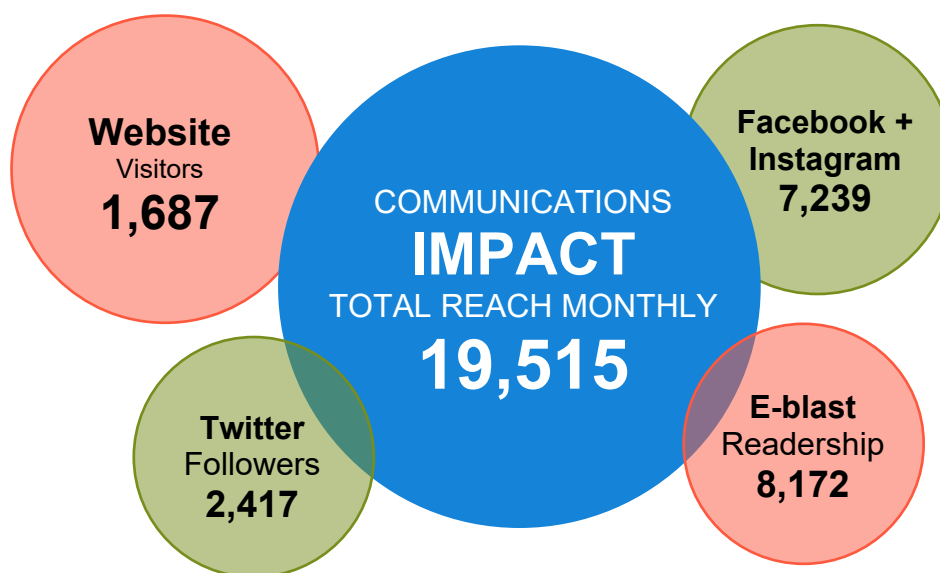
E-Blast Highlights

October 7, 2020

Focus: Updates and New Features!

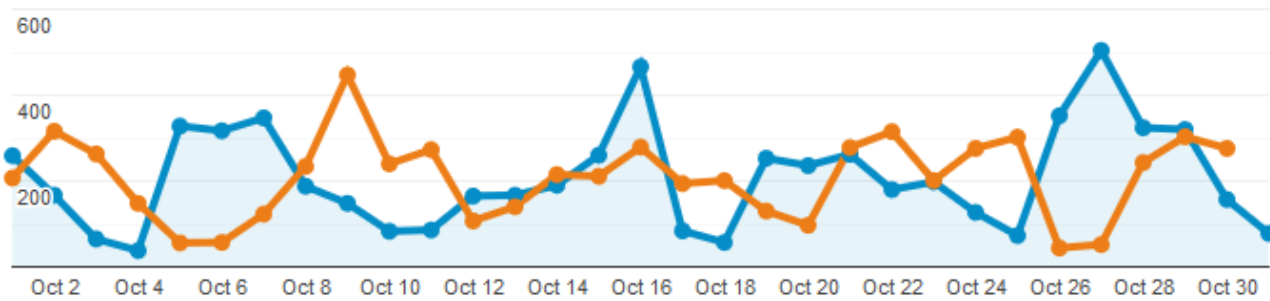
Open Rate: 17% Click Rate: 4.7%

The Connectory remains the largest, free, online directory connecting STEAM-rich program providers to families and the public as well as like-minded organizations. Now, The Connectory has streamlined language, a new provider dashboard, and new opportunity reach options.



Performance Metrics

Oct 1, 2020 - Oct 31, 2020: ● Pageviews
Sep 1, 2020 - Sep 30, 2020: ● Pageviews



Pageviews: 6,479 ↑ (+4%) **Users:** 1,687 ↓ (-7%) **Time on site:** 02:46 ↑ (+2.6%)
Pageviews: 6,228 **Users:** 1,801 **Time on site:** 02:42

Top 5 Entry & Exit Pages

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

Top 10 Referring Domains

1. ngcproject.org	6. twitter.com
2. pbskids.org	7. youtube.com
3. aia.org	8. aspirations.org
4. afterschoolalliance.org	9. coding-playground.mn.co
5. facebook.com	10. kgsc.org

Top 10 Visitor Locations

Cities (Google autodetect)

1. New York	6. Cheyenne
2. Chicago	7. Dallas
3. Houston	8. Des Moines
4. San Antonio	9. Los Angeles
5. Austin	10. Washington D.C.

ZIP Codes Searched

1. 64170	6. 99986
2. 84138	7. 85098
3. 63150	8. 01581
4. 411005	9. 99084
5. 44787	10. 90402

Top 10 Categories/Interests

1. Engineering	6. Making/DIY
2. Technology	7. Biology
3. Coding/Programming	8. Earth and Environment
4. Computer Science	9. Math
5. General Science	10. Arts

Top Channels

