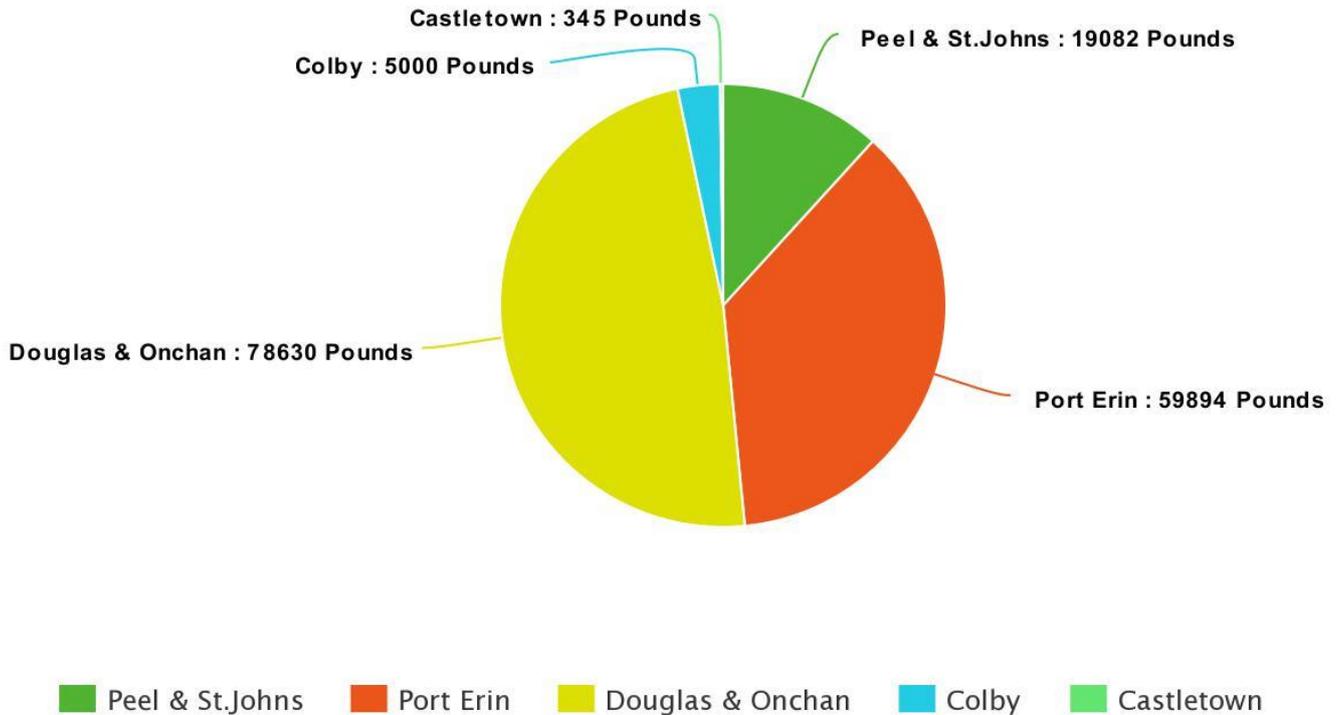


Engagement Report 2016/2017

Grant / Underwriting Funding by Area



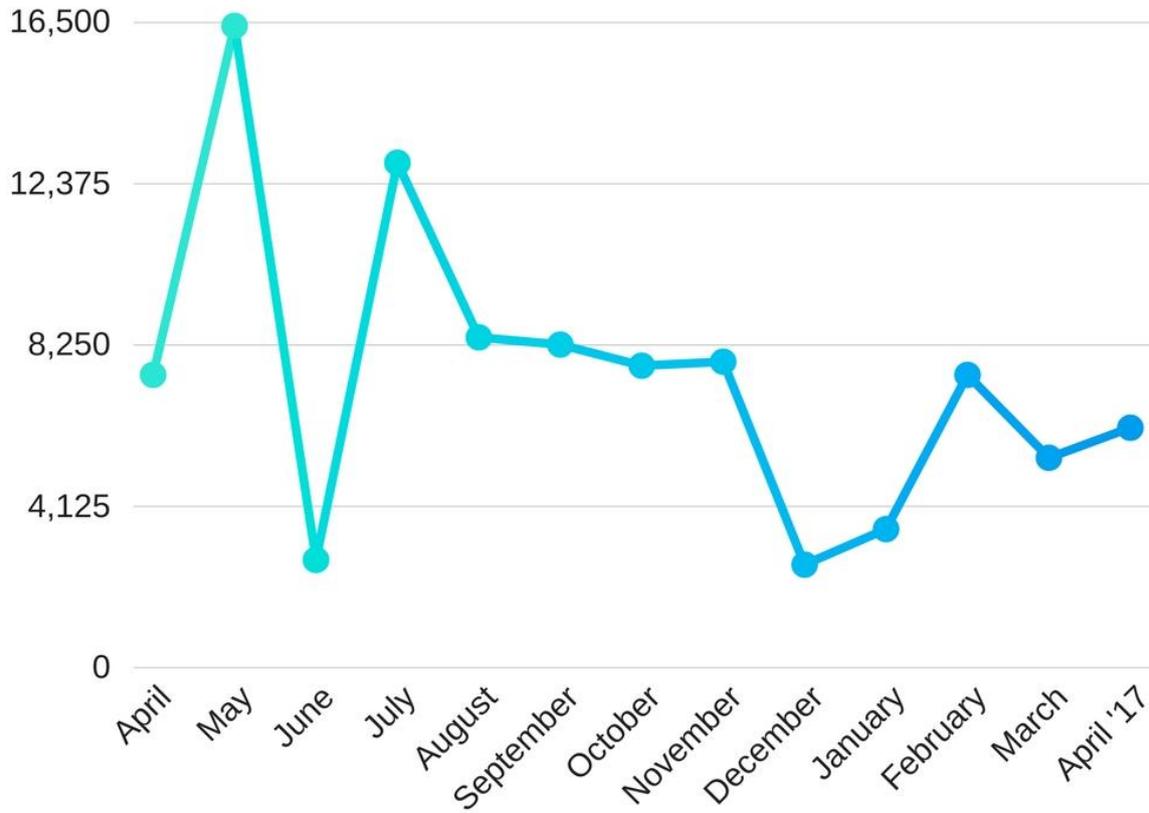
There's a very obvious inequality in the amount of funding given to different areas. Douglas received 48% of the grants / underwriting funding for the entire year in 16/17. This is to be expected as Douglas is the most populous city and the centre of business and politics on the Island. Ramsey isn't included on this chart because they didn't receive any funding for venues or events. I didn't include figures for individuals funding.

Colby (population: 289) received £5000 for the Deep South Festival which is only 3% of the total funding but still more than the second most populous town, Ramsey received.

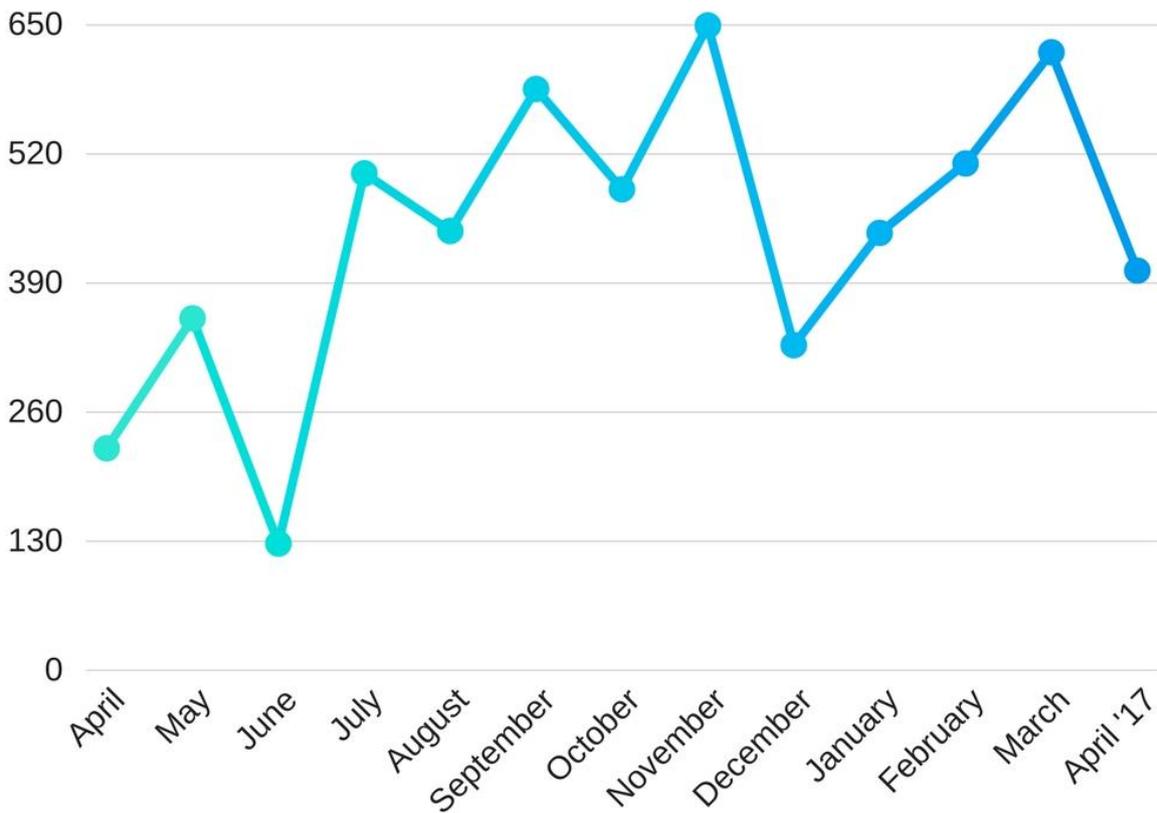
*Population figures taken from the 2011 census

Social Media

16/17 Twitter Statistics: Page Views

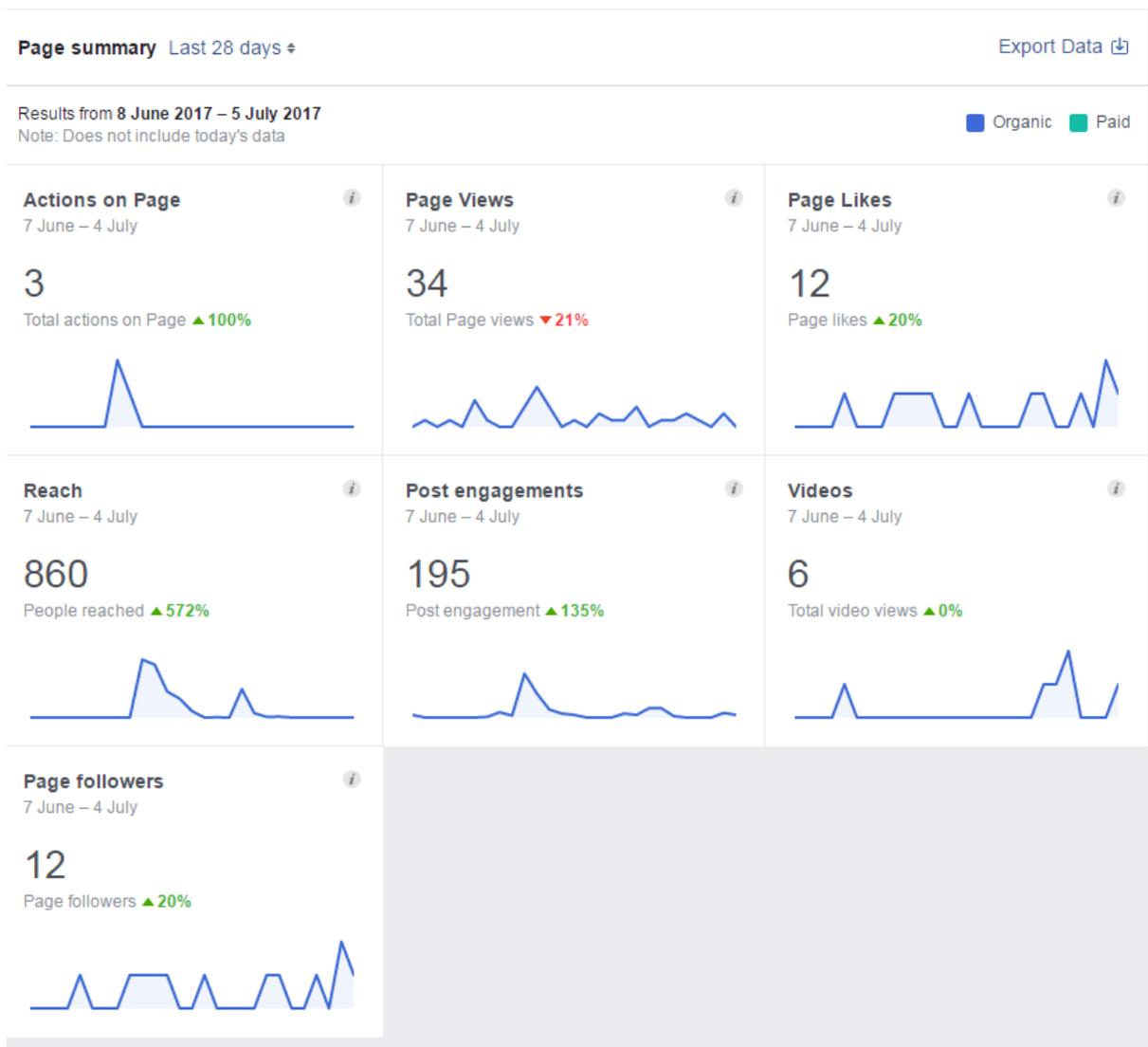


16/17 Twitter Statistics: Page Views



Our tweets gain popularity when they're promoting something rather than when they're just being generally informative. In November '16 our most popular tweet was encouraging people to participate in the lantern workshops.

Facebook doesn't store analytics data for periods longer than one month so the data I have about audience engagement with our Facebook page is patchy. However we know that our posts do reach a lot of people. To promote the Halle we ran a facebook competition that was shared 68 times. Our last three posts reached 250, 520 and 516 people individually. It's hard to figure out what an average number of people reached by our posts because the figures tend to fluctuate a lot, where some posts get hundreds of views others will only get 30 or so.



This data is from the last 28 days (the longest time frame Facebook will allow you to check). It's fairly representative of the usual average engagement the page receives.

Website

Audience Overview

Apr 1, 2016 - Apr 30, 2017

Email Export Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#) Greater precision

All Users
100.00% Sessions

+ Add Segment

Overview

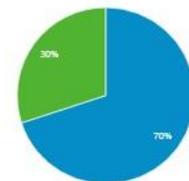
Sessions vs. Select a metric

Hourly Day Week Month

Sessions
300



New Visitor Returning Visitor



Demographics

Language	▶
Country	
City	
System	
Browser	
Operating System	
Service Provider	
Mobile	
Operating System	
Service Provider	

Language

	Sessions	% Sessions
1. en-gb	5,058	44.66%
2. en-us	4,931	43.54%
3. (not set)	425	3.75%
4. Secret.google.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	129	1.14%
5. pt-br	119	1.05%
6. en	89	0.79%
7. c	81	0.72%
8. pl	48	0.42%
9. de	44	0.39%
10. fr	32	0.28%

In a little over a year the website had 36,732 page views from 8,038 different people. That would be around 4 visits per person if we assume that everyone who visits is a returning visitor however we know this isn't the case as 70% of the visitors to the site were new. 70% of the total 8,038 visitors is 5,626. This means that only 2,412 visitors are returning to the website.

Audience Overview

Oct 30, 2015 - Jun 30, 2017

Email Export Add to Dashboard Shortcut

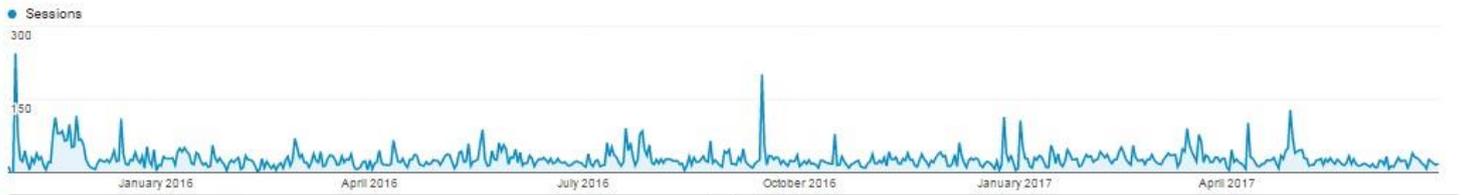
This report is based on 100% of sessions. Learn more Greater precision

All Users 100.00% Sessions + Add Segment

Overview

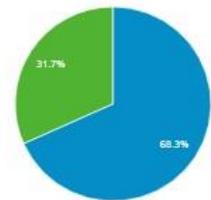
Sessions vs. Select a metric

Hourly Day Week Month



Sessions 17,468	Users 11,923	Pageviews 59,886	Pages / Session 3.43	Avg. Session Duration 00:02:25
Bounce Rate 53.55%	% New Sessions 68.26%			

New Visitor Returning Visitor



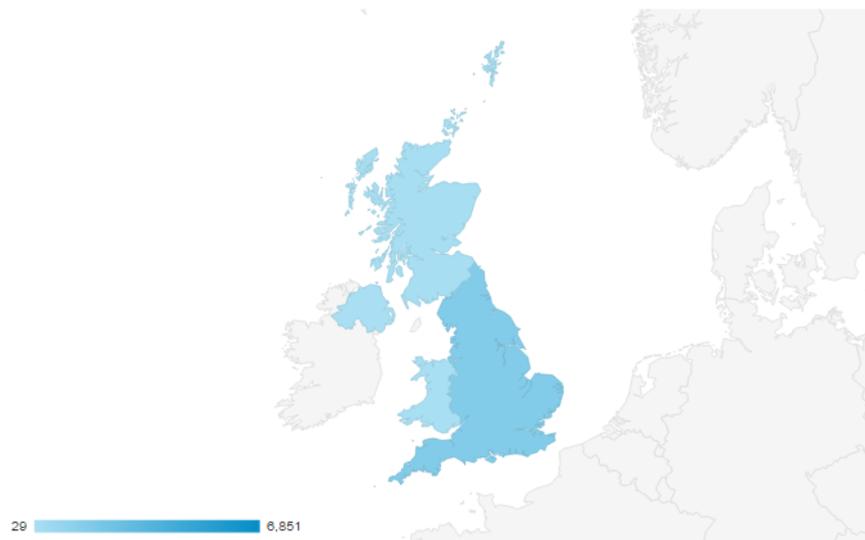
Demographics

Language
Country
City
System
Browser
Operating System
Service Provider
Mobile
Operating System
Service Provider

Language

Language	Sessions	% Sessions
1. en-us	7,813	44.73%
2. en-gb	7,478	42.81%
3. (not set)	918	5.26%
4. en	154	0.88%
5. Secret.google.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	129	0.74%
6. pt-br	125	0.72%
7. c	91	0.52%
8. fr	83	0.48%
9. es	62	0.35%
10. de	58	0.33%

The website went online in October 2015. In the time the website has been live there have been 11,923 total visitors of which only 3815 are returning. This is mostly due to the use of the website as a source of information on funding, information which is rarely updated and so doesn't require repeat visits.



Primary Dimension: **Region** City Other

Secondary dimension

Region	Acquisition			Behavior			Conversions <small>Goal 1: Contact Form</small>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Form (Goal 1 Conversion Rate)	Contact Form (Goal 1 Completions)	Contact Form (Goal 1 Value)
	8,856 <small>% of Total: 78.20% (11,325)</small>	65.29% <small>Avg for View: 69.92% (-6.62%)</small>	5,782 <small>% of Total: 73.02% (7,918)</small>	48.31% <small>Avg for View: 53.40% (-9.55%)</small>	3.67 <small>Avg for View: 3.24 (13.08%)</small>	00:02:21 <small>Avg for View: 00:02:02 (16.17%)</small>	0.38% <small>Avg for View: 0.33% (17.51%)</small>	34 <small>% of Total: 91.89% (37)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Isle of Man	6,851 (77.36%)	59.33%	4,065 (70.30%)	45.07%	3.95	00:02:40	0.45%	31 (91.18%)	\$0.00 (0.00%)
2. England	1,621 (18.30%)	84.89%	1,376 (23.80%)	57.43%	2.82	00:01:21	0.19%	3 (8.82%)	\$0.00 (0.00%)
3. (not set)	160 (1.81%)	100.00%	160 (2.77%)	84.38%	1.31	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Scotland	128 (1.45%)	84.38%	108 (1.87%)	63.28%	2.58	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Wales	67 (0.76%)	73.13%	49 (0.85%)	41.79%	3.10	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Northern Ireland	29 (0.33%)	82.76%	24 (0.42%)	51.72%	3.14	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)

From April 2016 to April 2017, 6851 visits to the website were from devices on the Isle of Man. Outside of the UK the country visiting the website most often is the USA (New York, Virginia and California are the three states with the most traffic to the website).

Strategy for 2017/18

Maintaining the public awareness of the work the Arts Council does is key to bringing more people to events the AC host / fund. By building up awareness of events before the date of the event slowly and then more rapidly as it approaches to sell tickets is how we promoted the Halle and that worked well (1,034 sold on Saturday 630 sold on Sunday).

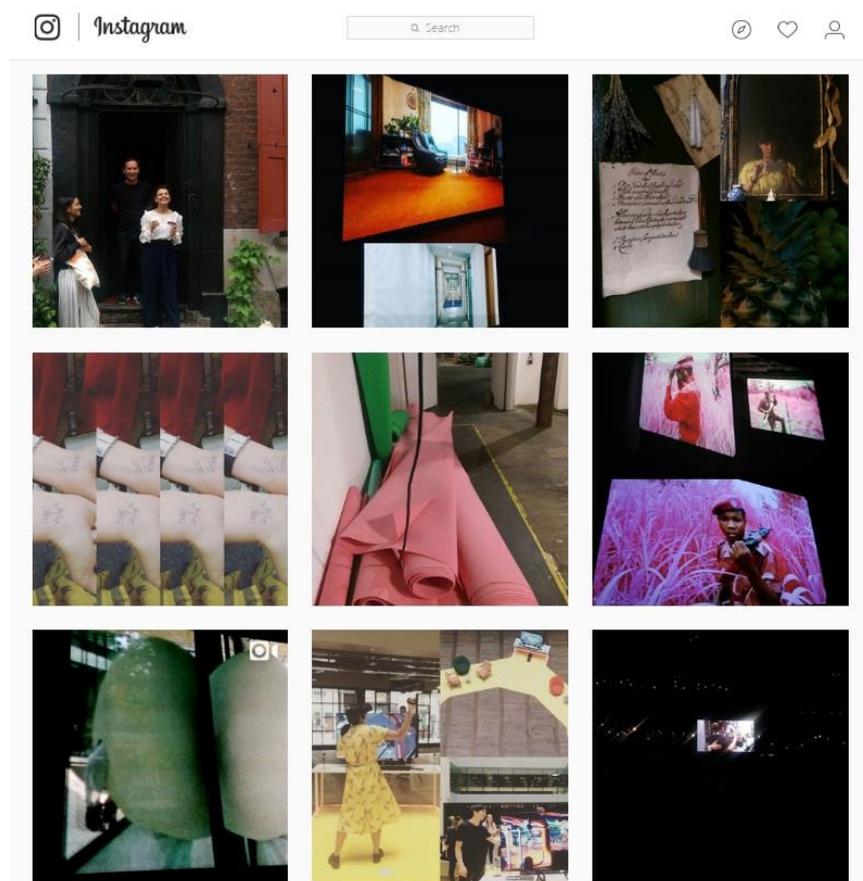
The best way to promote events through Twitter and Facebook is to encourage people to share the information themselves. As part of the promotion for the Halle we ran a Facebook competition, the rules of which were to like and share the competition post that also included information about the Halle. We gave away five pairs of tickets and in return the post was shared 68 times reaching a much bigger audience than any of our usual posts would have.

Breaking into new social media is a good way forward for the AC. An Instagram account could really help promote events and keep people informed on what the AC is working on and how it functions. Pictures are easy to digest so it's an effective way to deliver bite sized chunks of information to people quickly.

In 2015 Instagram reported that it has 14 million active users per day in the UK. Obviously this doesn't reflect the number of people using the app on the Isle of Man but it's safe to say that there are a lot of active users here, especially younger people.

Instagram is easy to use but it requires the smart phone app to post and interact with other users. Notifications and the feed can be checked online. Instagram is owned by Facebook and has the option to link the accounts, this means that Facebook friends who use Instagram will be notified that we joined and that we can share content across the platforms much easier. There are also options to share posts to other social media platforms (Twitter, Tumblr, Flickr etc).

I checked the availability of usernames. As it turns out there are a lot of Arts Councils across the world so the available usernames are limited but IOMartscouncil , artscouncilIOM and IOM_AC are all available.



The most recent nine posts to the Arts Council England Instagram