



## Europeana Foundation Governing Board Meeting

30 March 2016  
10h00 – 17h00 CET  
Paris, BnF  
Quai François-Mauriac  
75706 Paris Cedex 13




### **Web Traffic & Social Media Report**

*Action proposed: For information and discussion*





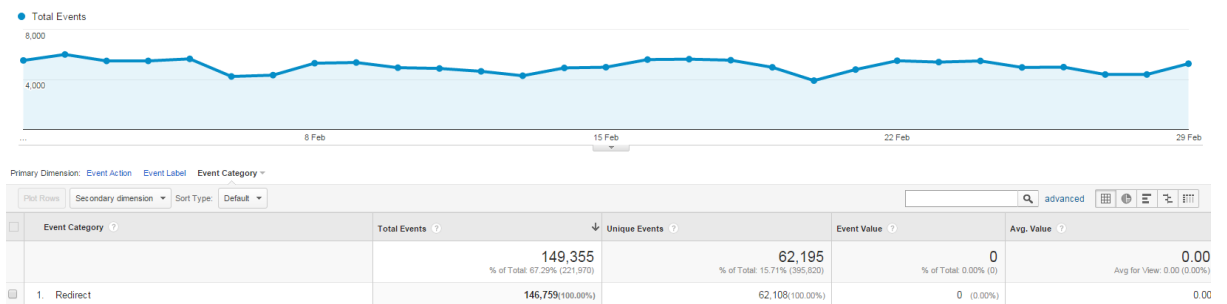
## Summary

	<ul style="list-style-type: none"><li>• Success of the new download function: 36.504 until end of February. We should adjust the KPI to 200.000 (double).</li><li>• Performance of social media is beyond target thanks to successful activities around #ColorOurCollections, Valentine's Day and daily posts featuring curated quality Europeana content combined with active community management</li></ul>
	<ul style="list-style-type: none"><li>• Impressions, visits and click-throughs slightly behind target. Featuring interesting content on a regular basis and encouraging people reached through social media to visit Europeana Collections websites should help improve these numbers in the next months. We will initiate a number of Facebook and Google adword campaigns in the period March-June that should improve the results.</li></ul>
	<ul style="list-style-type: none"><li>• We experienced technical issues with thumbnail caching (17 million items are not yet discoverable), this has a negative influence on user experience and therefore on the KPIs. This issue should be resolved by mid-April.</li></ul>



## 1. Click – throughs

Jan	Feb	KPI end 2016	On track
152,075	149,355	2,000,000	



The 'number of click-throughs remains stable, at the moment its slightly behind target (166.000/month)

## 2. Impressions

	Jan	Feb	KPI end 2016	On track
#Pageviews of end user products*	1,744,396	1,668,649	23,000,000	
#Impressions on social media	1,662,566	1,775,787	14,000,000	
#Number of impressions of Europeana content on Wikimedia projects	7,792,512	Data not yet available	40,000,000	
TOTAL IMPRESSIONS	11,199,474		77,000,000	

\*Europeana Collections, Europeana 14-18, Europeana Blog, Europeana Exhibitions (Omeka & GCI)



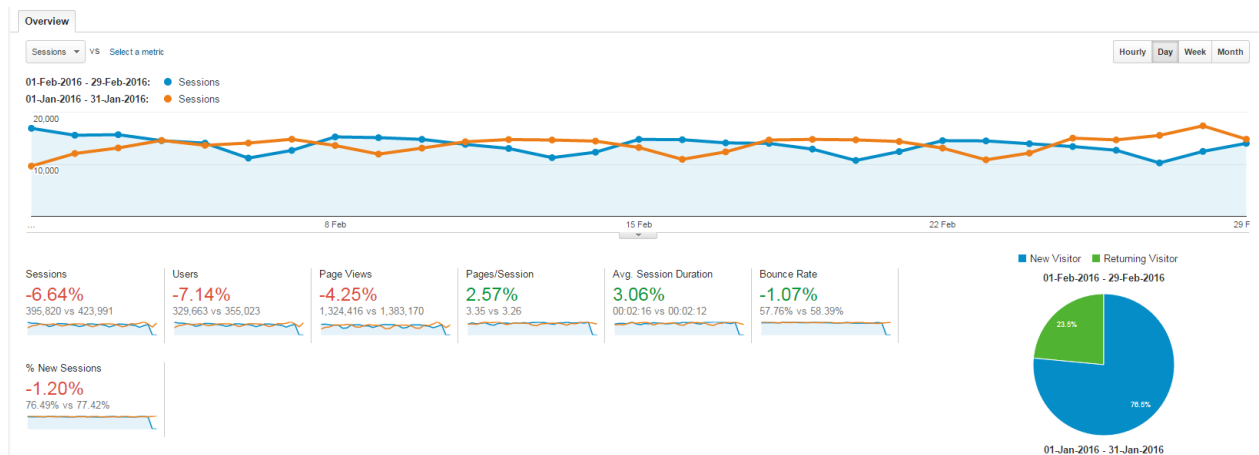
The number of pageviews of end-user products is slightly behind the target, while the number of impressions on social media and Wikimedia projects are well above their targets.

### 3. Visits

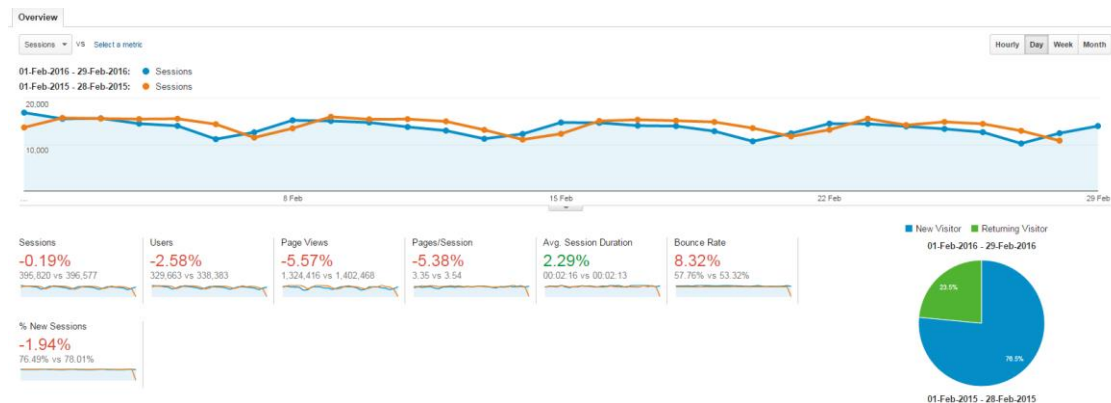
	Jan	Feb	KPI end 2016	On track
#Visits to end user products*	520,689	489,699	7,000,000	

\*Europeana Collections, Europeana 14-18, Europeana Blog, Europeana Exhibitions (Omeka & GCI)

The number of visits to end-user products is slightly behind target (583.000/month).



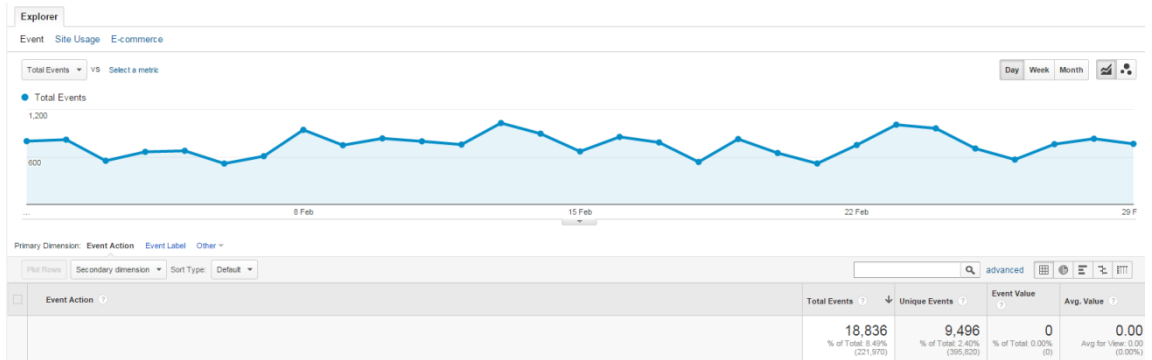
# of visits to Europeana Collections is 6,64% lower in February as compared to January



# of visits to Europeana Collections is 0,19% lower in February as compared to last year

### 4. Downloads

Jan	Feb	KPI end 2016	On track
17,668	18,836	100,00	



# of downloads is way beyond the expectations (8.333/month) and keeps on growing.

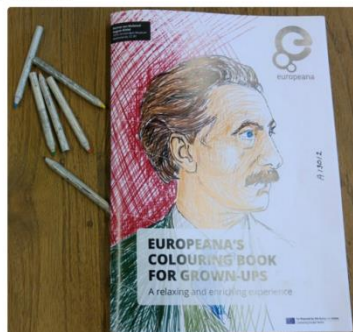
## 5. Social media reach and engagement

	Jan	Feb	KPI end 2016	On track
#number of people reached via social media	610,992	659,409	6,000,000	
#Number of people engaged via social media	23,305	22,829	250,000	

## Social Media Highlights

- #ColorOur Collections, First edition of Ulysses, Mardi Gras vintage photo slideshow, Historic photos of pubs, Valentine's Day GIF

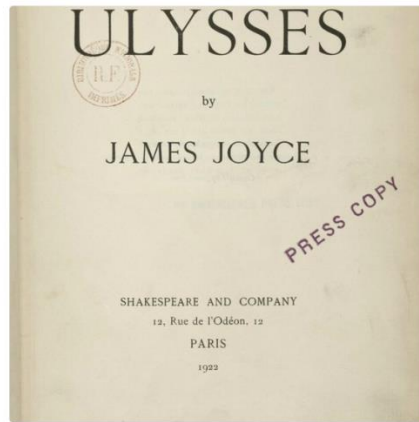
Europeanana @Europeanau · Feb 5  
No plans for the #weekend? Find some crayons and #ColorOurCollections! bit.ly/1Q5uRwT





**Europeana**  
@Europeanaeu

The first edition of [#Ulysses](#) by [#JamesJoyce](#) was published [#OnThisDay](#) in 1922  
[bit.ly/1TwWXLY](http://bit.ly/1TwWXLY)



RETWEETS 95    LIKES 92

**Europeana.eu**  
Published by Aleksandra Strzelichowska (P) · February 9 · 🌐

Today is [#MardiGras](#)! We've found some great vintage pictures to set you in a mood for celebrations 🥳

Images: [Mardi-Gras](#), National Library of France, public domain  
Source: <http://bit.ly/1T2y3mY>



46,237 people reached    [Boost Post](#)

**Europeana**  
@Europeanaeu

New blog: 3500 historic photographs saved from a rubbish skip and made available online  
[bit.ly/1PwhBu6](http://bit.ly/1PwhBu6)



RETWEETS 57    LIKES 56

12:56 PM - 2 Feb 2016  
👤 Food & Drink Europe, Historypin and Lise Schauer

**Europeana.eu**  
Published by Aleksandra Strzelichowska (P) · February 14 at 8:46am · 🌐

Happy [#ValentinesDay](#)!  
<http://bit.ly/1Taw3X>



55,331 people reached    [Boost Post](#)

👍 Like    💬 Comment    ➦ Share    📖 Storyfy    🗨️ 2

👤 Joris Peikel, Joseph Garvin and 491 others    [Top Comments](#)

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Europeana Foundation Governing Board Members & Observers

**Classification:**  
Public