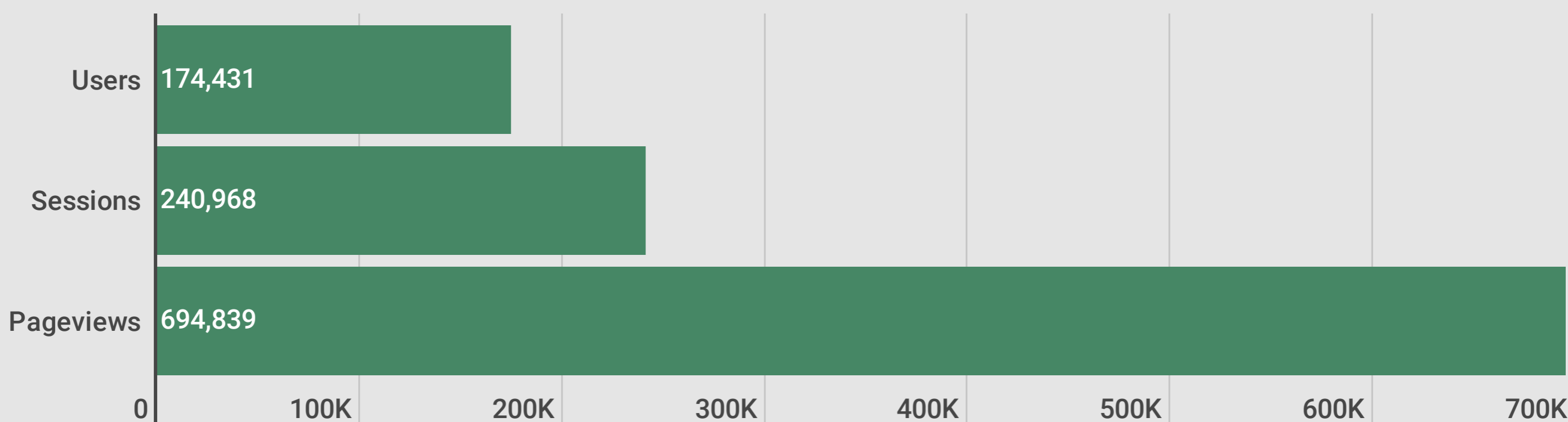


CNPA Digital 2018

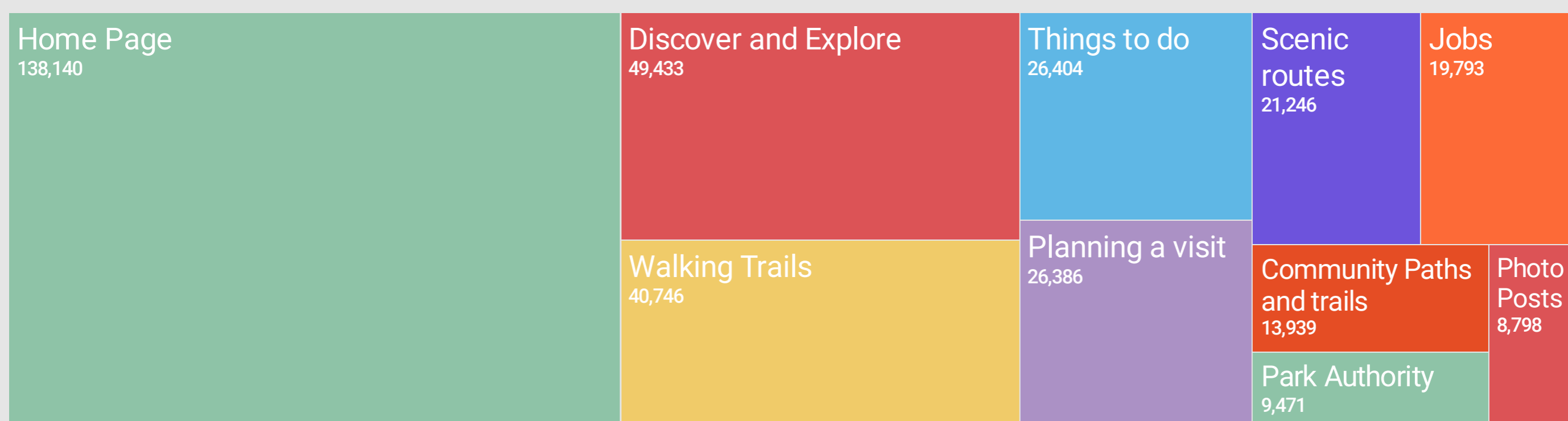
- 
197,506
 Number of times the website was visited in 2018
- 
33,072
 Was the size of the CNPA's social media following at the end of 2018
- 
3,914,261
 The combined reach of our content on social media in 2018
- 
7,530
 The number of new social followers CNPA gained in 2018.








CNPA Website in 2018

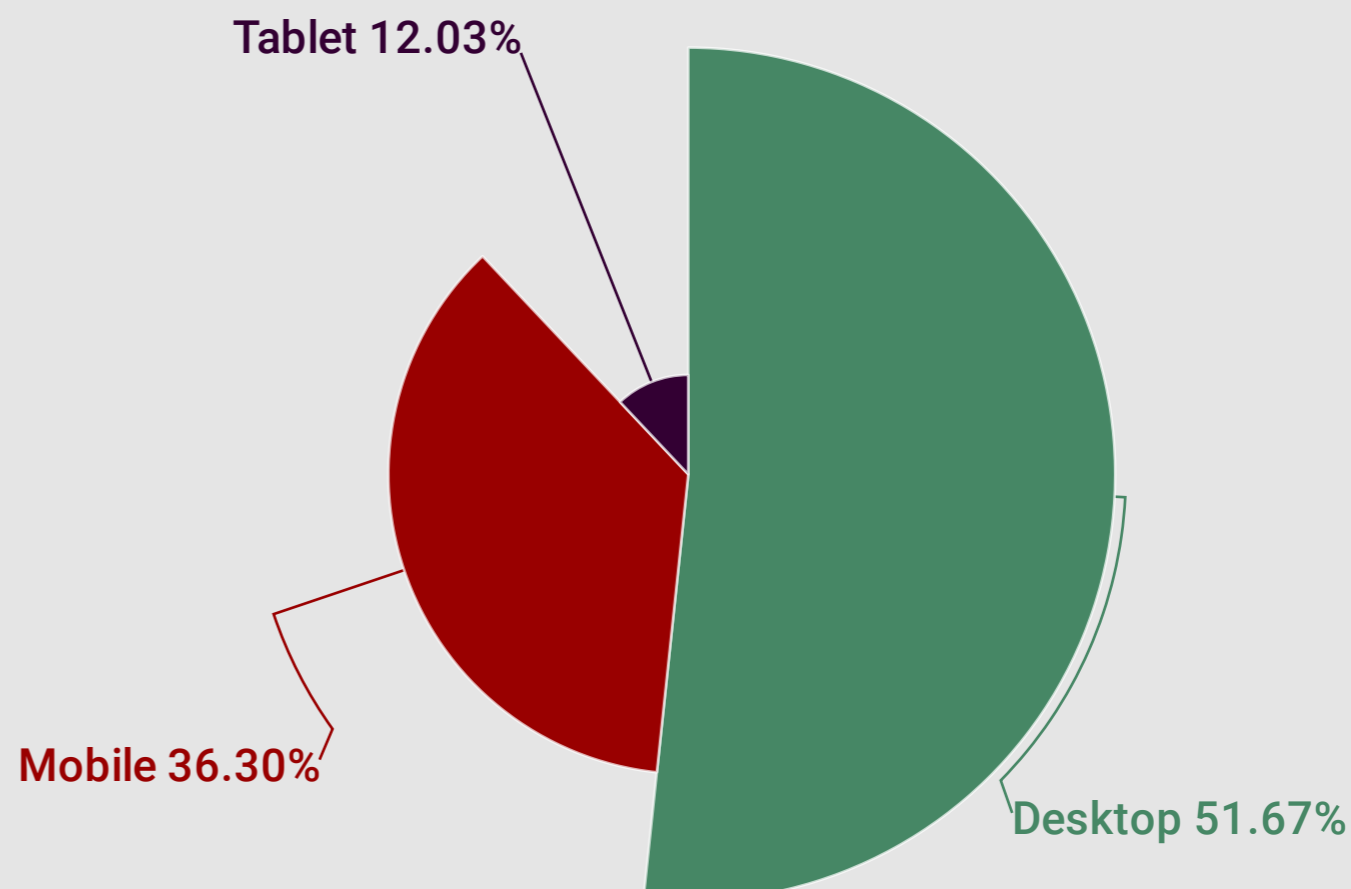


10 most visited pages on the website in 2018

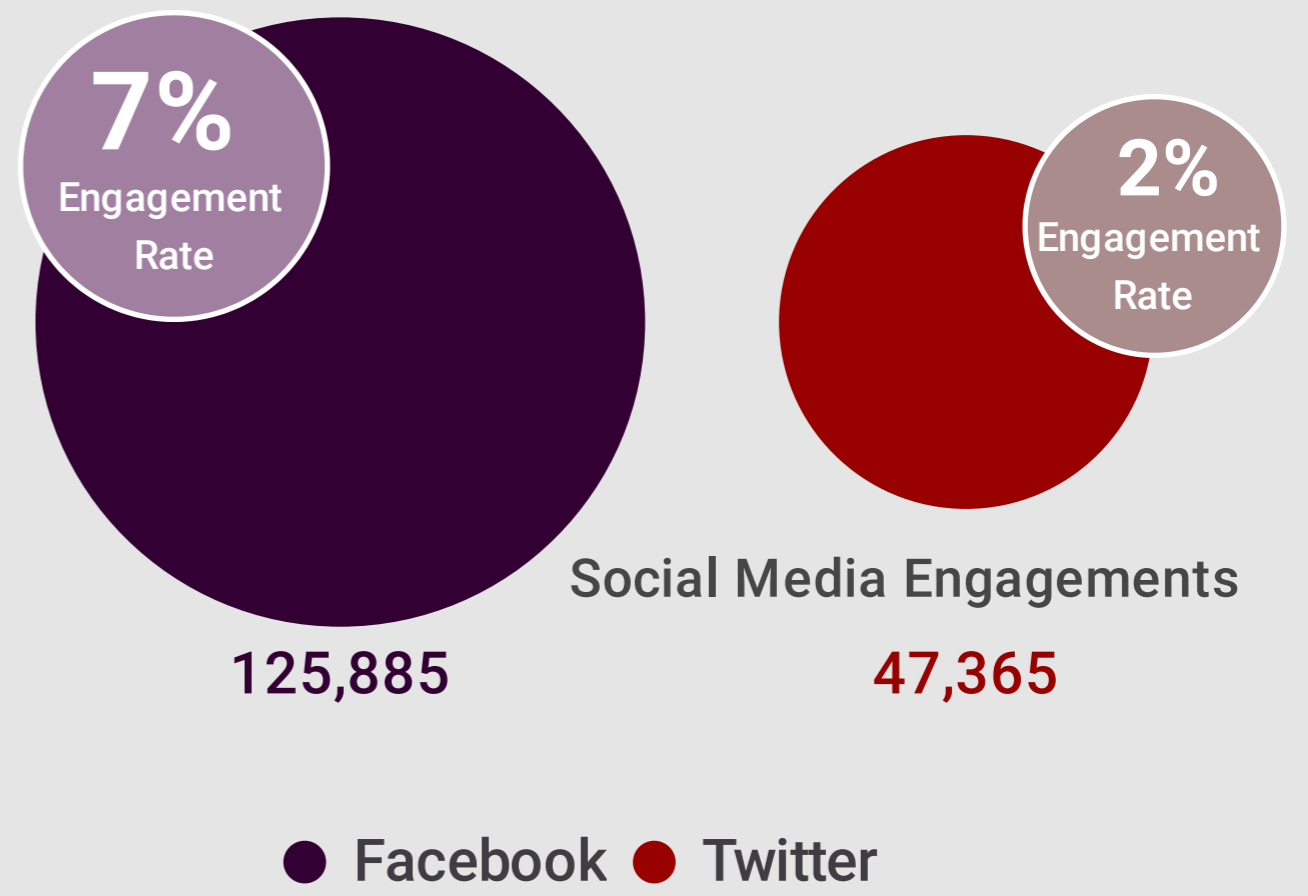
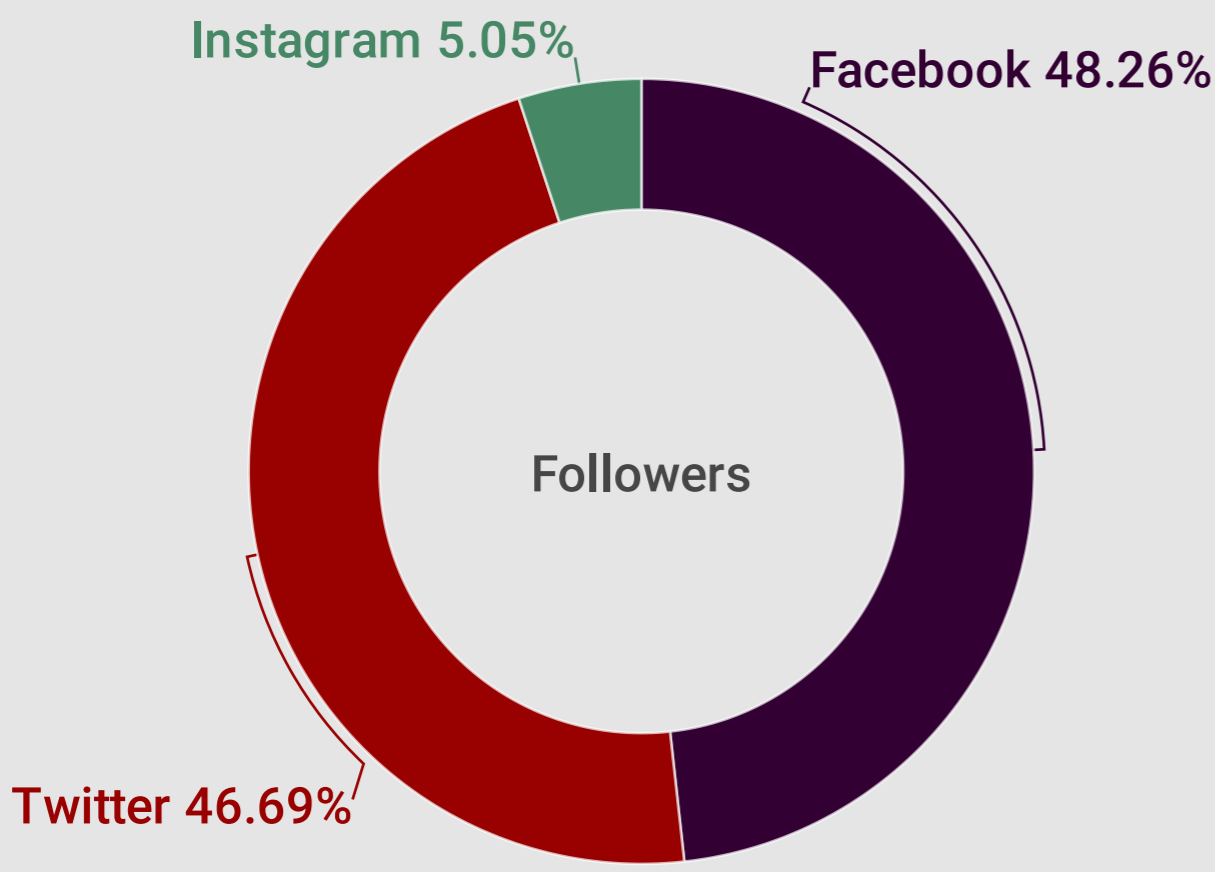


Metric: Pageviews

- 
+12%
 Increase in website users in 2018
- 
+10%
 Increase in new website users compared to 2017
- 
+21%
 Increase in returning website users compared to 2017
- 
-12%
 Decrease in number of pages viewed in 2018 compared to 2017
- 
+23%
 Increase in mobile users compared to 2017

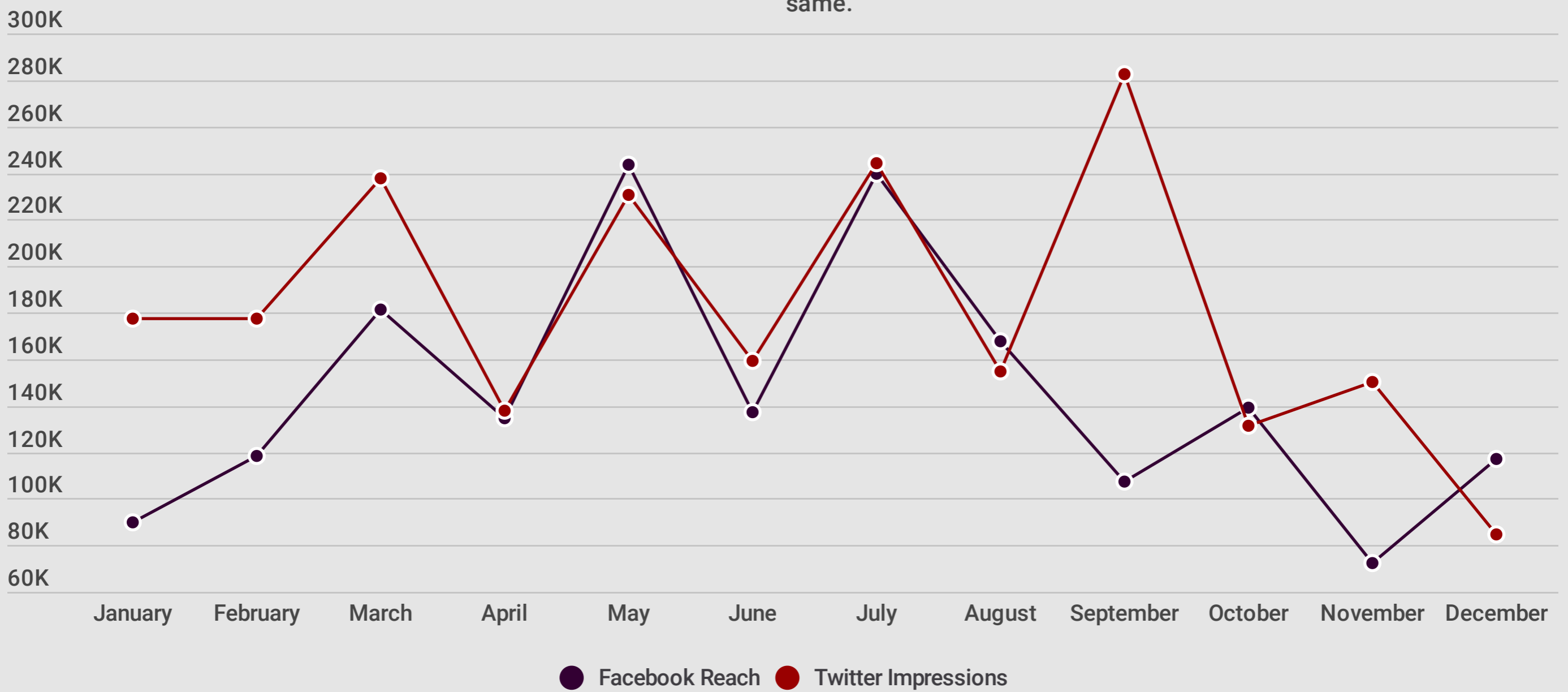


CNPA Social Media in 2018

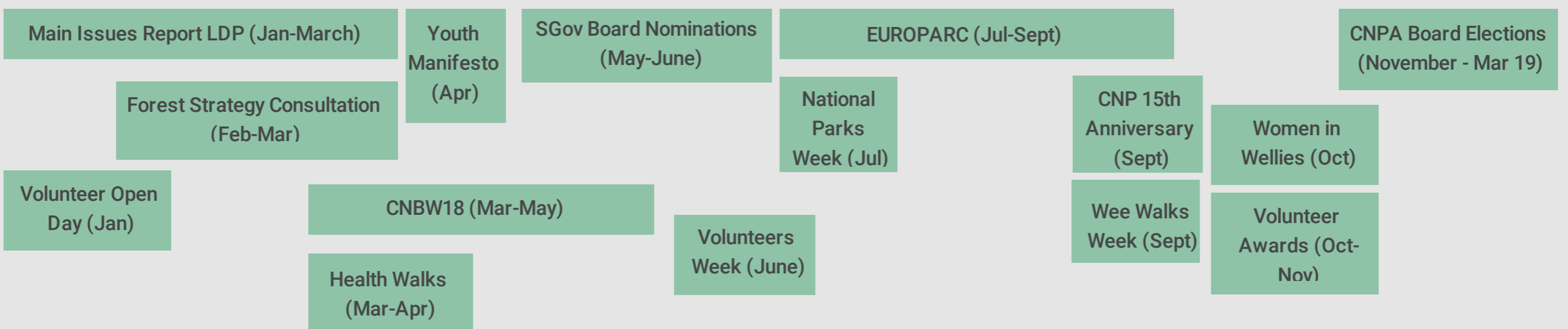


Social Media Reach

The average Facebook engagement rate has increased from 4% in 2017 to 7% in 2018. The average Twitter engagement rate has remained the same.



CNPA Social Media Campaigns



+67%
Increase in number of followers for the Cairngorms National Park Facebook Page

125,885
Number of engagements (likes, comments, shares, clicks etc) across Facebook in 2018

+35%
Increase in followers for the Cairngorms Active Facebook page

+85%
Increase in engagements for Cairngorms National Park posts between 2017 and 2018

+7%
Increase in followers for the Cairngorms Nature Facebook page

+50%
Increase in engagements for Active Cairngorms posts between 2017 and 2018

+76%
Increase in reach for the Cairngorms National Park page between 2017 and 2018

-58%
Decrease in engagement for Cairngorms Nature posts between 2017 and 2018