

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

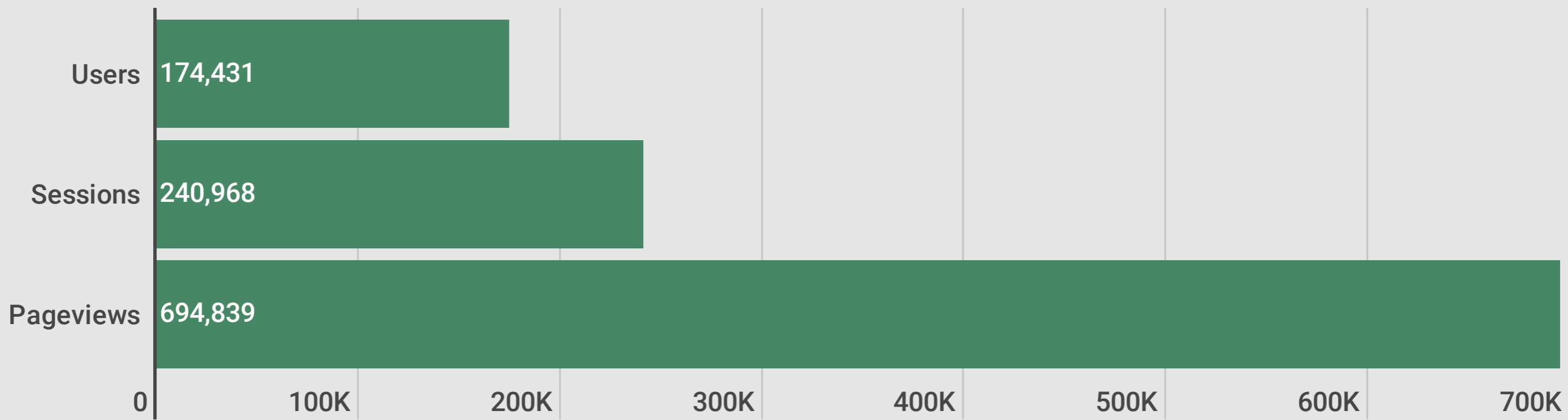


7,530

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



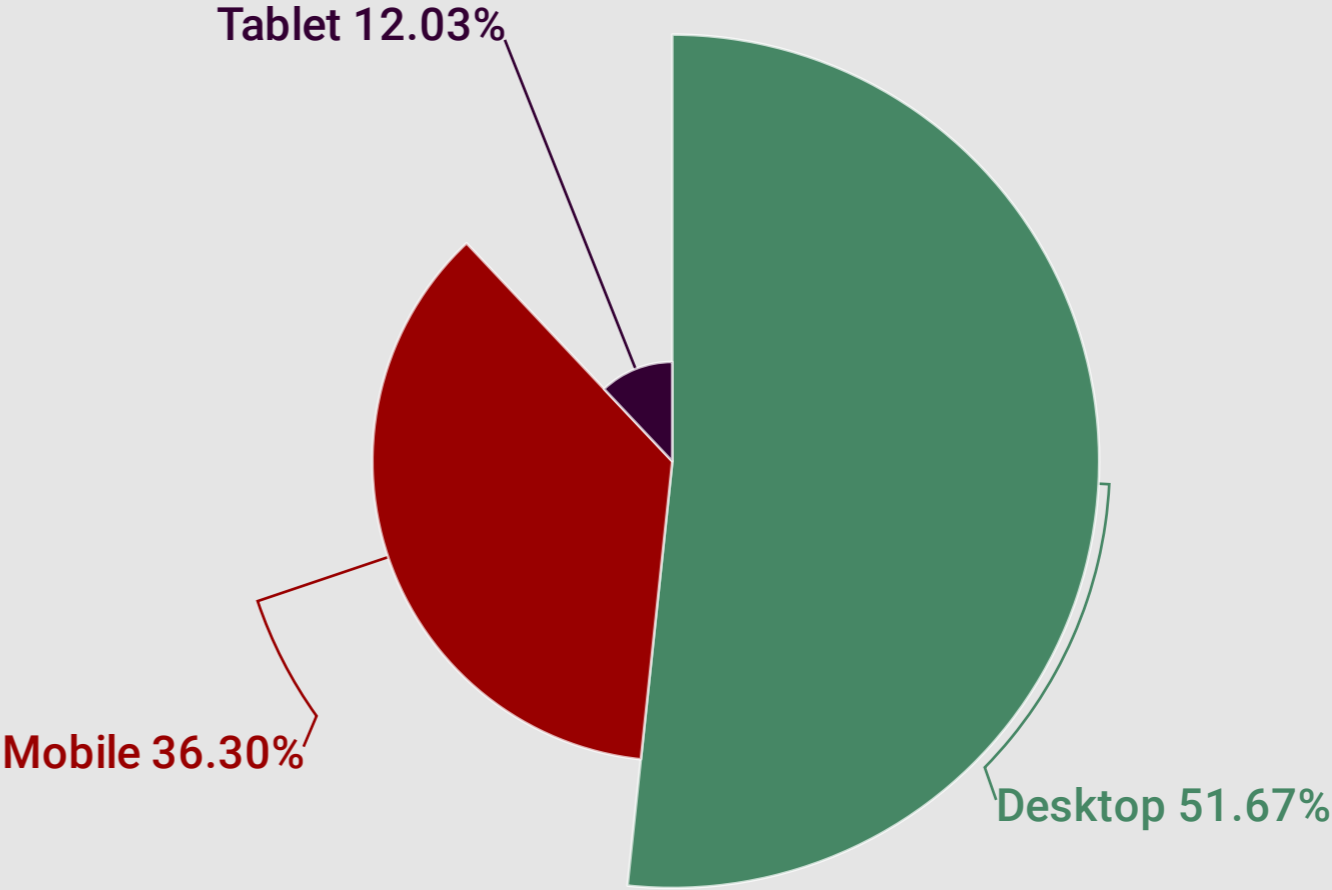
-12%

Decrease in number of pages viewed in 2018 compared to 2017

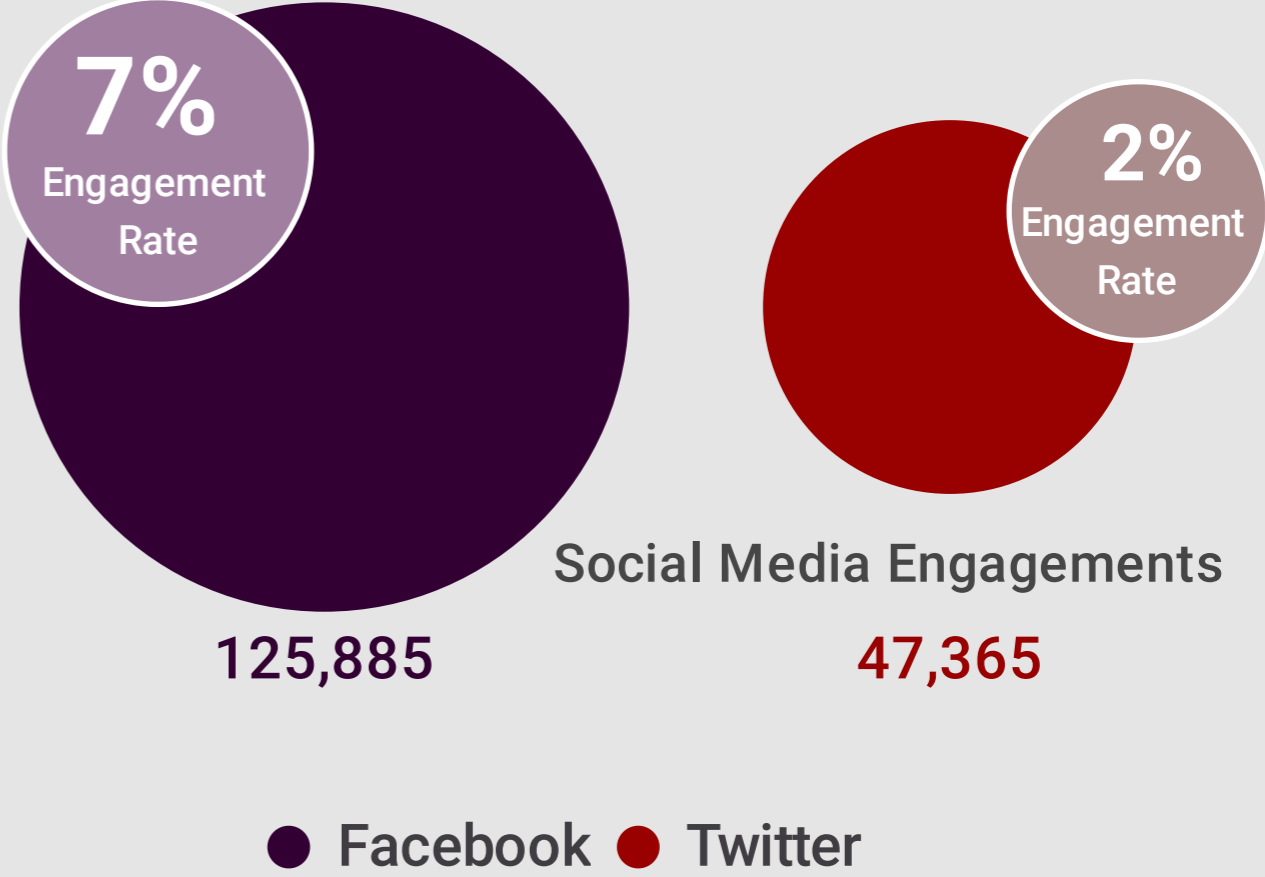
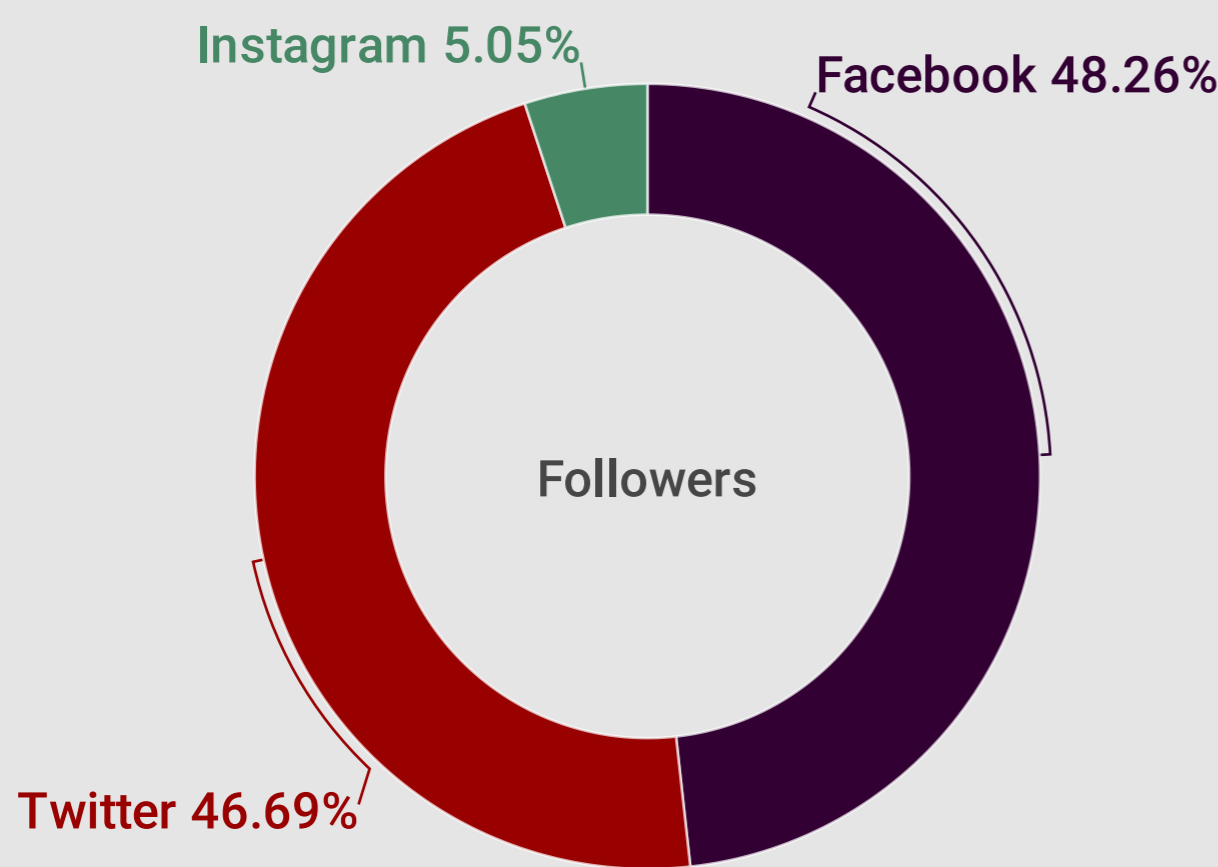


+23%

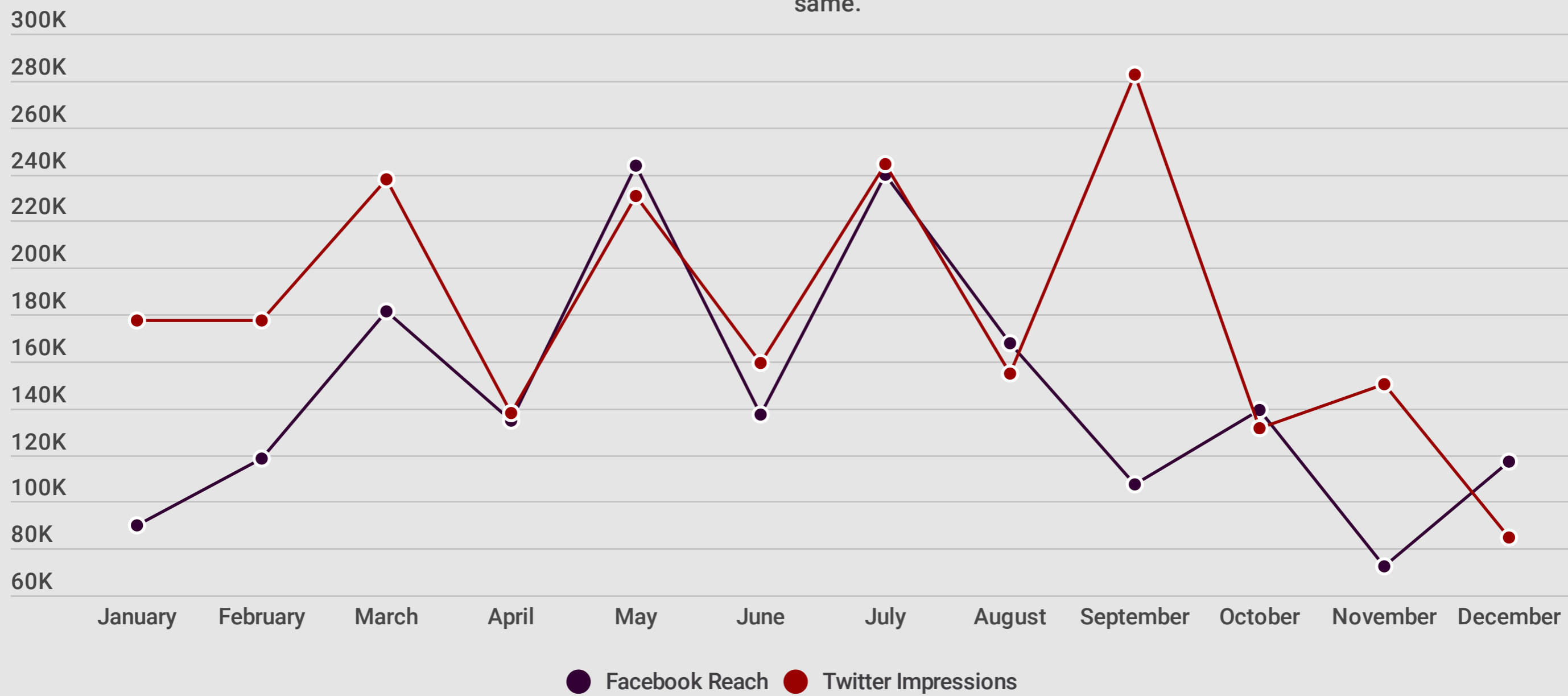
Increase in mobile users compared to 2017



CNPA Social Media in 2018

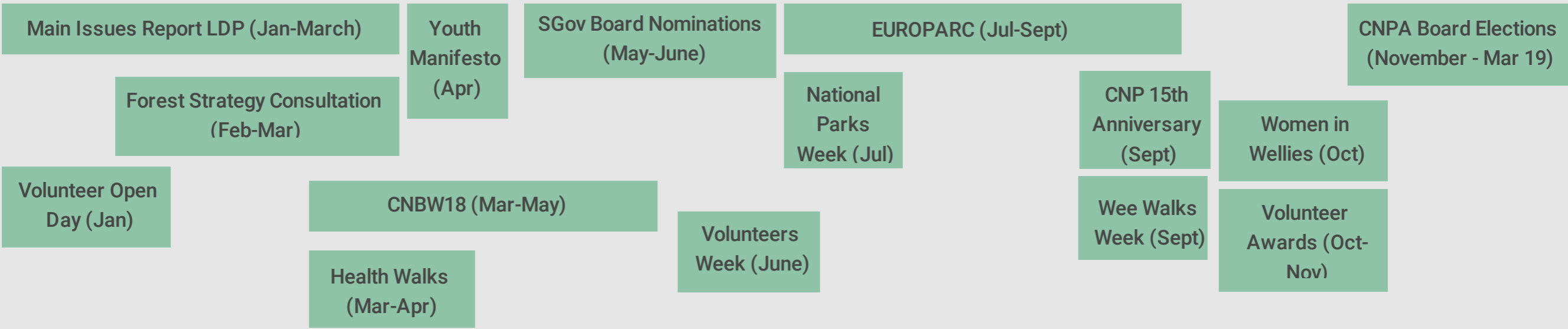


Social Media Reach



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