CNPA Digital 2018



Larger than Mongolia

If our social media reach was a country

it would be slightly bigger than

Mongolia.



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



Users	174,431							
Sessions	240,968							
Pageviews	694,839							
0		100K	200K	300K	400K	500K	600K	700K

10 most visited pages on the website in 2018

Home Page 138,140		49,433	Things to do 26,404	Scenic routes 21,246	Jobs 19,793		
		Walking Trails 40,746	Planning a visit 26,386	Community P and trails ^{13,939}	aths	Photo Posts 8,798	
				Park Authorit 9,471	Э		



+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%

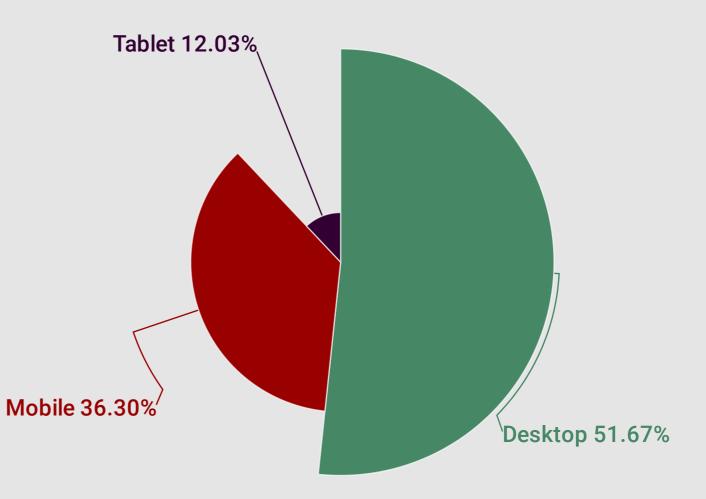
Decrease in number of pages viewed in 2018 compared to 2017



+23%

Increase in mobile users compared to 2017

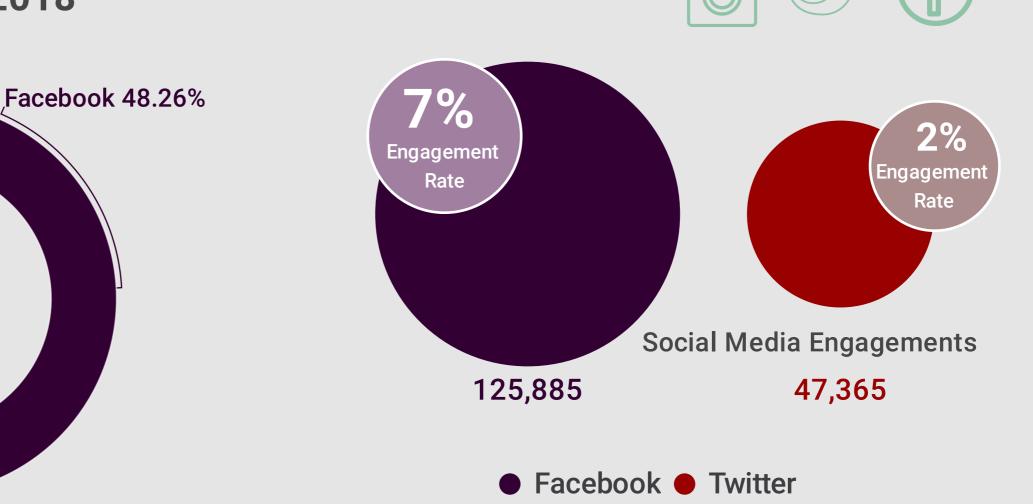
Metric: Pageviews



CNPA Social Media in 2018

Followers

Instagram 5.05%

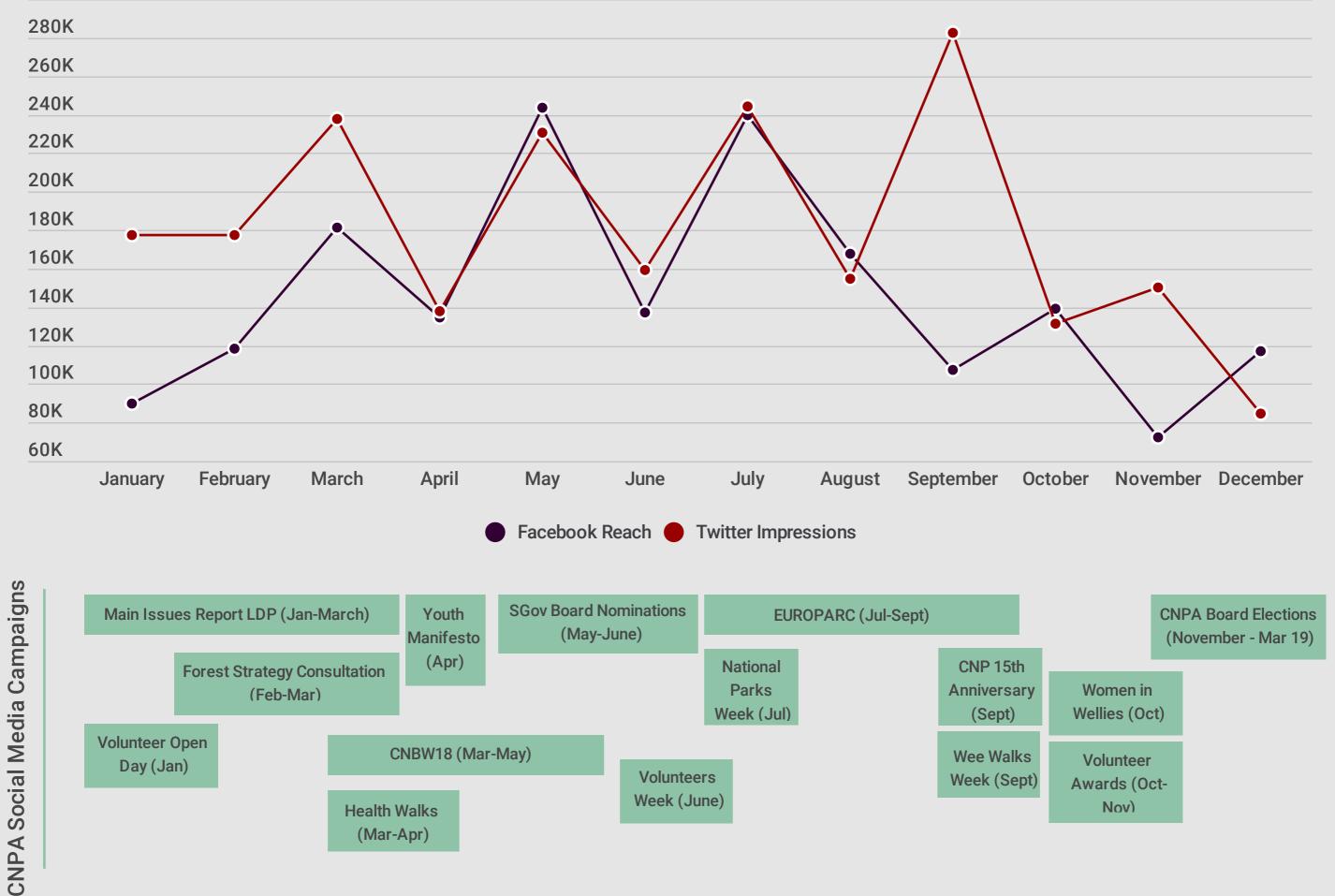


Social Media Reach

Twitter 46.69%[/]

300K

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





+67%

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



+35%

Increase in followers for the Cairngorms Active Facebook page



((**A**))

+7%



Increase in followers for the Cairngorms Nature Facebook page

+76%

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

125,885

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



+85%

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

+50%

Increase in engagements for Active Cairngorms posts between 2017 and 2018



-58%

Decrease in engagement for Cairngorms Nature posts between 2017 and 2018

Prepared by Sian Jamieson, Digital Campaigns Officer 2019