

CNPA Digital Data Analysis 2019

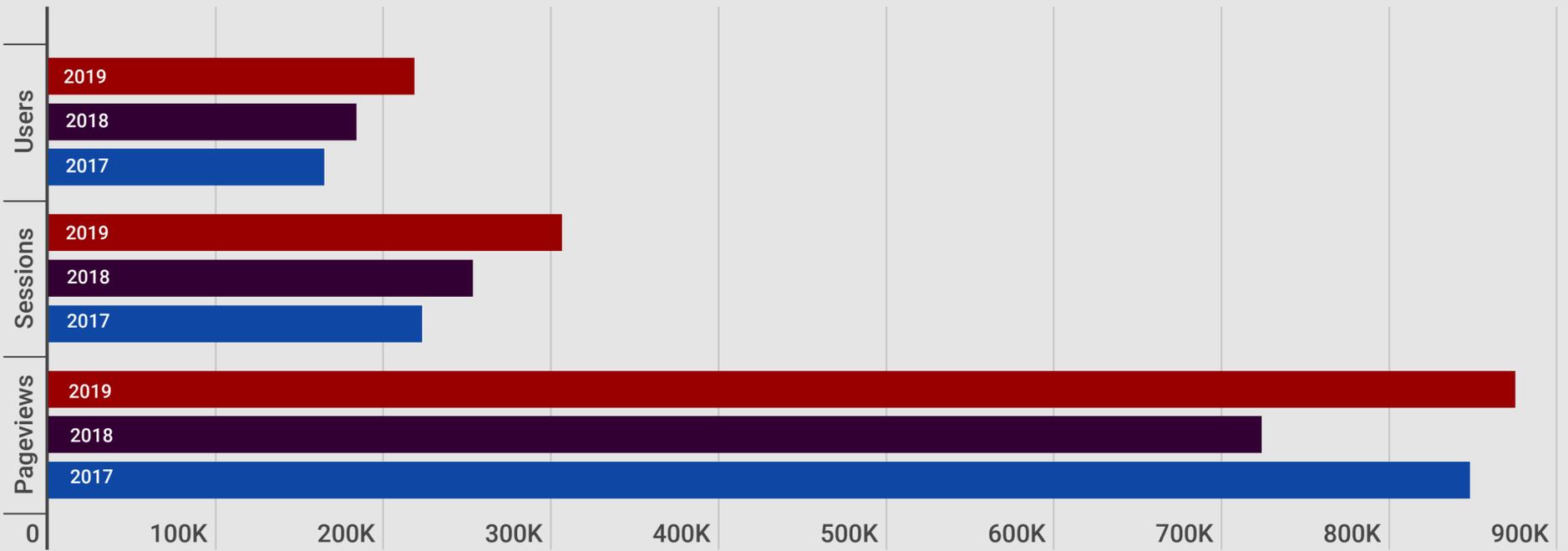
2019

2018

-  **218,374 users**
Number of people who visited the website
-  **40,428 followers**
The size of the CNPA's social media following
-  **6,508,414 reach**
The number of times our content was distributed on social media
-  **8,853 new audience**
The number of new social followers CNPA gained

-  **183,104 users**
Number of people who visited the website
-  **33,072 followers**
The size of the CNPA's social media following
-  **3,914,261 reach**
Number of times content was distributed on social media
-  **7,530 new audience**
Number of new social followers CNPA gained

CNPA Website: Key Audience Data 2017-2019



Users: the number of individuals who visited the website.
Sessions: the total number of times the website was visited.

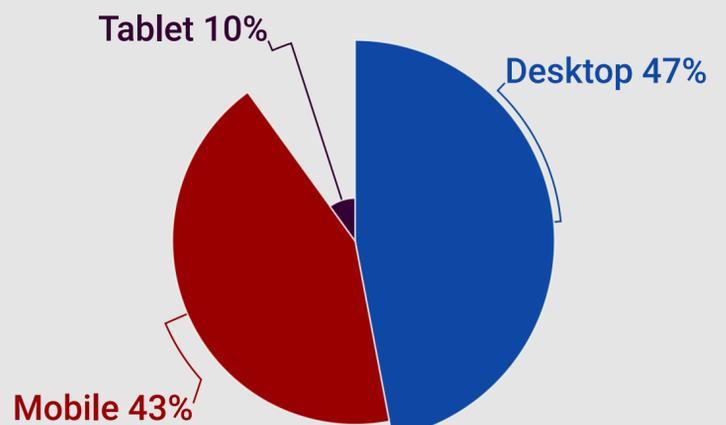
Pageviews: the total number of times pages were visited by users.

10 most visited pages on the website in 2019



Metric: Pageviews

-  **19%** increase in website users
-  **20%** increase in new website users
-  **18%** increase in returning website users
-  **21%** increase in number of pages viewed
-  **41%** increase in mobile users

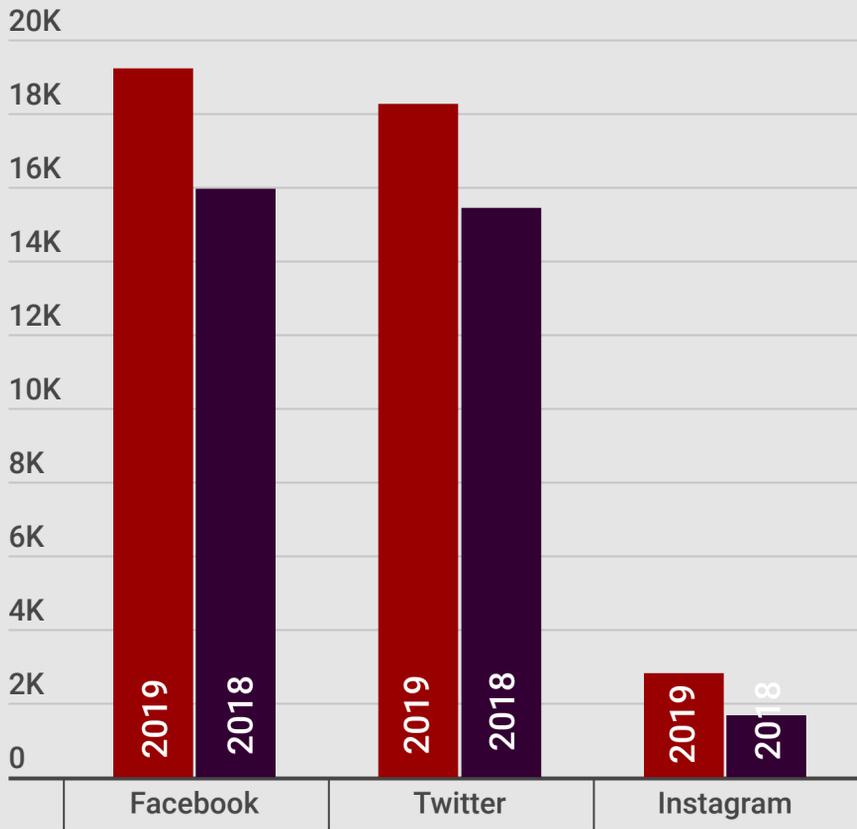


Devices people used to visit our website in 2019

CNPA Social Media in 2019

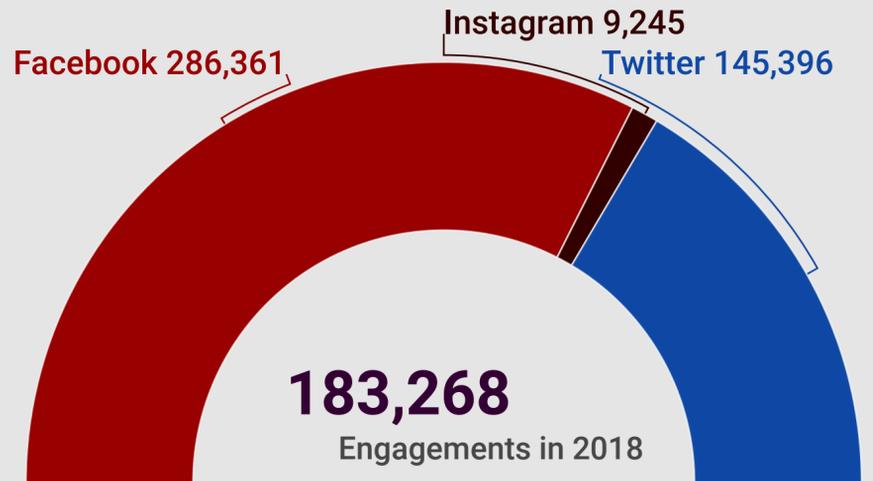
Social Media Engagement

Social Media Followers



362,317

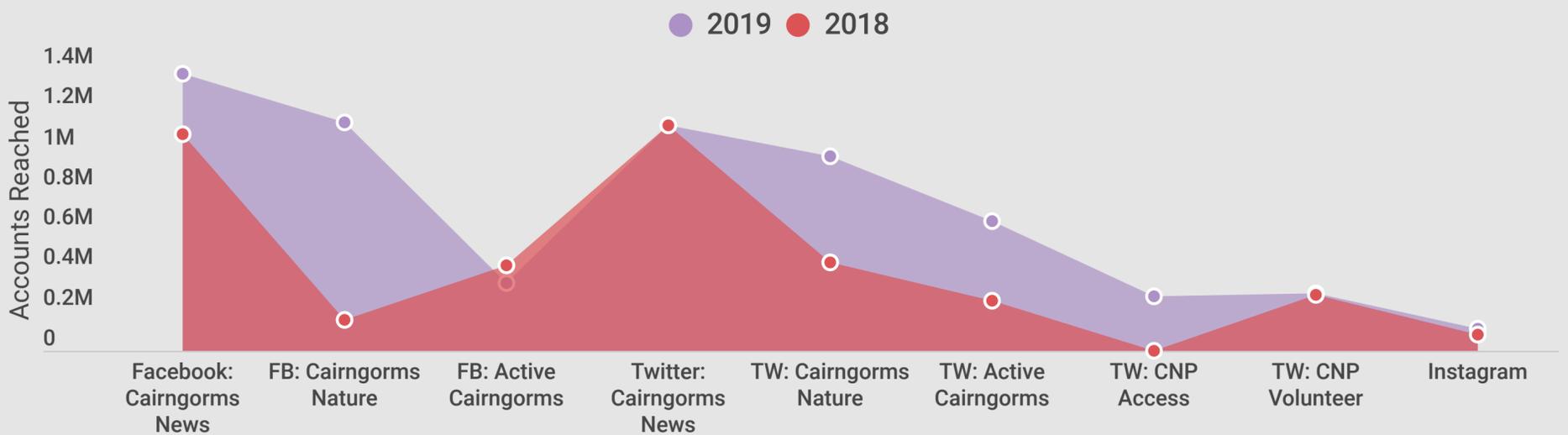
The total number of likes, comments, shares, link clicks and video views.



Social Media Engagement Rates 2018 vs. 2019

	Facebook	Twitter	Instagram
2019	10%	4%	12%
2018	7%	2%	10%

Social Media Reach



22% Increase in the number of social media followers from 31 Dec 2018 to 31 Dec 2019

362,317 Number of engagements across all social media channels

60% Increase in reach across social media between 2018 and 2019

+52% Increase in engagements across social media between 2018 and 2019

CNPA Twitter: Official Staff Accounts

There are 4 official staff Twitter accounts managed exclusively by staff members, who support the delivery of wider corporate messages. These accounts are; Grant Moir, Pete Crane (for Visitor Services), Murray Ferguson (for Rural Development) and Alan Smith (for Outdoor Learning and young people).

This year we analysed their reach and engagement to broaden our understanding of the impact of Cairngorms National Park and CNPA messages across social media.

6,682
Number of Twitter followers of staff accounts

+1,190
Number of new Twitter followers

1,976,118
Reach of the 4 staff accounts across Twitter

86,233
Engagements with staff tweets

47,428
Total CNPA social media following incl. staff accounts

+10,043
New followers of CNPA corporate and staff accounts

8,484,532
Reach of CNPA social media messages incl. staff accounts

448,550
All engagement with CNPA corporate and staff accounts