Europeana Foundation Governing Board Meeting

16 November 2016
16h30 – 18h00 CET
Teleconference Call

Web Traffic & Social Media Report
Action proposed: For information and Q&A

Circulation:
Europeana Foundation Governing Board Members & Observers

Classification:
Public

Co-financed by the European Union
Connecting Europe Facility

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🟢	• KPIs for 2016 achieved for: downloads, impressions on social media, number of people reached on social media, engagement on social media, number of impressions of Europeana content on Wikimedia projects • #GIFitUP creating a lot of awareness about Europeana and re-use of the cultural heritage in a playful way • 1914-1918 Transcribathon in the European Parliament well received on social media • Good initial results of the new virtual exhibition "Colossus of Leonardo Da Vinci"
🟡	• Big differences in the amount of downloads from one month to another, require further investigation
🔴	• Issues with Google indexing and drop of traffic from organic search persist. • As a consequence, meeting KPIs for impressions of end user products, visits to end user products and click-throughs will be challenging

Due to submission deadline, the reporting period in October is between 1 and 26 and not the complete month. Because of this, some of the results might be lower given a few days left till the end of the month.

1.   Click – throughs

X.1 ▼	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun'16	Jul '16	Aug '16	Sep '16	Oct'16	Jan-Oct	KPI 2016
# of click-throughs	152,639	146,759	138,143	91,221	97,546	78,995	77,778	75,598	71,733	65,900	996,312	2,000,000
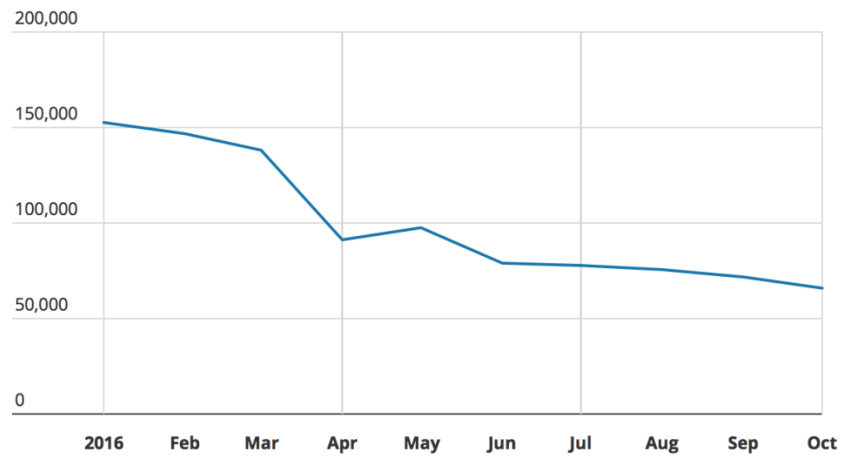
Although, the amount of click-throughs keeps on decreasing, the situation is more stable than in the spring.
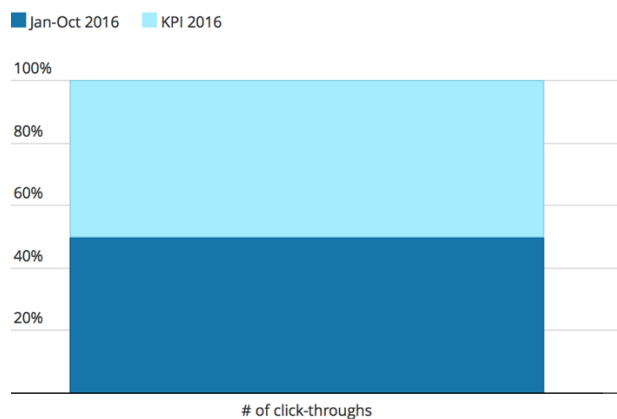
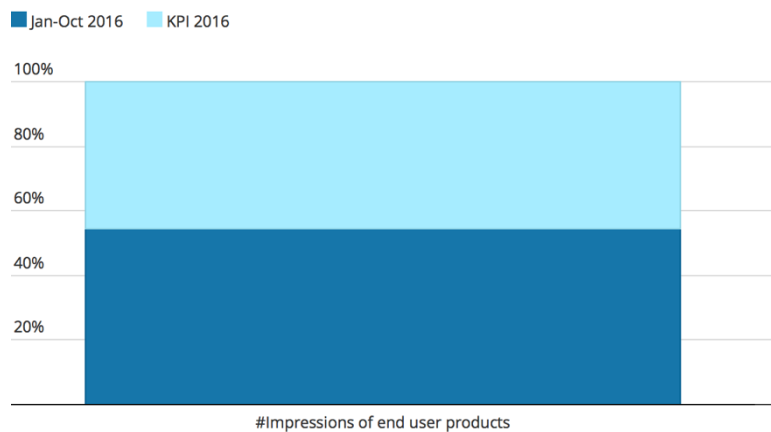We've realized 49,8% of our yearly KPI between January and October

2. Impressions

X.1 ▼	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan-Oct	KPI 2016
#Impressions of end user products	1,744,396	1,668,649	1,624,701	1,284,358	1,320,507	1,044,370	950,973	965,255	949,035	945,164	12,497,408	23,000,000
#Impressions on social media	1,668,036	1,798,387	1,911,538	2,122,424	2,948,008	2,568,506	1,493,931	1,777,207	1,623,875	1,721,030	19,632,942	14,000,000
#Number of impressions of Europeana content on Wikimedia projects	7,792,512	7,514,565	8,433,846	8,928,344	38,363,870	34,464,318	22,953,280	26,890,997	data not yet available	data not yet available	155,341,732	40,000,000
#TOTAL Impressions (end users products + wikimedia+social media)	11,204,944	10,981,601	11,970,085	12,335,126	42,632,385	38,077,194	25,398,184	29,633,459	2,572,910	2,666,194	187,472,082	71,000,000

KPIs for 2016 achieved for impressions on social media and impressions of Europeana content on Wikimedia projects.
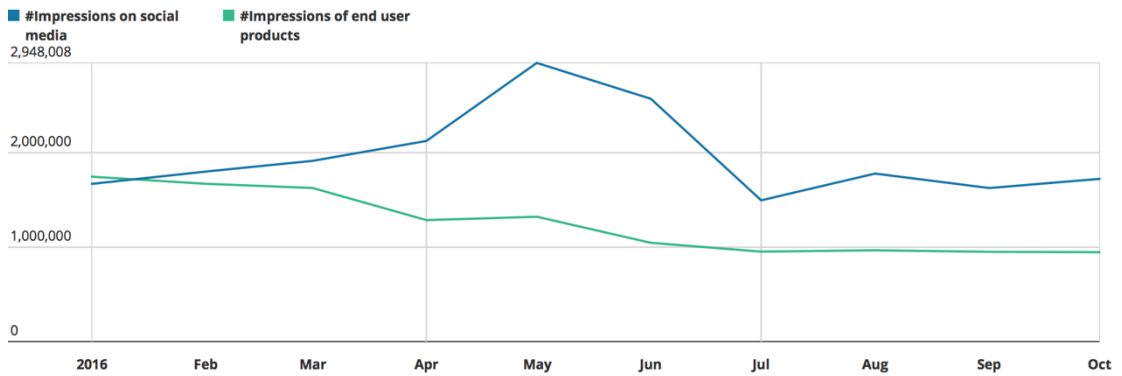
The amount of impressions of end user products remains stable, while the amount of impressions on social media slowly increases.
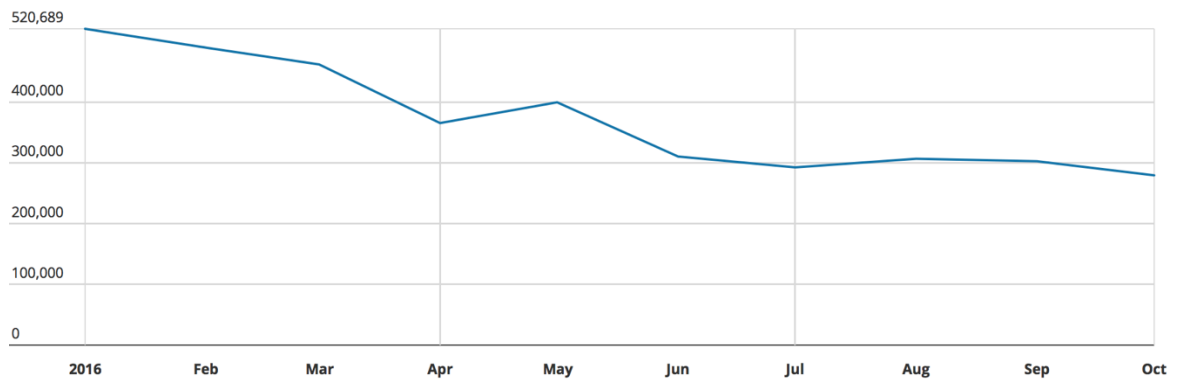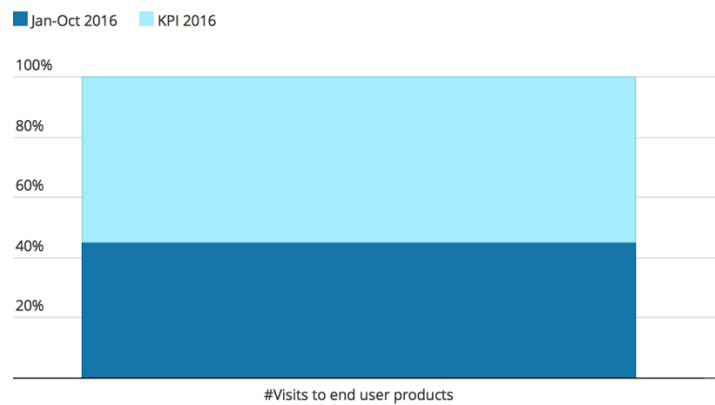
We've realized 54% of our yearly KPI for impressions of end user products between January and August.

3.   Visits

| X.1 ▼	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan-Oct	KPI 2016
#Visits to end user products	520,689	489,699	462,043	365,566	399,740	310,471	292,626	306,765	302,670	279,485	3,147,599	7,100,000

Although, the amount of visits keeps on decreasing, the situation is more stable than in the spring. Different methods of increasing the traffic are being investigated.

We've realized 45% of our yearly KPI for visits of end user products between January and August.
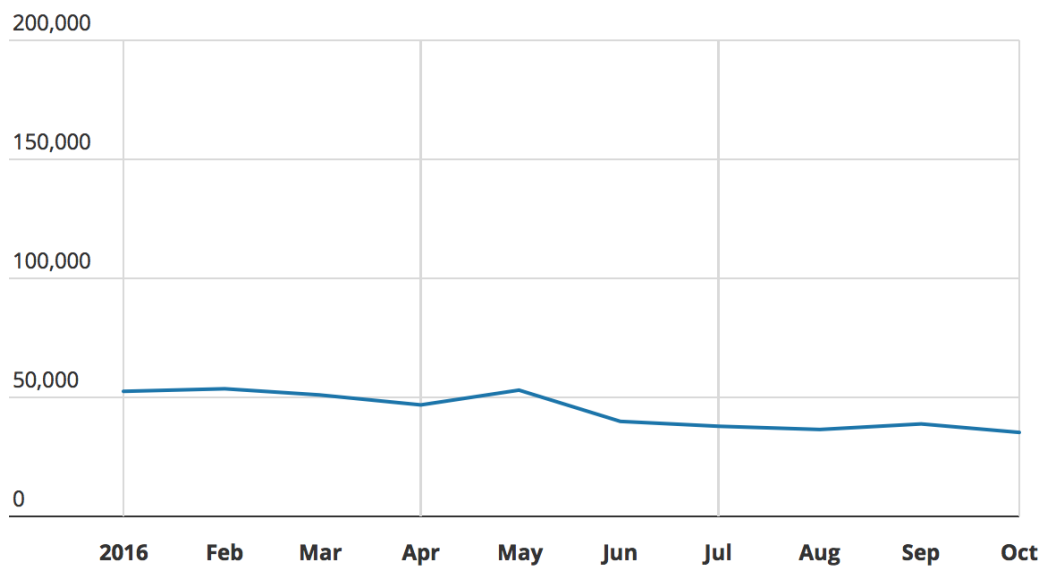
Visits: Thematic Collections
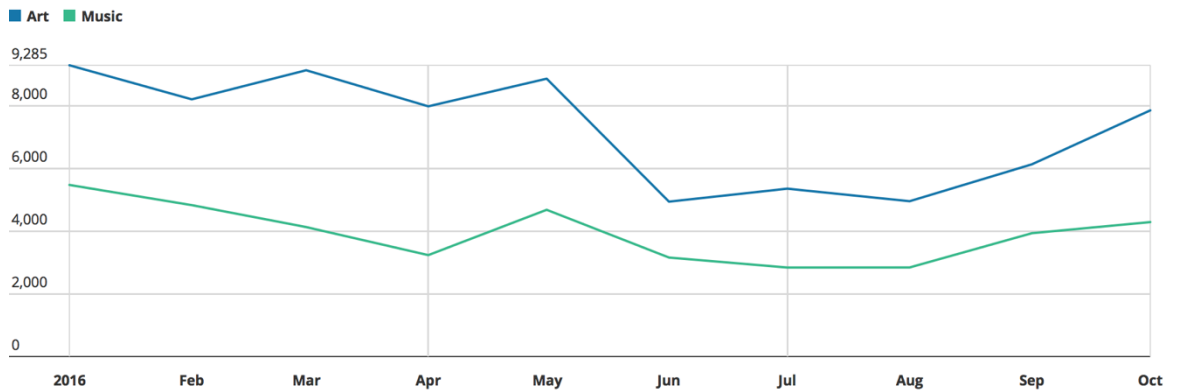
For both Thematic Collections, we observe a significant increase in traffic after the summer.

Visits: Europeana 1914-1918
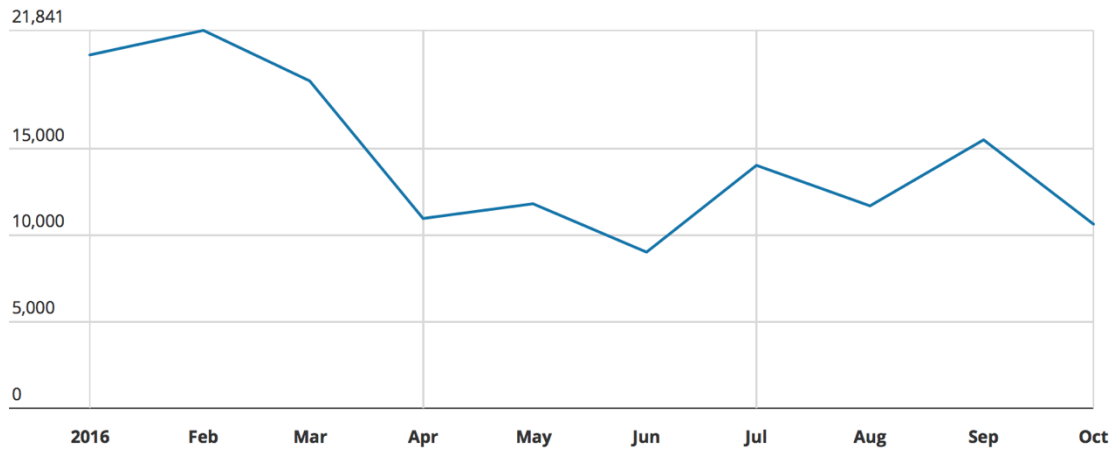

The amount of visits on Europeana 1914-1918 is stable since the summer, but there's a decrease in traffic comparing to the beginning of the year.

4. Downloads

X.1 ▼	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan-Oct	KPI 2016
#Downloads	20,424	21,841	18,921	10,967	11,818	9,021	14,039	11,695	15,513	10,640	144,879	100,000

The KPIs for downloads are reached, but the amount of downloads varies from one month to another. We are investigating possible reasons of this situation.

5. Social media reach and engagement

X.1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan-Oct	KPI 2016
#Number of people reached via social media	610,992	659,409	827,906	1,103,533	1,404,531	1,674,816	644,966	945,501	830,749	795,845	9,498,248	6,000,000
#Number of people engaged via social media	23,305	23,007	24,524	22,056	24,668	35,304	19,969	30,749	26,231	22,393	252,206	250,000

The 2016 KPIs for the reach and engagement are achieved.

Content and Social Media Highlights:

- #GIFitUP - http://gifitup2016.tumblr.com/

- The Colossus of Leonardo da Vinci
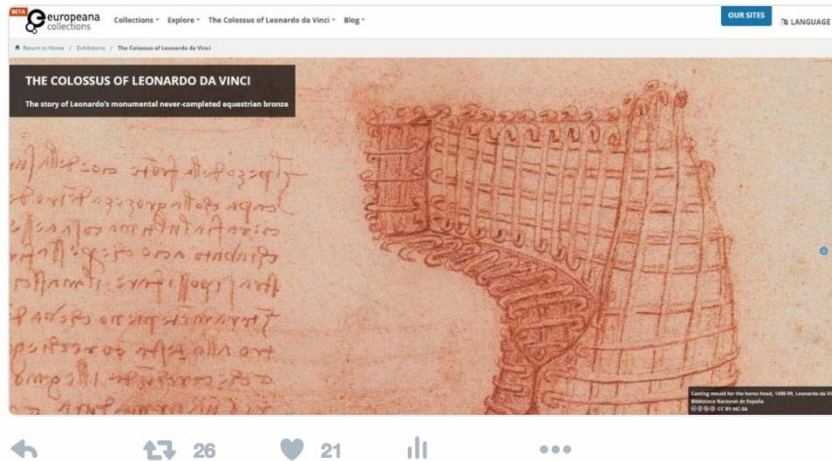
  http://www.europeana.eu/portal/en/exhibitions/the-colossus-of-leonardo-da-vinci

Europeana @Europeanaeu · Oct 25

Explore our new virtual exhibition to learn about #Colossus, #Leonardo's monumental never-completed project bit.ly/2erczTR #DaVinci

👤 Museo Galileo and Biblioteca Nacional

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- Günther Oettinger tweeting about Europeana

Günther H. Oettinger @GOettingerEU · Oct 27

Happy World Day for #Audiovisual Heritage. Browse 53 million items in the @Europeanaeu Collections europeana.eu/portal/en #WDAH
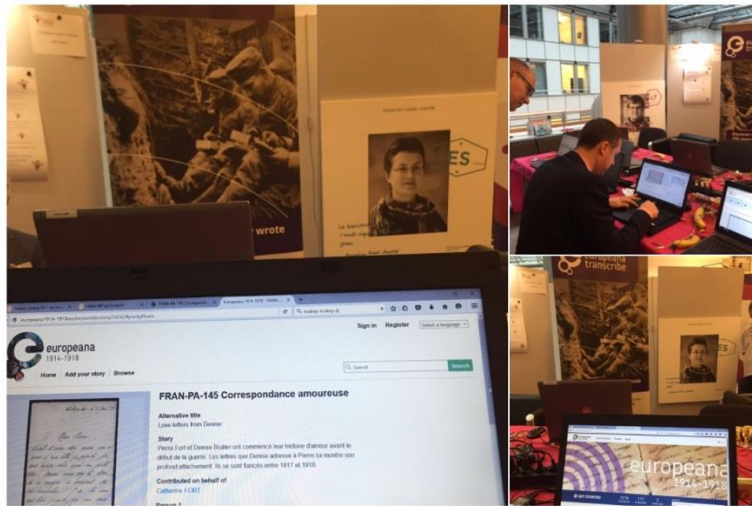
- Europeana 1914-1918 Transcribathon st the European Parliament

Lionel Sola @Lionelsola · Oct 18

I just took part in the #Europeana #Transcribathon. Great project to digitise European history transcribathon.eu @europeana1914 @DSMeu

Catherine Stihler
@C_Stihler_MEP

⚙ 👤+ Follow

So touched to read the diary of a nurse from WW1 and enjoy a poem she wrote about a fly, a wasp and a moth @Europeana1914 #GenerationCode

Europeana @Europeanaeu
MEP @C_Stihler_MEP transcribing a diary from #WW1 at #GenerationCode #CodeEU #Transcribathon @Europeana1914

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