

	January	February	March	April	May	June
Website - Visit Stevenson						
# unique users	1,400	1,200	1,600	1,600	1700	2,200
# new users	1,300	1,100	1,500	1,500	1,500	2,000
avg engagement time	:50	1:04	:59	1:23	1:31	2:13
page views	3.1K	3.9K	5,000	6.8K	8.7K	12K
visits by source:						
Organic search - Google/Bing	377	572	776	1,000	713	1,880
Direct	936	627	976	1,363	574	3K
Referral	117	313	393	798	159	1,411
Social Media	22	328	382	35	86	247
Email Marketing						
New email addresses (Map)	0	5	9	24	33	41
Unsubscribes	0	0	2	1	0	0
Open rate	NA	NA	56.70%	54%	N/a	N/A
Social Media						
# FB Likes	3,982	4,000	4,030	4,037	4,059	4,072
Facebook reach	4,714	7,219	17,597	3,989	9,089	4,150
# IG Followers	2,564	2,580	2,616	2,444	2,660	2,694
IG Reach	1,665	11.1K	15.3K	8.2K	9,276	14K