

MPO Online Engagement Statistics

February 15 • March 15 • April 15 • May 15

Social Media Analytics

Followers

	MAR 15	APR 15	MAY 15
	7167	7182	7196
	2651	2679	2696
	1596	1634	1630
	1630	1634	1635
	88	91	91

Impressions



Total Followers

MAR 15	APR 15	MAY 15
13,132	13,220	13,248

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Website Statistics

FEB 15 to MAR 15

MAR 15 to APR 15

APR 15 to MAY 15

Sessions

6364

6816

6347

Users

4468

4511

4314

New Users

4868

4018

3800

Average Session

**1 min
15 secs**

**1 min
42 secs**

**1 min
32 secs**

Site Visits



Mobile

18%



Tablet

2%



Desktop

80%

Top 5 Pages

(Excluding Homepage)

FEB 15 to MAR 15

1. Let's Go Biking
2. Agendas & Minutes
3. Broward's Transportation System
4. Employment Opportunities
5. Current Solicitations

MAR 15 to APR 15

1. Agendas & Minutes
2. Broward's Transportation System
3. Current Solicitations
4. Employment Opportunities
5. Let's Go Biking

APR 15 to MAY 15

1. Agendas & Minutes
2. Employment Opportunities
3. Calendar
4. Current Solicitations
5. Tactical Urbanism