

# BROWARD MPO'S MONTHLY PERFORMANCE SNAPSHOT

## JUNE 1, 2023 - SEPTEMBER 30, 2023



### SOCIAL MEDIA ANALYTICS

#### June

##### Facebook

Followers: 7,270  
Impressions: 11,287

##### Instagram

Followers: 2,441  
Impressions: 10k

##### LinkedIn

Followers: 1,880  
Impressions: 9,471

##### Youtube

Subscribers: 51

#### July

##### Facebook

Followers 7,281  
Impressions: 13.3k

##### Instagram

Followers: 2,456  
Impressions: 9,860

##### LinkedIn

Followers: 1,912  
Impressions: 10.5k

##### Youtube

Subscribers: 63

#### August

##### Facebook

Followers: 7,286  
Impressions: 14k

##### Instagram

Followers: 2,480  
Impressions: 12.2k

##### LinkedIn

Followers: 1,997  
Impressions: 13.6k

##### Youtube

Subscribers: 63

#### September

##### Facebook

Followers: 7,299  
Impressions: 19.5k

##### Instagram

Followers: 2,524  
Impressions: 18.8k

##### LinkedIn

Followers: 2,124  
Impressions: 21.8k

##### Youtube

Subscribers: 63

### WEBSITE ANALYTICS

#### July 1st - Sept 30th

##### Organic Search (SEO) Sessions\*

11,337

##### % New Sessions\*

68%

##### % Bounce Rate

63.59%

##### Average session\*

2 minutes 6 seconds

##### Top 4 pages

Home – 1,276 pageviews\*  
Broward's Transportation System – 655 pageviews\*  
Our Staff – 431 pageviews\*  
My Sidewalk – Municipal Profiles – 373 pageviews\*

\*In Google Analytics, "pageviews" refer to the time spent on a single web page by a user, regardless of how many times they leave and come back. While a "session" refers to how long a user spends on a website, which may involve visiting multiple pageviews. - [www.blyp.ai](http://www.blyp.ai)

Combined  
Device  
Sessions:

Desktop - 16,815  
Mobile - 5,168  
Tablet - 152