

BROWARD MPO'S QUARTERLY PERFORMANCE SNAPSHOT

APRIL 1st, 2024 - JUNE 30th, 2024



SOCIAL MEDIA ANALYTICS

April

Facebook

Followers: 7,305
Impressions: 35K

Instagram

Followers: 2,702
Impressions: 24K

LinkedIn

Followers: 2,106
Impressions: 10K

Youtube

Subscribers: 63

May

Facebook

Followers 7,310
Impressions: 37K

Instagram

Followers: 2,733
Impressions: 25K

LinkedIn

Followers: 2,210
Impressions: 13K

Youtube

Subscribers: 66

June

Facebook

Followers: 7,320
Impressions: 33K

Instagram

Followers: 2,748
Impressions: 28K

LinkedIn

Followers: 2,374
Impressions: 15K

Youtube

Subscribers: 69

WEBSITE ANALYTICS

April 1st - June 30th

Total Search Sessions*

14,936

% New Sessions*

48.25%

% Bounce Rate

66.14%

Average session:

42 seconds

Top 4 pages

Home – 895 pageviews*

Our Staff – 420 pageviews*

Broward's Transportation System – 365 pageviews*

My Sidewalks – 253 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

Combined
Device
Sessions:

Desktop - 11,212

Mobile - 3,609

Tablet - 76

Smart TV - 2