**­­CAES Web Report – July 2016**

**www.caes.uga.edu**

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| --- | --- |
| **Total visitors (sessions)** | |
| July 2016: 131,612 | 2016 CY: 1,137,564 |
| July 2015: 154,065 | 2015 CY: 1,189,561 |
| **Unique visitors (users)** | |
| July 2016: 83,899 | 2016 CY: 635,019 |
| July 2015: 93,665 | 2015 CY: 645,463 |
| **Visit Duration** | |
| July 2016: 00:02:32 | 2016 CY: 00:02:39 |
| July 2015: 00:02:27 | 2015 CY: 00:02:32 |

**Top Pages**

|  |  |  |  |
| --- | --- | --- | --- |
| **July 2016** | **July 2015** | **Calendar Year 2016** | **Calendar Year 2015** |
| Home page (13,632 views) | Home page (16,319 views) | Home page (111,023 views) | Home page (120,514 views) |
| Departments (5,009 views) | Departments (6,977 views) | Departments (43,626 views) | Departments (54,205 views) |
| Rock Eagle (3,961 views) | Personnel search (4,038 views) | Rock Eagle (37,622 views) | Rock Eagle (40,184 views) |
| Entomology – Pest Management (2,863 views) | Rock Eagle (3,779 views) | Agricultural & Applied Econ (25,382 views) | Agricultural & Applied Econ (27,610 views) |
| Personnel search (2,447 views) | Entomology - Pest Management (3,586 views) | Students (20,515 views) | Rock Eagle Camp (26,133 views) |

**Social Media**

**Facebook – July 2016**

* **4,008 likes** (increase of 92 likes in July 2016)
* **Organic reach: 54,767; Paid reach: 6,135; Total Reach: 60,902** (compared to 25,597 reached in June 2016)
* **1,430 FB post engagements (1,062 post reactions, 286 post shares, 82 post comments)** in July 2016

\*Compared to 610 FB post engagements (463 post reactions, 112 post shares, 35 post comments)in June 2016

**Most Popular Posts:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Top Posts by Likes** | **Date** | **Reactions** | **Comments** | **Shares** |
| [Betts Berry – Women at Work](https://www.facebook.com/UGACAES/photos/a.10150147488825234.412797.10150089036300234/10157062306250234/?type=3&theater) | 7/20/16 | 377 (147) | 27 (19) | 60 (60) |
| [Kris Braman – ENT Dept. Head (video)](https://www.facebook.com/UGACAES/videos/10157098288535234/) | 7/29/16 | 333 (115) | 45 (14) | 16 (16) |
| [Trial Gardens open house](https://www.facebook.com/UGACAES/posts/10156947318985234) | 7/5/16 | 58 (23) | 4 (0) | 13 (11) |
| [Growing Georgia feature on Dean Sam Pardue](https://www.facebook.com/UGACAES/posts/10157002557055234) | 7/6/16 | 47 (28) | 1 (1) | 6 (1) |
| [Young Scholars](https://www.facebook.com/UGACAES/posts/10157012376365234) | 7/8/16 | 26 (20) | 2 (1) | 2 (0) |

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| --- | --- | --- |
| **Top Posts by Reach** | **Date** | **Reach** |
| [Betts Berry – Women at Work](https://www.facebook.com/UGACAES/photos/a.10150147488825234.412797.10150089036300234/10157062306250234/?type=3&theater) | 7/20/16 | 8,556 |
| [Kris Braman – ENT Dept. Head (video)](https://www.facebook.com/UGACAES/videos/10157098288535234/) | 7/29/16 | 6,107 |
| [Turfgrass Field Day](https://www.facebook.com/UGACAES/photos/a.10150147488825234.412797.10150089036300234/10157005899165234/?type=3&theater) | 7/11/16 | 4,075 |
| [Dean Kopsell – Lead Dog](https://www.facebook.com/UGACAES/photos/a.10150147488825234.412797.10150089036300234/10157085193955234/?type=3&theater) | 7/25/16 | 3,211 |
| [Young Scholars](https://www.facebook.com/UGACAES/posts/10157012376365234) | 7/8/16 | 2,577 |

*\* ( ) indicates reactions, comments, shares on original post*

**Twitter – July 2016 (29 total Tweets)**

* **3,114 followers** (increase of 64 followers in July 2016)
* **27,000 impressions** (compared to 17,000 impressions in June 2016)
* **77 link clicks** (compared to 62 link clicks in June 2016)
* **33 RTs** (compared to 16 retweets in June 2016)
* **102 likes** (compared to 46 likes in June 2016)
* **38 mentions** (compared to 19 mentions in June 2016)

**CAES in Columns – July 2016**

[Mobile Markets](http://columns.uga.edu/news/article/rolling-farmers-markets-help-residents-stock-up-on-fresh-food/) – July 11

**Top FACES Stories – July 2016**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Story | Date | Views | Unique Views | Avg. Time on Story |
| [Homeowners advised to monitor chinch bug damage](http://apps.caes.uga.edu/gafaces/index.cfm?public=viewStory&pk_id=5880) | 7/20/16 | 151 | 137 | 0:02:58 |
| [More than 60 Georgia high school students complete advanced research training with the UGA Young Scholars Program](http://apps.caes.uga.edu/gafaces/index.cfm?public=viewStory&pk_id=5873) | 7/12/16 | 145 | 120 | 0:02:07 |
| [Registration is now open for the second year of UGA Extension Journeyman Farmers program](http://apps.caes.uga.edu/gafaces/index.cfm?public=viewStory&pk_id=5883) | 7/27/16 | 126 | 107 | 0:03:03 |
| [School gardens on the rise as teachers use them to teach STEM](http://apps.caes.uga.edu/gafaces/index.cfm?public=viewStory&pk_id=5870) | 7/12/16 | 102 | 90 | 0:02:47 |
| [Stay hydrated on hot summer days by drinking plenty of water](http://apps.caes.uga.edu/gafaces/index.cfm?public=viewStory&pk_id=5874) | 7/12/16 | 97 | 90 | 0:03:22 |