

# 2021 April Media Report

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## Website

### Traffic:

#### March 25-April 23

Unique Visits - 232 +24% from last 30 days

Page Views - 434 +36% from last 30 days

Avg. Pages Per Unique Visit - 1.724 +9% from last 30 days

### Updated Pages

- Homepage, 2021 events and 2021 speakers, chapter documents

### Top Active Pages

home page, anthologies

Top sources - Google, deanwesleysmith.com, Bing, duckduckgo, crowdcast

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## Newsletter - Mailchimp

- April Newsletter - sent to 82 people - members and subscribers. Returned to Mailchimp

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## Facebook Page

- **March 25-April 23** 227 Followers up 1 - / 199 page likes +1
- Three promotions of Speed City events - meetings and library author speakers

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## Facebook Group

- **March 25-April 23** 24 members - We should plan some discussions on the group to generate traffic.

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## Instagram

**March 25-April 23** 178 follows - up +8, 171 following

- two promotions of Speed City events - meetings and library author speakers

## Twitter

- March 25-April 23 250 followers (2 new)  
Top Tweet earned 111 impressions - Putting the Mystery in Mysteries  
28 day summary with change over previous period
- Tweets 7 +75.0%
- Tweet impressions 664 +35.5%
- Profile visits 300 +177.8%
- Mentions +1
- Followers 256 +7
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## YouTube

\*\*\*\*\* I need to promote the videos more when I they are put up on youtube. \*\*\*\*\*

Please visit the Youtube channel and subscribe- <https://www.youtube.com/channel/UCFCQxniYTwSmSvf08h0fmgw>

- Nine views in last 28 days, + 2 subscribers - 9 subscribers total
- Demystifying Mystery Writing - 10 views
- Guest Speakers TAMMY AYERS and MEL CABRE on “The Legend of Bigfoot” 0 views
- Gary Sosneicki - 10 views
- Les Roberts - 10 views
- Monrovia Library - 14 views, 1 like
- Jaden Terrell - 29 views
- Nina Sadowsky - 17 views
- Black dog Janet, Steve - 14 views
- Black dog Brigitte & Ross - 9
- Black dog Tony I Ramona - 18 views
- Black dog Lillie & Jon - 17 views

## Eventbrite

- Susan Crandall - 5 tickets
- Putting the Mystery in Mysteries - 26 tickets
- William Kent Krueger - 7 tickets
- Debra Des Vignes - 1 ticket