



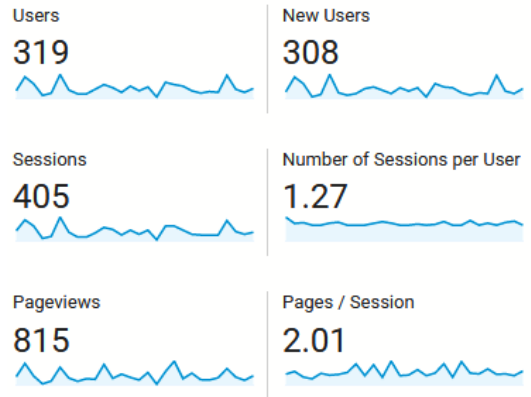
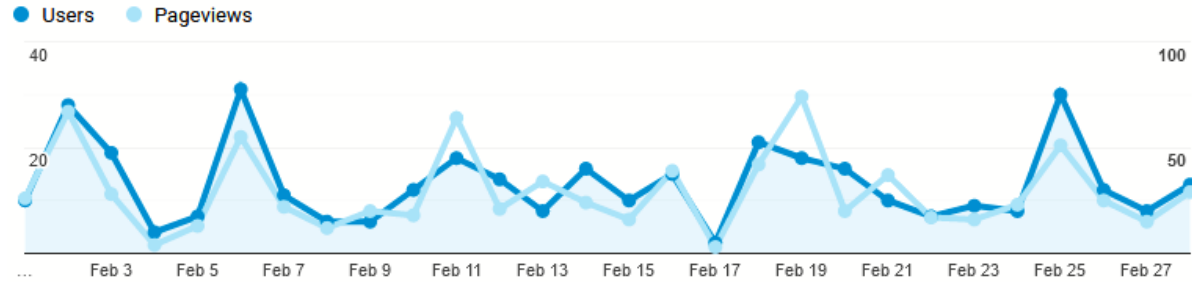
The Falmouth Historical Society

# Online Presence

March 2, 2021

# Website Activity

February 2021



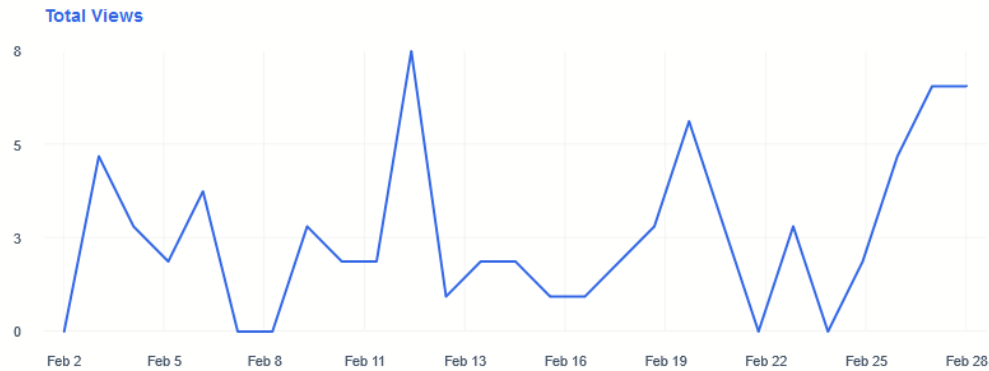
Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	319 % of Total: 100.00% (319)	308 % of Total: 100.00% (308)	405 % of Total: 100.00% (405)
1. desktop	206 (64.58%)	195 (63.31%)	283 (69.88%)
2. mobile	99 (31.03%)	99 (32.14%)	106 (26.17%)
3. tablet	14 (4.39%)	14 (4.55%)	16 (3.95%)

Country	Users	% Users
1.  United States	236	73.98%
2.  China	40	12.54%
3.  Brazil	18	5.64%
4.  Canada	6	1.88%
5.  United Kingdom	4	1.25%
6. (not set)	4	1.25%
7.  Germany	2	0.63%
8.  Philippines	2	0.63%
9.  United Arab Emirates	1	0.31%
10.  Azerbaijan	1	0.31%

City	Users	% Users
1. Falmouth	32	10.00%
2. (not set)	23	7.19%
3. Ashburn	21	6.56%
4. Manaus	17	5.31%
5. Portland	17	5.31%
6. Shanghai	14	4.38%
7. Xiamen	13	4.06%
8. Beijing	8	2.50%
9. Los Angeles	7	2.19%
10. Yarmouth	7	2.19%

# Facebook Activity

February 2021



## Insights

Last 28 days : Feb 1 - Feb 28 ▼

People Reached

**241**

▲39%

Post Engagements

**51**

▲28%

Page Likes

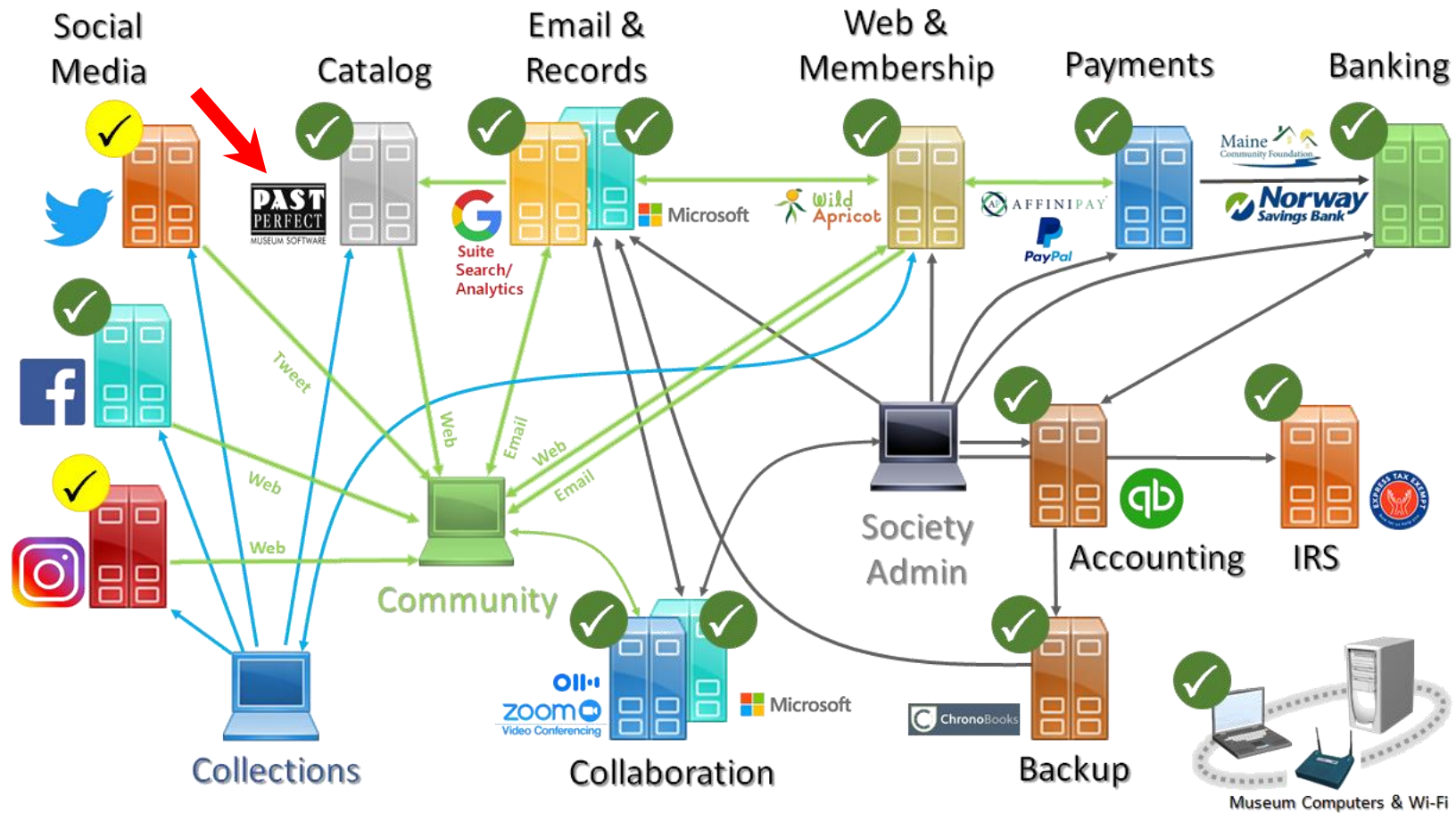
**47**

▼22%

*Activity continuing!  
(Two posts in February)*

# System Status

March 2021



## Activity

- Digital catalog development underway (PP)