



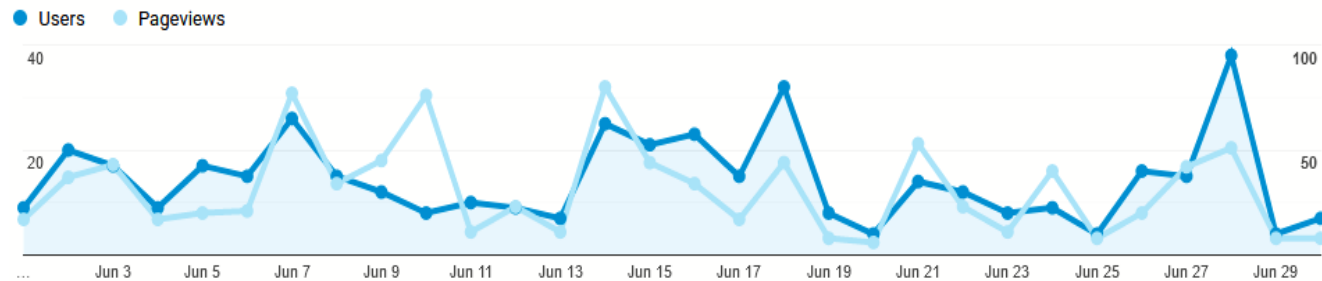
The Falmouth Historical Society

# Online Presence

July 12, 2022

# Website Activity

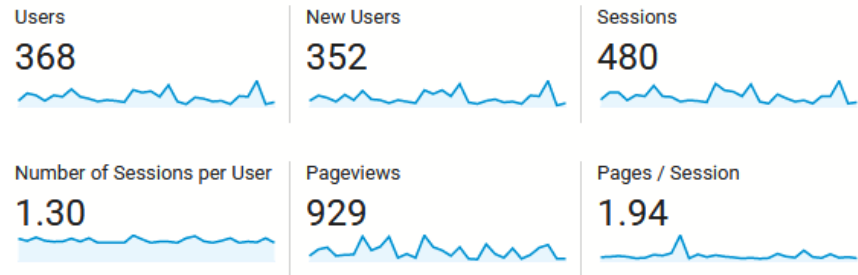
June 2022 – “What”



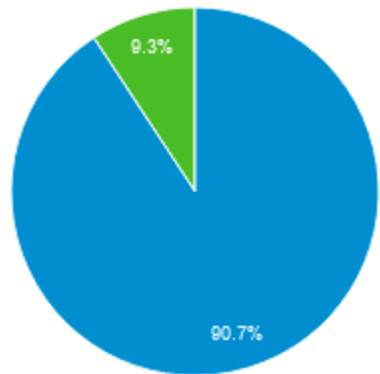
Page ?	Pageviews ? ↓	Unique Pageviews ?
	<b>929</b> % of Total: 100.00% (929)	<b>767</b> % of Total: 100.00% (767)
<a href="#">1. Home</a>	<b>307</b> (33.05%)	<b>241</b> (31.42%)
<a href="#">2. About Falmouth-Colonial Origins</a>	<b>69</b> (7.43%)	<b>58</b> (7.56%)
<a href="#">3. Falmouth Historical Maps</a>	<b>47</b> (5.06%)	<b>44</b> (5.74%)
<a href="#">4. Falmouth History References</a>	<b>42</b> (4.52%)	<b>39</b> (5.08%)
<a href="#">5. Falmouth Family References</a>	<b>30</b> (3.23%)	<b>28</b> (3.65%)
<a href="#">6. About FHS-Contact</a>	<b>25</b> (2.69%)	<b>25</b> (3.26%)
<a href="#">7. Museum and Barn Hours</a>	<b>25</b> (2.69%)	<b>21</b> (2.74%)
<a href="#">8. Upcoming Events</a>	<b>20</b> (2.15%)	<b>16</b> (2.09%)
<a href="#">9. Heritage Museum</a>	<b>18</b> (1.94%)	<b>15</b> (1.96%)
<a href="#">10. From Town, to Destination...</a>	<b>16</b> (1.72%)	<b>16</b> (2.09%)

# Website Activity

June 2022 – “Who”



■ New Visitor ■ Returning Visitor



*Who are they?*

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	368 % of Total: 100.00% (368)	353 % of Total: 100.28% (352)	480 % of Total: 100.00% (480)
1. desktop	265 (72.01%)	251 (71.10%)	369 (76.88%)
2. mobile	93 (25.27%)	92 (26.06%)	101 (21.04%)
3. tablet	10 (2.72%)	10 (2.83%)	10 (2.08%)

*How do they get here?*

Country	Users	% Users
1. United States	306	83.15%
2. China	41	11.14%
3. Canada	6	1.63%
4. United Kingdom	6	1.63%
5. France	2	0.54%
6. Australia	1	0.27%
7. Switzerland	1	0.27%
8. Germany	1	0.27%
9. Indonesia	1	0.27%
10. India	1	0.27%


City	Users	% Users
1. (not set)	77	20.21%
2. Columbus	52	13.65%
3. New York	34	8.92%
4. Falmouth	31	8.14%
5. Ashburn	26	6.82%
6. Portland	17	4.46%
7. Yarmouth	13	3.41%
8. Boston	10	2.62%
9. South Portland	5	1.31%
10. Boardman	5	1.31%

*Where do they come from?*

# Facebook Activity

June 2022

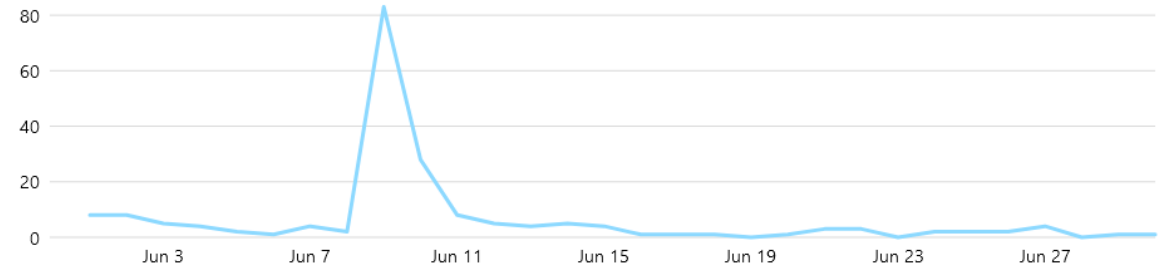
## Content

Recent content ↓	Type	Reach ⓘ ↑↓	Likes and reacti... ⓘ ↑↓
 The Falmouth Heritage Museum an... Thu Jun 9, 7:37am	Post	137	6

## Results

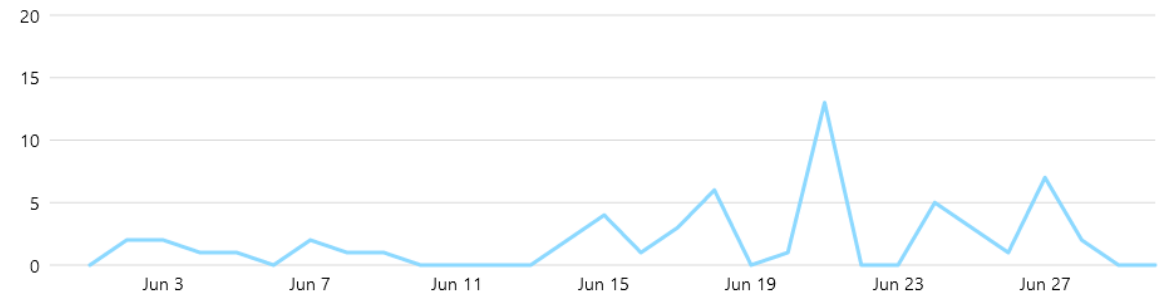
Facebook Page reach ⓘ

168 ↓ 63.9%



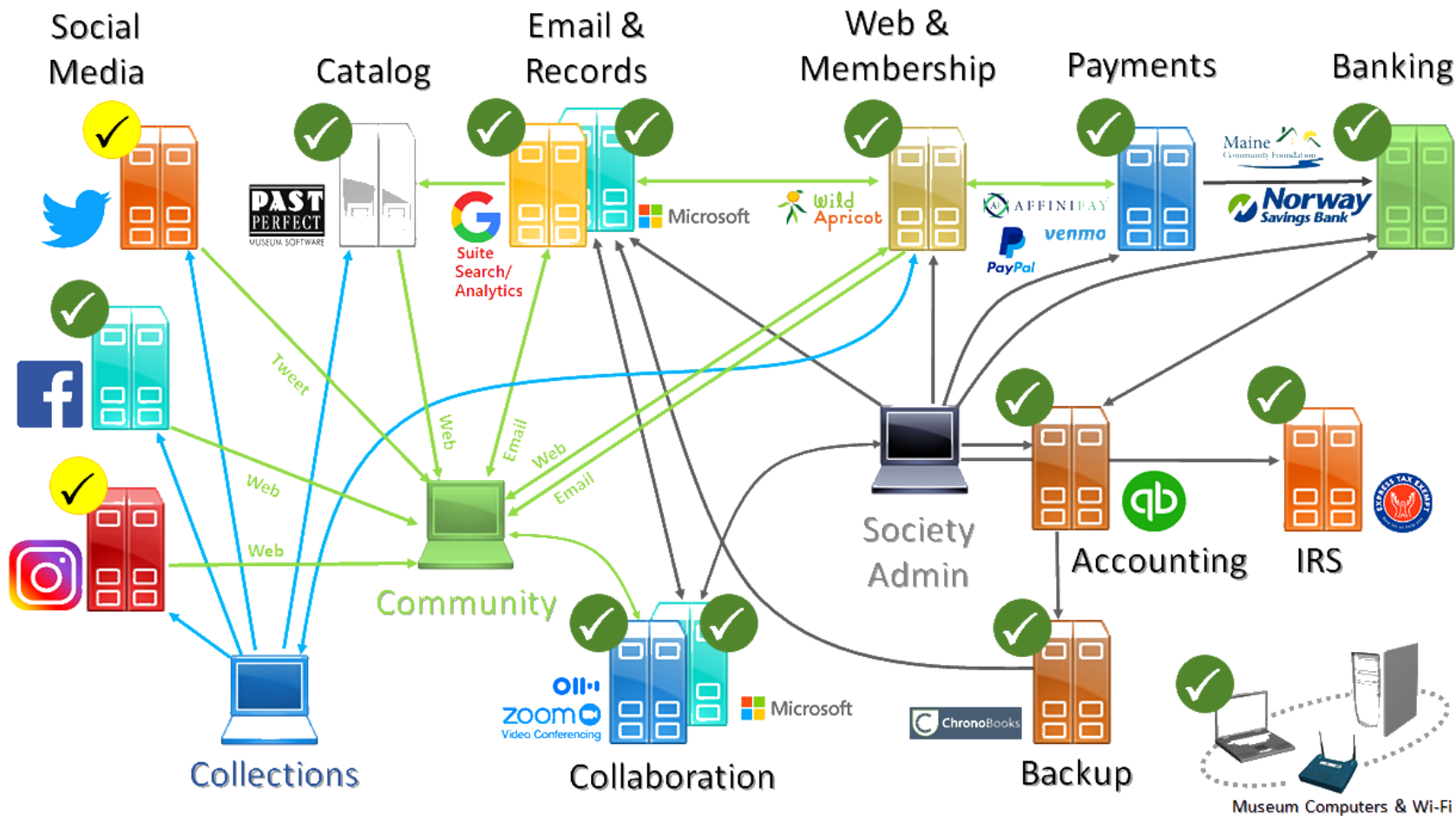
Facebook Page visits ⓘ

58 ↑ 65.7%



# System Status

July 2022



## Activity

- Digital catalog development underway (PP)
- Website expansion underway