

**Connect Northern Virginia Dashboard (adapted)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Connect Northern Virginia** | **Total Number of registered users** | **Total Facebook Likes** | **Total Twitter Followers** | **Total Visits** | **Total Unique Visitors** | **Average Pages Per Visits** | **Average Time Visited Duration** | **Percentage of New Visitors** |
| **From Time of Launch (9/10/2013) - present** | **536** | **65** | **258** | **16,874** | **10,757** | **4.76** | **5:26** | **63.43%** |
| Year 1 report  9/10/2013-9/10/2014 | 474 | 39 | 51 | 14,577 | 9,297 | 4.88 | 5:33 | 63.40% |
| Year 2 report  9/10/2014-present | **536** | **65** | **258** | **2415** | **1668** | **4.12** | **4:57** | **63.85%** |
|  |  |  |  |  |  |  |  |  |
| **Monthly report of activity** |  |  |  |  |  |  |  |  |
|  | **# of registered** | **Facebook Likes** | **Twitter Followers** | **Total Visits** | **Total Unique Visitors** | **Pages Per Visits** | **Time Visited Duration** | **Percentage of New Visitors** |
| **June 1 – June 30, 2014** | 394 | 28 | 51 | 944 | 705 | 4.48 | 4:17 | 65.15% |
| **July 1 – July 31, 2014** | 434 | 39 |  | 1199 | 838 | 5.38 | 6:08 | 62.97% |
| **August 1 – Aug 31, 2014** | 456 |  |  | 971 | 748 | 3.89 | 4:32 | 67.77% |
| **Sept 1 – Sept 30, 2014** | 492 | 60 | 202 | 1289 | 940 | 4.21 | 5:15 | 67.03% |
| **Oct 1 – Oct 31, 2014** | 531 | 63 | 252 | 1223 | 843 | 4.26 | 5:00 | 61.32% |
| **Nov 1 – Nov 9, 2014\*** | 536 | 67 | 258 | 245 | 199 | 3.24 | 3:29 | 66.12% |

**By Jurisdiction**

|  |  |  |  |
| --- | --- | --- | --- |
| **Connect Loudoun: c**ommunityplatform/nova/pages/Loudoun | **Visits** | **Unique Visitors** | **Time Visited Duration** |
| **From time of Launch (9/10/2013) - present** | **986** | **684** | **2:06** |
| **September 10 – Sept 30, 2013** | 113 | 71 | 1:53 |
| **October 1 – October 31, 2013** | 122 | 80 | 2:53 |
| **November 1 – Nov 30, 2013** | 111 | 54 | 1:56 |
| **December 1 – Dec 31, 2013** | 106 | 73 | 2:19 |