



# ANALYTICS REPORTING



Your  
**Community**  
Your  
**Voice**

Your Association is run by students,  
for students



**VOLUNTEER  
CELEBRATION EVENT**  
Saturday, 6 July 2019

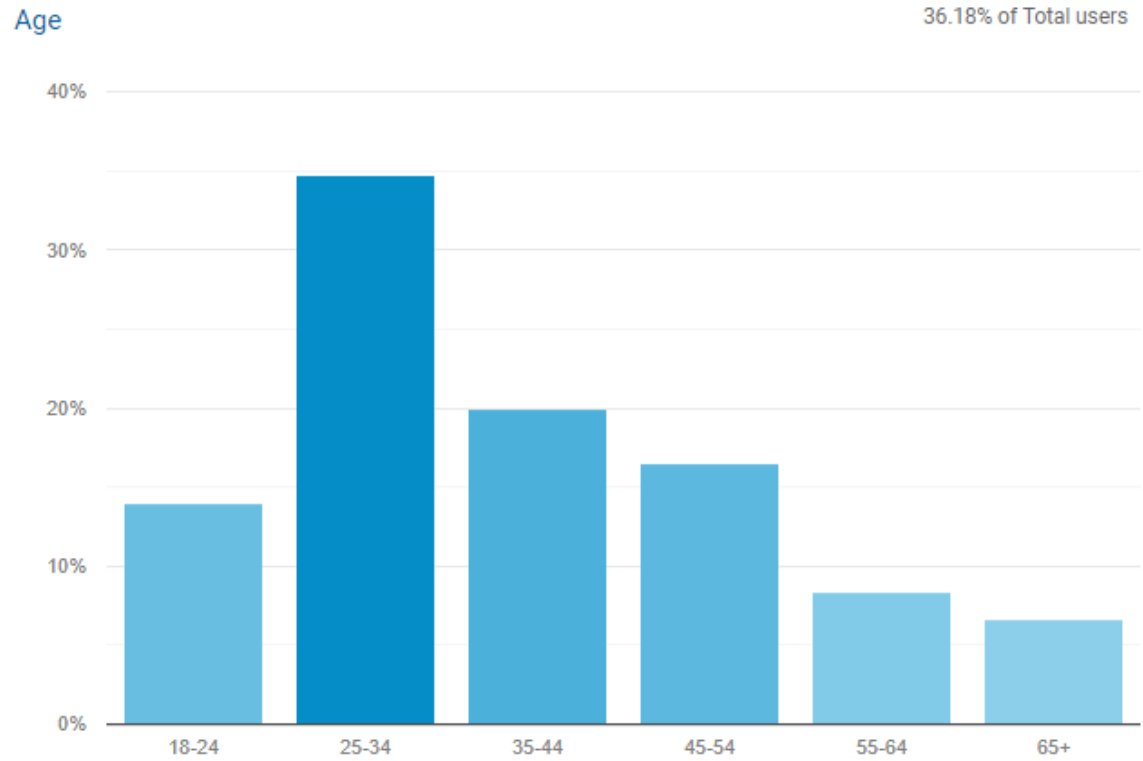
**APPLY NOW!**

THE **HOOT**

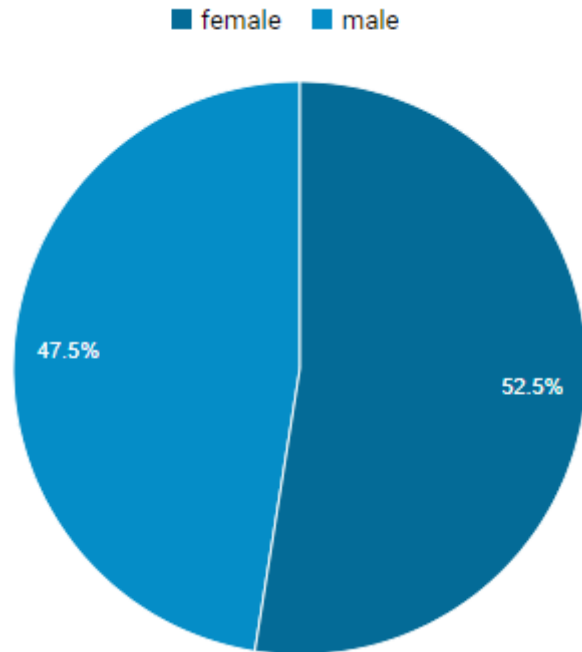
**New student mag**  
SHARE YOUR  
STORY!

[oustudents.com](http://oustudents.com)

- **Users** – who are our users and audience demographics
- **Traffic** - where are our users coming from and what devices
- **Visits** - New v Returning, session duration and bounce rates
- **Content & activity** – what are our users engaging with, their behaviour and when

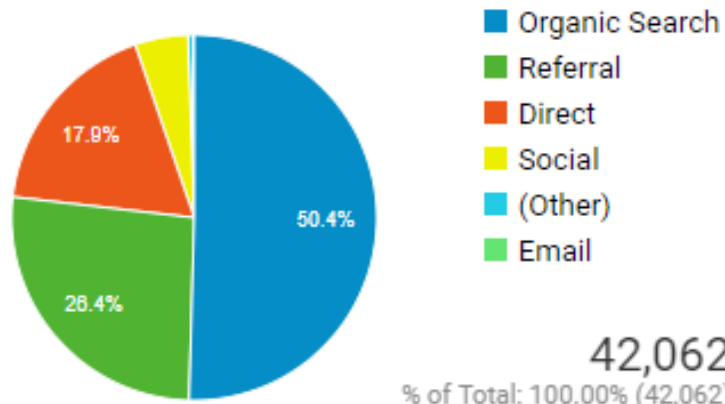


<b>25-34</b>	<b>5,278 (34.68%)</b>
35-44	3,033 (19.93%)
45-54	2,509 (16.49%)
18-24	2,124 (13.96%)
55-64	1,268 (8.33%)
65+	1,005 (6.60%)



	42,062 % of Total: 100.00% (42,062)
1.  United Kingdom	<b>34,246</b> (81.17%)
2.  United States	<b>1,256</b> (2.98%)
3.  Sri Lanka	<b>986</b> (2.34%)
4.  India	<b>526</b> (1.25%)
5.  Ireland	<b>359</b> (0.85%)
6.  Germany	<b>330</b> (0.78%)
7.  Spain	<b>219</b> (0.52%)
8.  South Africa	<b>201</b> (0.48%)
9.  Australia	<b>188</b> (0.45%)
10.  Canada	<b>149</b> (0.35%)

Top Channels



Channel	Count	% of Total
Organic Search	22,178	50.44%
Referral	11,593	26.37%
Direct	7,890	17.94%
Social	2,063	4.69%
(Other)	202	0.46%
Email	42	0.10%

1. google / organic	20,982 (46.94%)
2. (direct) / (none)	7,890 (17.65%)
3. msds.open.ac.uk / referral	4,775 (10.68%)
4. www2.open.ac.uk / referral	1,634 (3.66%)
5. cards.nusextra.co.uk / referral	1,604 (3.59%)
6. learn2.open.ac.uk / referral	1,310 (2.93%)
7. m.facebook.com / referral	1,043 (2.33%)
8. open.ac.uk / referral	955 (2.14%)
9. bing / organic	952 (2.13%)
10. help.open.ac.uk / referral	517 (1.16%)



**Desktop (22,402)**

**Mobile (16,750)**

**Tablet (3,266)**

1. [google / organic](#)
2. [\(direct\) / \(none\)](#)
3. [msds.open.ac.uk / referral](#)
4. [www2.open.ac.uk / referral](#)
5. [cards.nusextra.co.uk / referral](#)
6. [learn2.open.ac.uk / referral](#)
7. [m.facebook.com / referral](#)
8. [open.ac.uk / referral](#)
9. [bing / organic](#)
10. [help.open.ac.uk / referral](#)

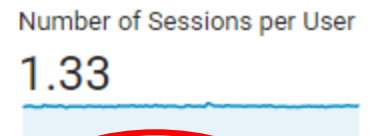
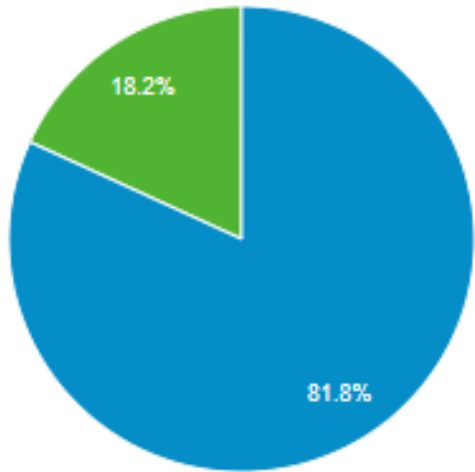
Sessions by device



Desktop	Mobile	Tablet
53.1%	38.6%	8.3%
↑8.0%	↓7.9%	↓0.1%

# Traffic - 1<sup>st</sup> March - 18<sup>th</sup> June

■ New Visitor ■ Returning Visitor













**1.44**

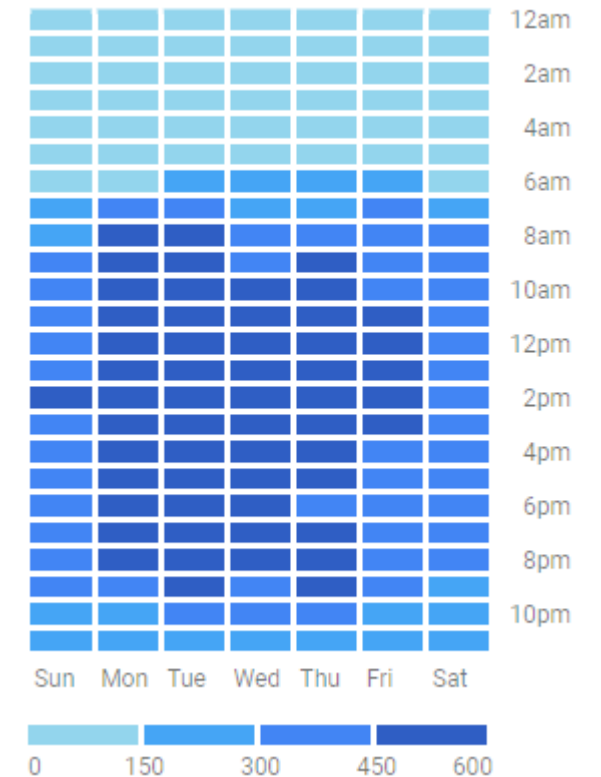
**AVERAGE SESSION DURATION**



# Most viewed pages

		148,256 % of Total: 100.00% (148,256)	148,256 % of Total: 100.00% (148,256)
1. <a href="#">/</a>		21,326	14.38%
2. <a href="#">/past-exam-papers</a>		16,436	11.09%
3. <a href="#">/shop-discounts</a>		10,579	7.14%
4. <a href="#">/totum</a>		8,000	5.40%
5. <a href="#">/myaccount/login</a>		7,095	4.79%
6. <a href="#">/open-university-branded-merchandise</a>		5,959	4.02%
7. <a href="#">/myaccount/register</a>		2,898	1.95%
8. <a href="#">/fees-and-funding-advice-guide</a>		2,260	1.52%
9. <a href="#">/myaccount</a>		2,183	1.47%
10. <a href="#">/meet-ou-students-near-you</a>		1,959	1.32%

Users by time of day



Page	Page Views	Avg. Time on Page (compared to site average)
	148,256 % of Total: 100.00% (148,256)	00:01:03 Avg for View: 00:01:03 (0.00%)
/	21,326	-0.01%
/past-exam-papers	16,436	242.92%
/shop-discounts	10,579	-61.23%
/totum	8,000	121.86%
/myaccount/login	7,095	-48.77%
/open-university-branded-merchandise	5,959	141.01%
/myaccount/register	2,898	57.77%
/fees-and-funding-advice-guide	2,260	157.67%
/myaccount	2,183	-38.55%
/meet-ou-students-near-you	1,959	-47.23%

Home page (1.03) Past exam papers (3.35) Shop discounts (00.24) Totum (2.19) Branded Merchandise (2.31)  
Fees and Funding advice (2.42) Meet OU students (00.33)





📈 ❤️

# Deaf Awareness Week

## 6 - 12 May

**One at a time, please!**

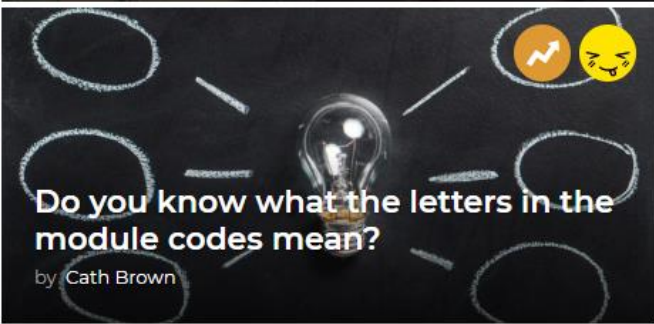
by Matt Porterfield



❤️

### 8 things you need to know about chocolate

by Heather Bloomer

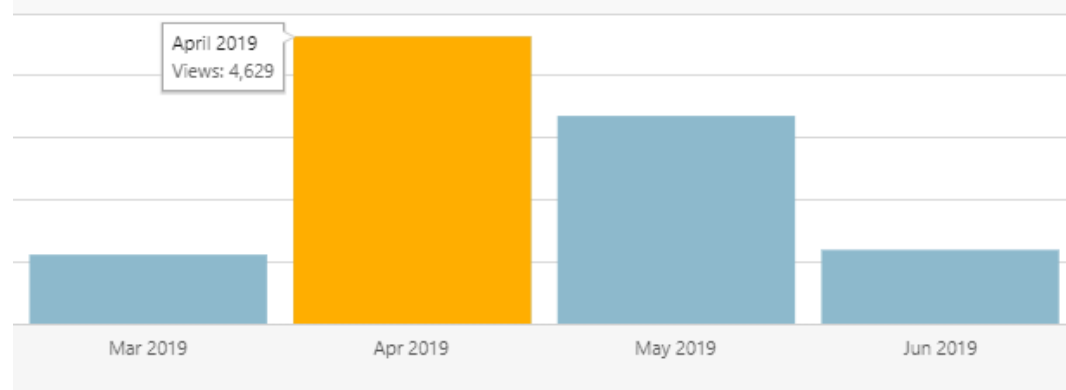


📈 😊

### Do you know what the letters in the module codes mean?

by Cath Brown

# The Hoot



COMMUNITY STUDYING



## Do you know what the letters in the module codes mean?

Are you a Module Code Meistergeek?



by Cath Brown

Most viewed  
article

A. B, D, W ... what on earth are all those letters about?

Some of them may be easy – but where on earth do they get the others?

## Top 5 Posts

- 1) Do you know what the letters in the module codes mean? (1168)
- 2) A Handy App (223)
- 3) Welcome to The Hoot (204)
- 4) Only a true OU student can get all these right! (199)
- 5) 8 things you need to know about chocolate (147)

## Top 5 Referrers

- 1) Facebook (984)
- 2) Twitter (508)
- 3) Website (323)
- 4) OU Life (300)
- 5) Search engines (152)



OU Students Association  
@OUstudents

Home

Posts

Videos

Photos

About

Events

Community



Liked Following Share ...

Sign Up

Create post Live Event Offer Job

Write a post...

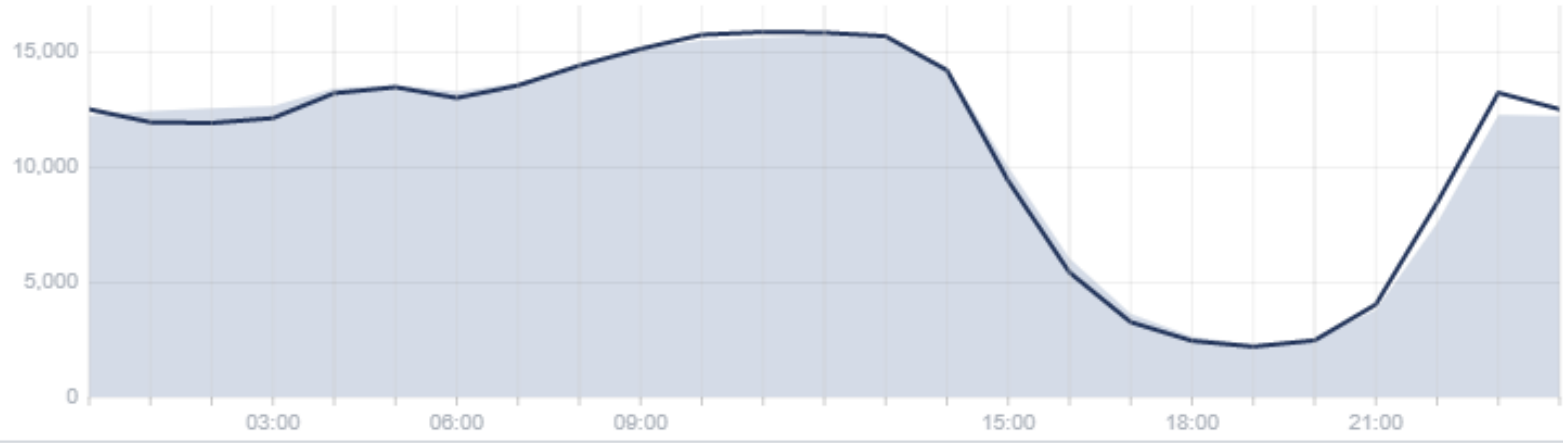
Photo/Video Get messages Feeling/Activ... ...



Our Story

# Facebook

Facebook - Last 28 days



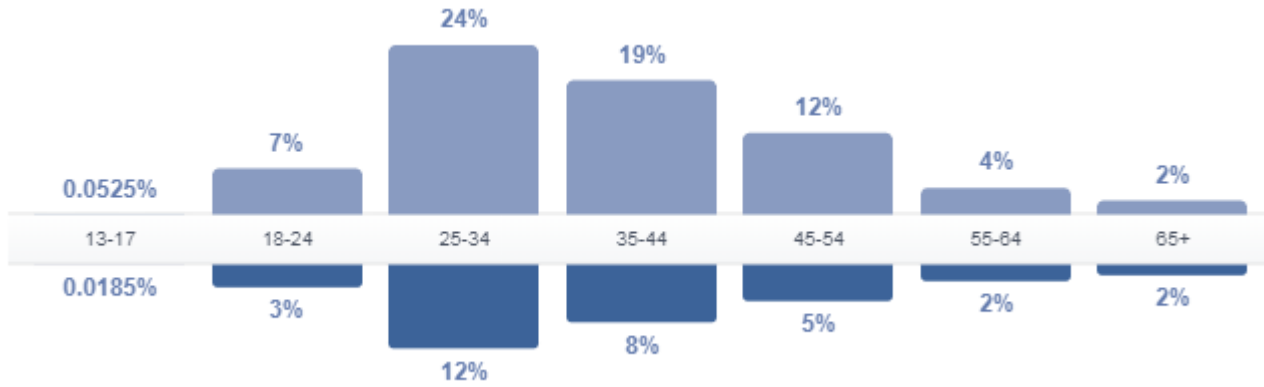
City	Your Fans
London, England	2,159
Manchester, England	658
Glasgow, Scotland	528
Milton Keynes, England	431
Edinburgh, Scotland	428

Women

67%  
Your Fans

Men

32%  
Your Fans



**Facebook - Last 28 days**

**Page Views**  
22 May - 18 June

**1,515**  
Total Page views ▼7%



**Page Likes**  
22 May - 18 June

**186**  
Page likes ▼10%



**Page followers**  
22 May - 18 June

**195**  
Page followers ▼14%



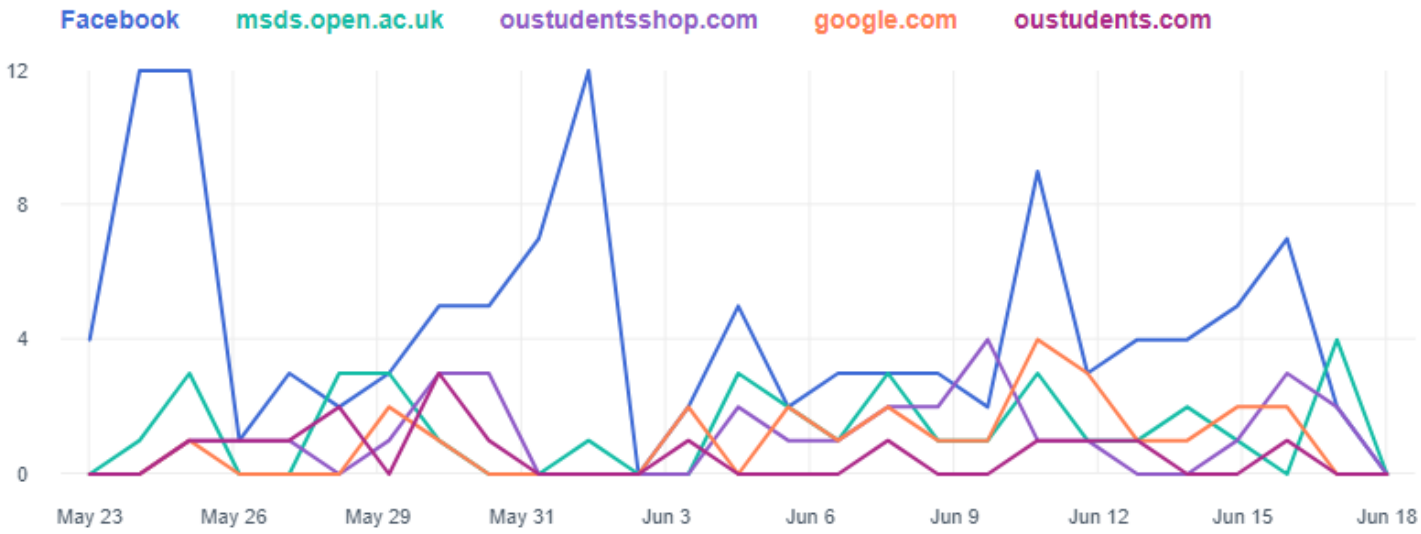
**Post reach**  
22 May - 18 June

**13,055**  
People reached ▼44%



**Post engagements**  
22 May - 18 June

**1,916**  
Post engagement ▼68%





Top FB Post of the Month


Facebook - Last 28 days

Type	Average Reach	Average Engagement
Video	8,099	955 173
Photo	2,684	40 16
Status	2,538	22 21
Link	1,916	60 5

■ Reach 
 ■ Post clicks 
 ■ Reactions, comments & shares 
 i

**OU Students Association**  
Published by Heather Bloomer (?) · 20 May at 09:32 · 🌐 · 🌐

It might be #TheFinalEpisode today, but prepare yourselves #OUstudents... Freshers is coming.




🌱 **Get more likes, comments and shares**  
Boost this post for £24 to reach up to 11,000 people.

**8,743** People reached      **678** Engagements      [Boost Post](#)

👍 🤔 🍷 46      3 Comments 21 shares

← **OU Students** ✓  
29.5K Tweets



**OU Students** ✓  
@OUstudents

The Open University Students Association exists to serve the interests of #OUstudents and ensure that the student voice is heard throughout the University.

🕒 Born on 1 October 1973 📅 Joined June 2009


1,799 Following 24K Followers

**Tweets** Tweets & replies Media Likes


📌 Pinned Tweet


**OU Students** ✓ @OUstudents · 8 Apr  
After months of hard work The Hoot is now live for all #OUstudents to see. Go check it out! Explore, create and spread the word :)


Search Twitter



**You might like**

 **Arwyn Jones** @jonesarwyn [Follow](#)

 **Jane Hutt** @wgmin\_deputy [Follow](#)

 **Donald J. Trump** ✓ @realDonaldTrump [Follow](#)

[Show more](#)

**United Kingdom trends** ⚙️

# Twitter page



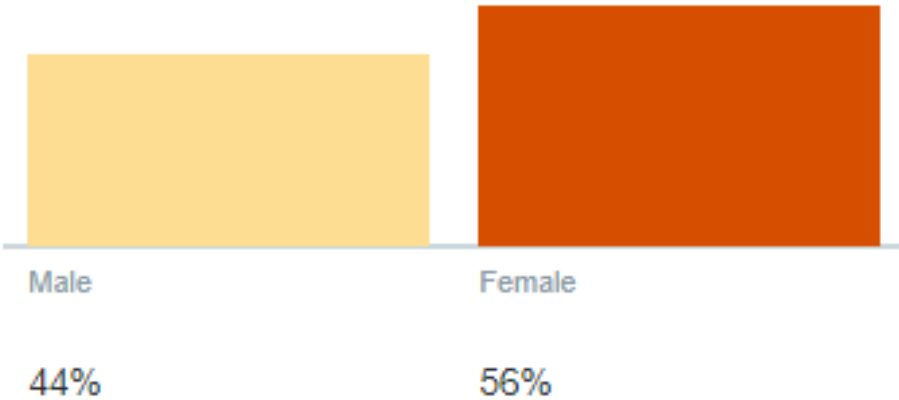
**Top Tweet** earned 9,747 impressions

Celebrate 50 years of The  
 @OpenUniversity with our special edition  
 #OU50 pin 🌟👤  
[oustudentsshop.com/ou50/50th-anni...](https://oustudentsshop.com/ou50/50th-anni...)  
[pic.twitter.com/B9Tu5k9C03](https://pic.twitter.com/B9Tu5k9C03)



🔄 8 ❤️ 38

**28 day summary** with change over previous period



**76%**  
**LIVE IN THE UK**





**OVERVIEW**  
Top interest  
Dogs

**DEMOGRAPHICS**  
Top language  
English

**LIFESTYLE**  
Top interest type  
Dogs

**MOBILE FOOTPRINT**  
Top wireless carrier  
T-Mobile UK



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<p><b>OU Students</b> @OUstudents · Jun 1</p> <p>Celebrate 50 years of The @OpenUniversity with our special edition #OU50 pin 🌟👤  <a href="https://oustudentsshop.com/ou50/50th-anni...">oustudentsshop.com/ou50/50th-anni...</a>  <a href="https://pic.twitter.com/B9Tu5k9C03">pic.twitter.com/B9Tu5k9C03</a></p> <p><a href="#">View Tweet activity</a></p>			9,754	519	5.3%
						<a href="#">Promote</a>
	<p><b>OU Students</b> @OUstudents · Jun 12</p> <p>Did you know that #OUstudents have created a club for students who are carers? If you are studying with The @OpenUniversity &amp; have caring responsibilities, why not join to receive/give support to fellow student carers? <a href="https://oustudents.co/carers-club">oustudents.co/carers-club</a> #CarersWeek #WednesdayWisdom <a href="https://pic.twitter.com/CgKUWQFv9V">pic.twitter.com/CgKUWQFv9V</a></p> <p><a href="#">View Tweet activity</a></p>			8,343	71	0.9%
						<a href="#">Promote</a>
	<p><b>OU Students</b> @OUstudents · Jun 8</p> <p>Prepare yourself this exam period by reading The @OpenUniversity's helpful exam guide with common questions, useful revision tips &amp; techniques featuring our very own President @NotoriousCath 📖👍✅  #OUstudents #examprep  <a href="https://oustudents.co/ou-exam-guide">oustudents.co/ou-exam-guide</a> <a href="https://pic.twitter.com/M3MWnXIP4">pic.twitter.com/M3MWnXIP4</a></p> <p><a href="#">View Tweet activity</a></p>			8,226	101	1.2%
						<a href="#">Promote</a>
	<p><b>OU Students</b> @OUstudents · Jun 11</p> <p>Why not keep warm on this miserable day with our #OU50 sweatshirt? 🧥👉 celebrating 50 years of The @OpenUniversity! <a href="https://oustudentsshop.com/ou50/ou50-swea...">oustudentsshop.com/ou50/ou50-swea...</a> #TuesdayThoughts <a href="https://pic.twitter.com/DNnG3iU3G8">pic.twitter.com/DNnG3iU3G8</a></p> <p><a href="#">View Tweet activity</a></p>			7,021	191	2.7%
						<a href="#">Promote</a>



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 [fb.com/OUstudents](https://fb.com/OUstudents)

 [instagram.com/oustudentslive](https://instagram.com/oustudentslive)