



ANNUAL ANALYTICS

The year so far (1 January – 31 May 2021)



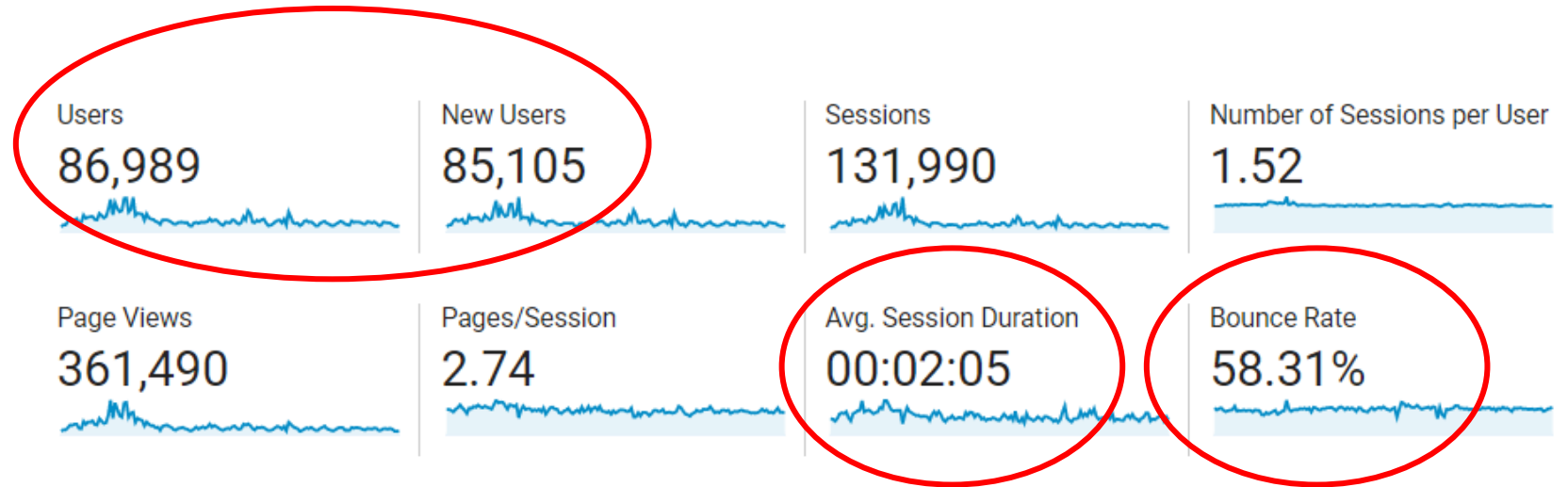
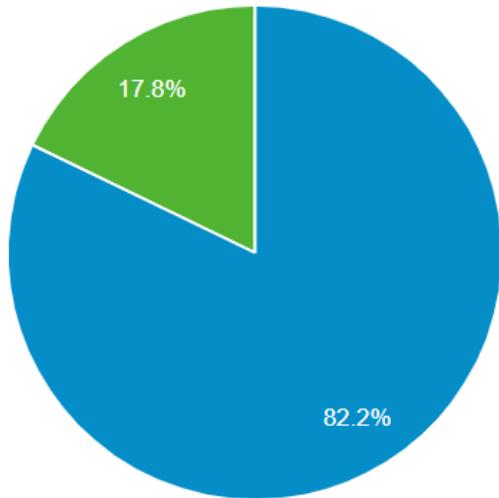
- COVID-19
- Your Association
- Support
- Community
- Student Voice
- Media
- Volunteer
- Shop & Discounts

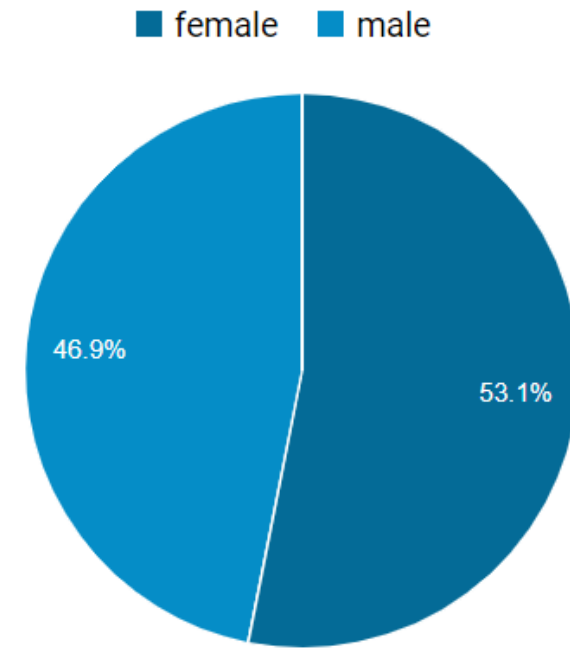
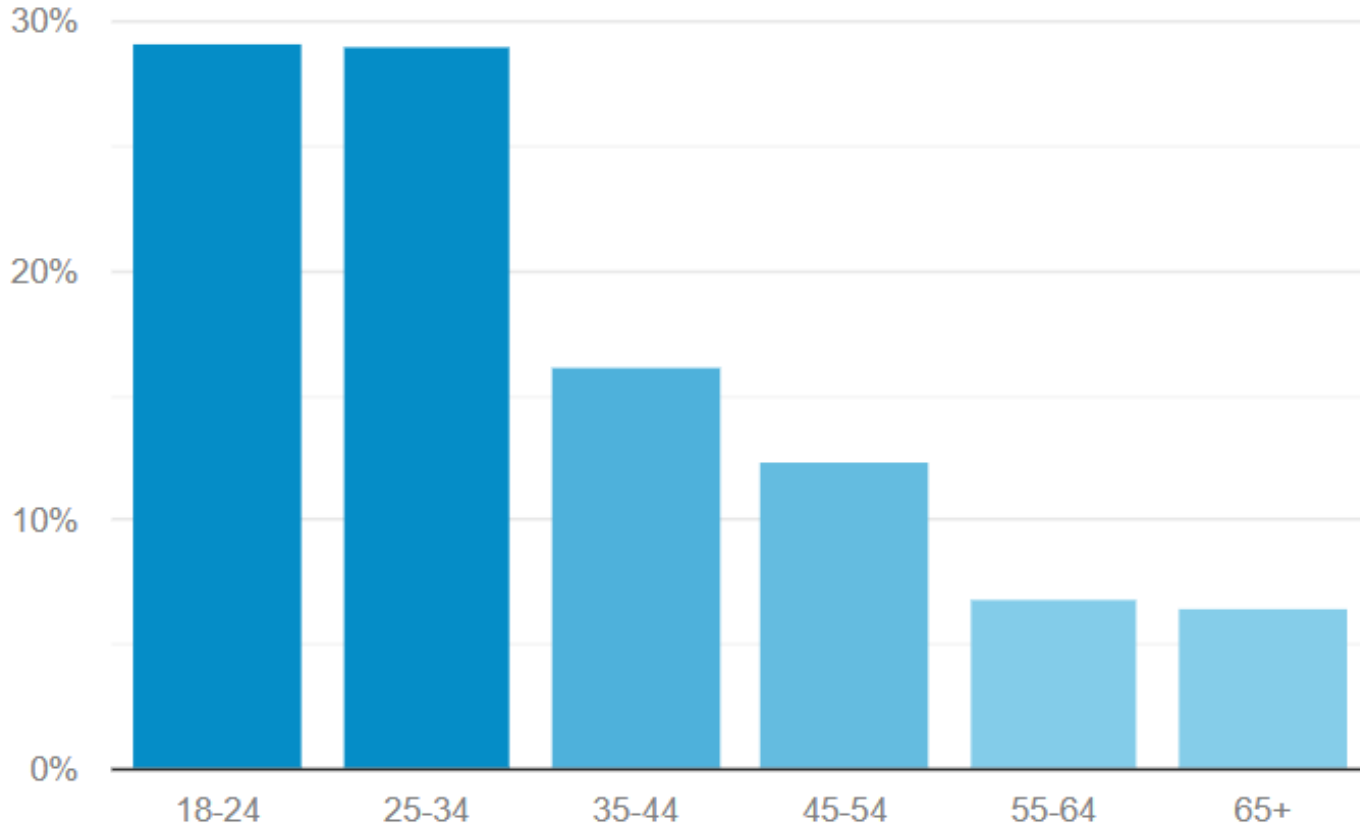
The image shows three promotional banners in a carousel format. The first banner, titled 'FULL OF STUDENT FLAVOUR', promotes the 'TOTUM' app, listing features like 'Discounts', 'Legal ID', and 'Campus Life'. The second banner, 'THE HOOT', advertises 'OU student articles, quizzes, advice and more...'. The third banner, 'COVID19: INFORMATION AND SUPPORT', provides resources for the pandemic. Each banner includes navigation arrows and a small icon in the bottom right corner.

oustudents.com

- **Visits** – ‘new vs returning’ visitors, session durations and bounce rates
- **Users** – who our users are, including audience demographics
- **Traffic** – where our users are coming from, and what devices they are using
- **Content and activity** – what our users are engaging with, their behaviour and when they are logging on

■ New Visitor ■ Returning Visitor



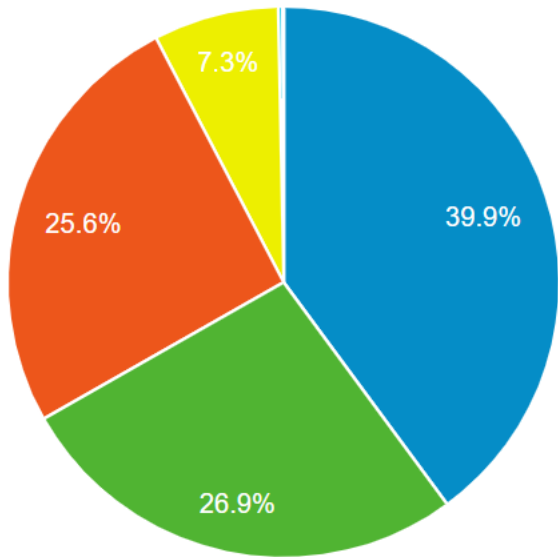


2020		89,666 % of Total: 100.00% (89,666)
1.  United Kingdom	71,821	(79.64%)
2.  United States	5,554	(6.16%)
3.  Sri Lanka	1,388	(1.54%)
4.  Ireland	883	(0.98%)
5.  Germany	720	(0.80%)
6.  India	619	(0.69%)
7.  Netherlands	505	(0.56%)
8.  France	439	(0.49%)
9.  Spain	419	(0.46%)
10.  South Africa	400	(0.44%)

2021		86,989 % of Total: 100.00% (86,989)
1.  United Kingdom	65,842	(74.78%)
2.  Sri Lanka	6,359	(7.22%)
3.  United States	2,839	(3.22%)
4.  South Africa	964	(1.09%)
5.  China	889	(1.01%)
6.  Germany	705	(0.80%)
7.  India	645	(0.73%)
8.  Ireland	571	(0.65%)
9.  Netherlands	356	(0.40%)
10.  France	338	(0.38%)



1. Organic Search	36,705
2. Referral	24,696
3. Direct	23,534
4. Social	6,751
5. Email	228
6. (Other)	63



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Traffic: 1 January – 31 May 2021

Referrals

1. msds.open.ac.uk	12,292 (36.27%)
2. m.facebook.com	4,271 (12.60%)
3. learn2.open.ac.uk	2,941 (8.68%)
4. www2.open.ac.uk	2,834 (8.36%)
5. open.edu	2,137 (6.30%)
6. t.co	1,538 (4.54%)
7. help.open.ac.uk	1,501 (4.43%)
8. open.ac.uk	1,151 (3.40%)
9. oustudents.com	1,031 (3.04%)
10. learn1.open.ac.uk	993 (2.93%)



Desktop (44,680)

Mobile (40,746)

Tablet (2,317)

1. Chrome	40,167 (45.86%)
2. Safari	26,944 (30.76%)
3. Edge	8,408 (9.60%)
4. Samsung Internet	3,213 (3.67%)
5. Firefox	2,273 (2.59%)
6. Android Webview	2,145 (2.45%)
7. Safari (in-app)	1,921 (2.19%)
8. Internet Explorer	728 (0.83%)
9. Opera	654 (0.75%)
10. Mozilla Compatible Agent	397 (0.45%)

Sessions by device



Desktop

55.8%

↓19.8%



Mobile

41.5%

↓31.4%



Tablet

2.7%

↓32.9%

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Traffic: 1 January – 31 May 2021

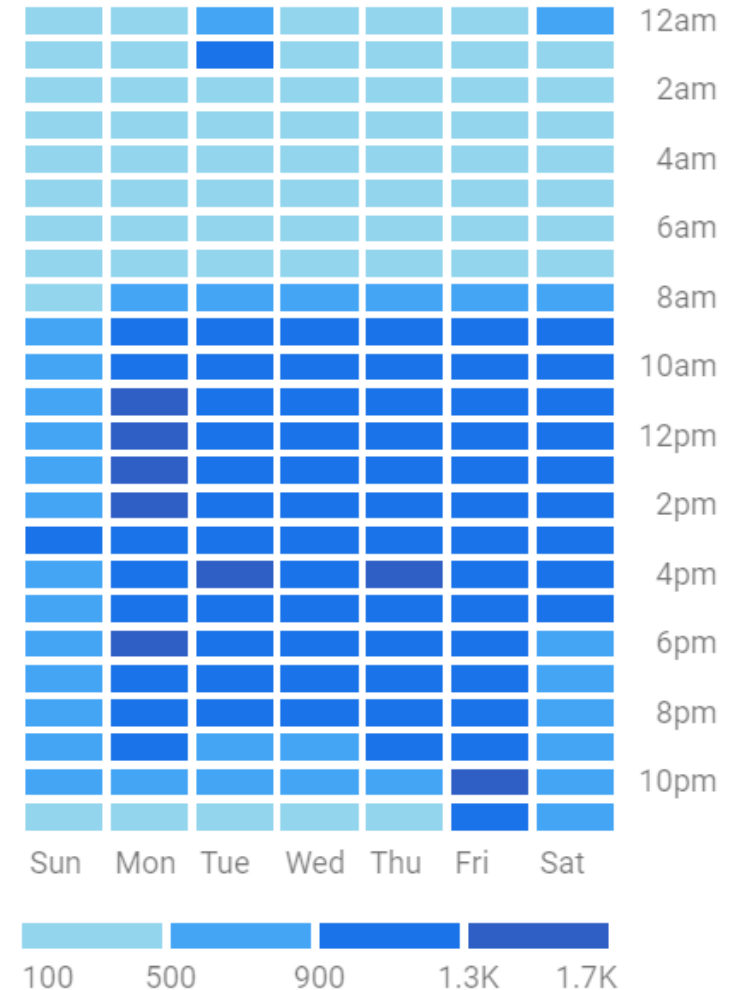
Most viewed pages

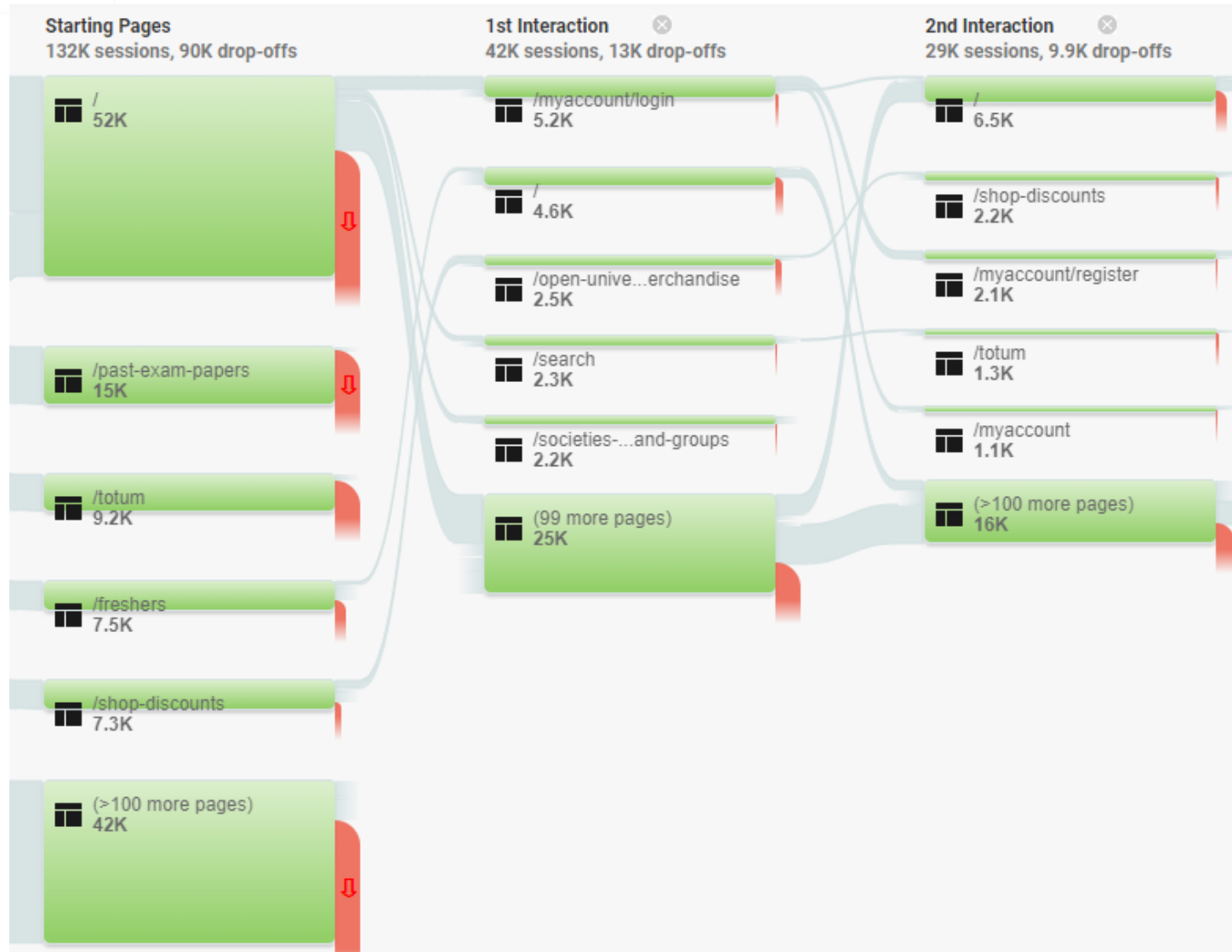
Page	Page Views
	361,490 % of Total: 100.00% (361,490)
1. /	56,542
2. /past-exam-papers	20,776
3. /totum	17,627
4. /shop-discounts	15,661
5. /myaccount/login	13,926
6. /freshers	12,762
7. /freshers-timetable	10,530
8. /fees-and-funding-advice-guide	9,227
9. /open-university-branded-merchandise	8,698
10. /societies-clubs-and-groups	8,397

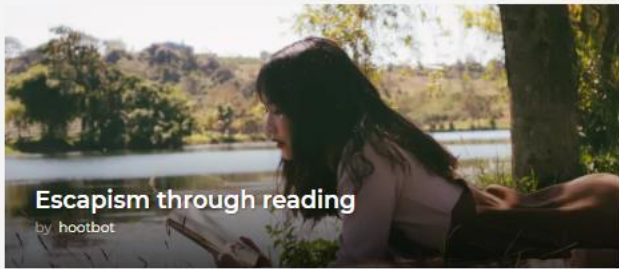
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Behaviour: 1 January – 31 May 2021

Users by time of day







Escapism through reading
by hootbot



The count-down has begun
Click on the rocket to find out how much time is left until you can get your hands on the spring issue of Makarelle

Introducing Makarelle
by hootbot



EXERCISE PEER SUPPORT SPRING SPRING CLEANING STORY

Try something new for spring

TRENDING



1
The Pomodoro method
by Hannah Orange



2
Welcome to the Space Science Club
by David Talbot

The Hoot

The Hoot – overview from 1 July 2020 to 31 May 2021



THE **HOO**T

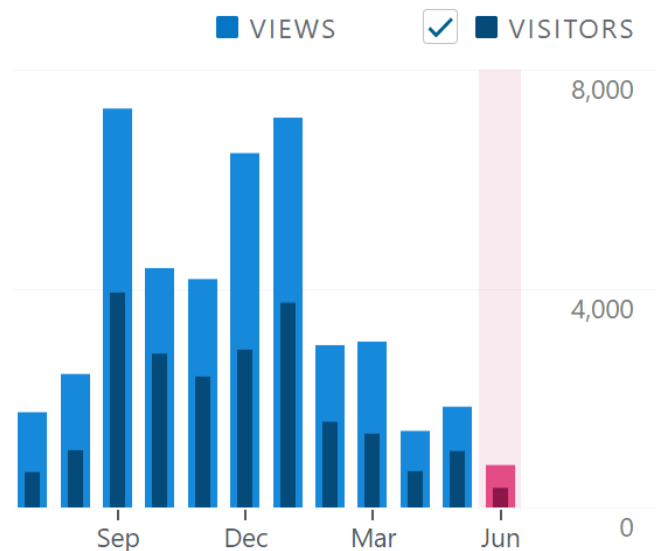
42,852
views

22,063
visitors

146 posts

Top 5 Posts

- 1) My experience of embarking on my Open University degree, while working full time (6,575)
- 2) What's happening during Freshers? (2,278)
- 3) A Lockdown Poem (1,912)
- 4) Being an OU Student: Tips and tricks (1,284)
- 5) Do you know what the letters in the module codes mean? (683)




Top 5 Referrers

- 1) Search engines (5,885)
- 2) WordPress Android App (3,897)
- 3) Facebook (3,736)
- 4) oustudents.com (2,791)
- 5) Twitter (2,199)



My experience of embarking on my Open University degree, while working full time!

At the ripe age of 29 I began my journey towards a degree in Creative Writing, while working full time. Here is how I did it, and some advice I have learnt along the

 by Rebecca Escott

I enrolled onto my first degree module 2 weeks into my 29th year.

I was scared.

I was apprehensive.


I didn't know what the next 6 years would hold.

I started counting the days until I turn 35, as that is when I will finish my degree.

But most importantly...

I was excited.



 Edit




OU Students Association

@OUstudents · Non-profit organisation

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 Promote

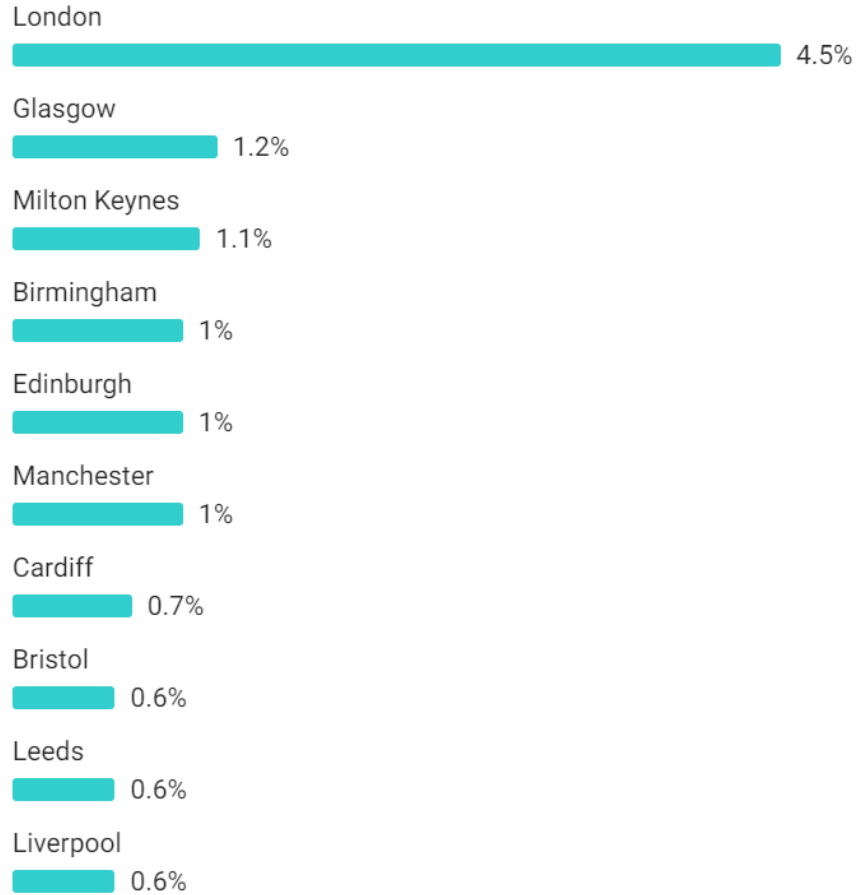
 View as visitor



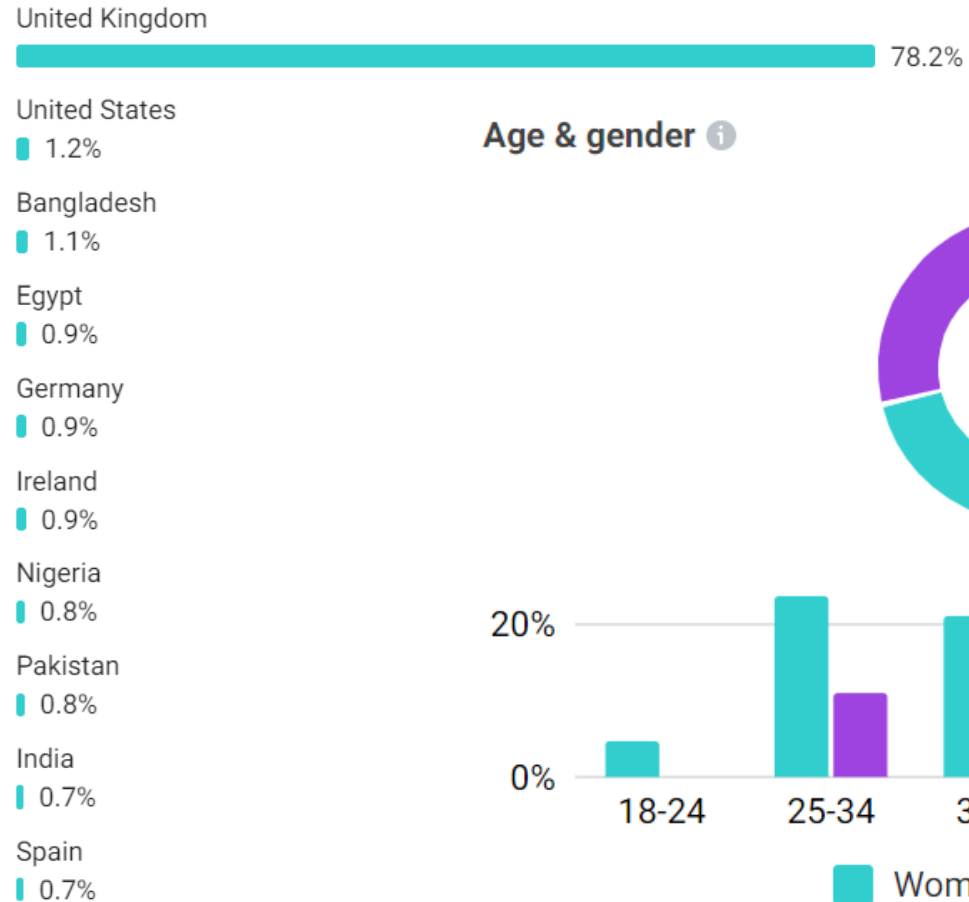


Facebook

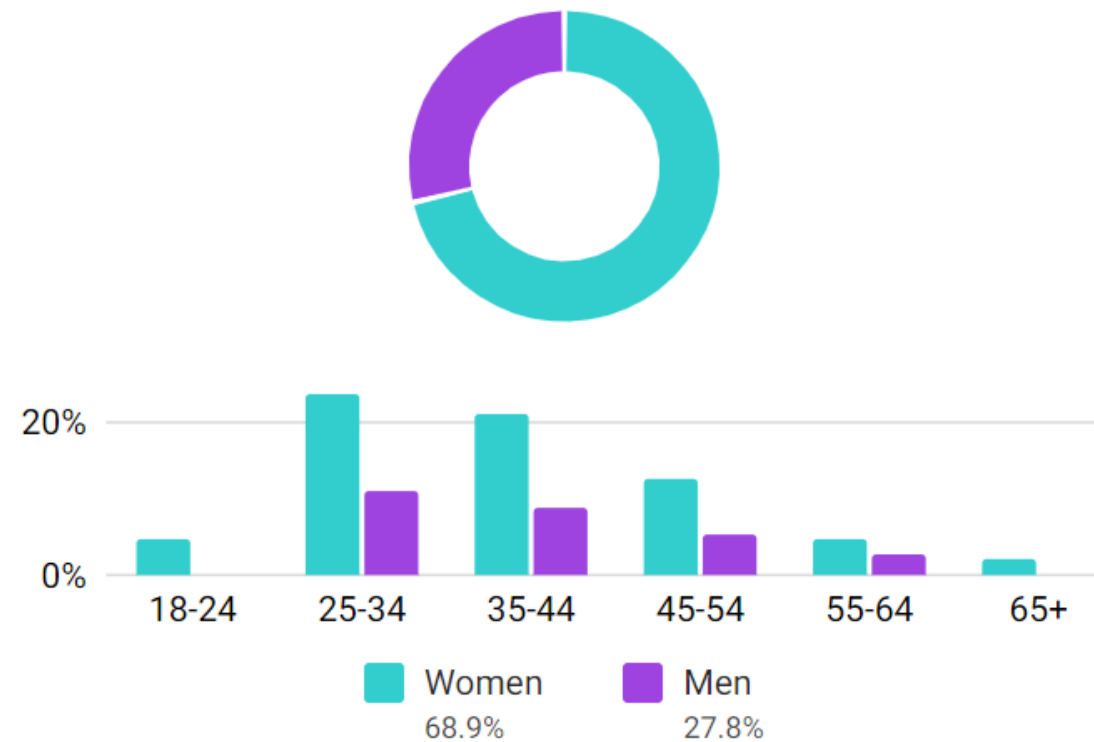
Top towns/cities



Top countries



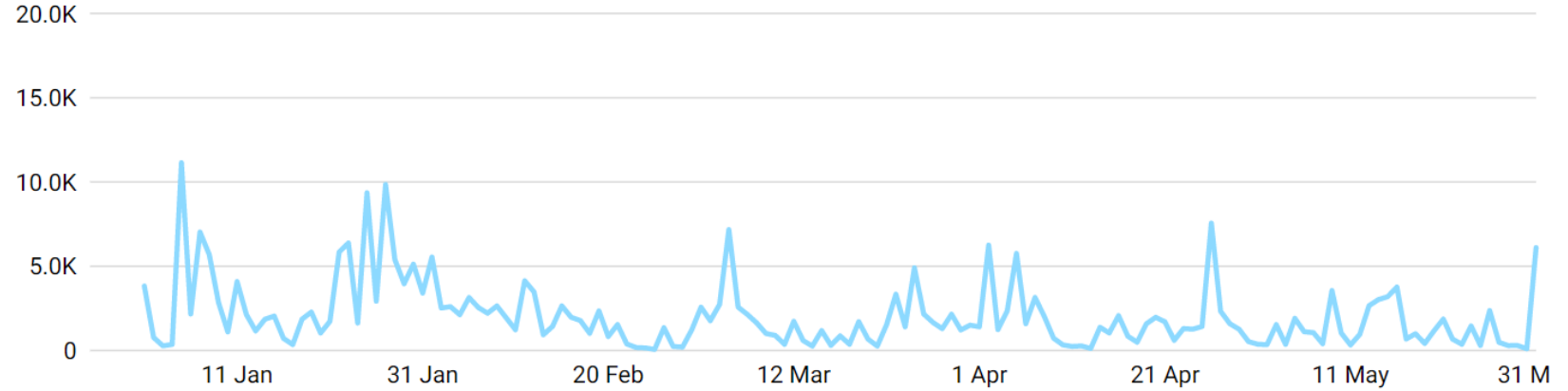
Age & gender ⓘ





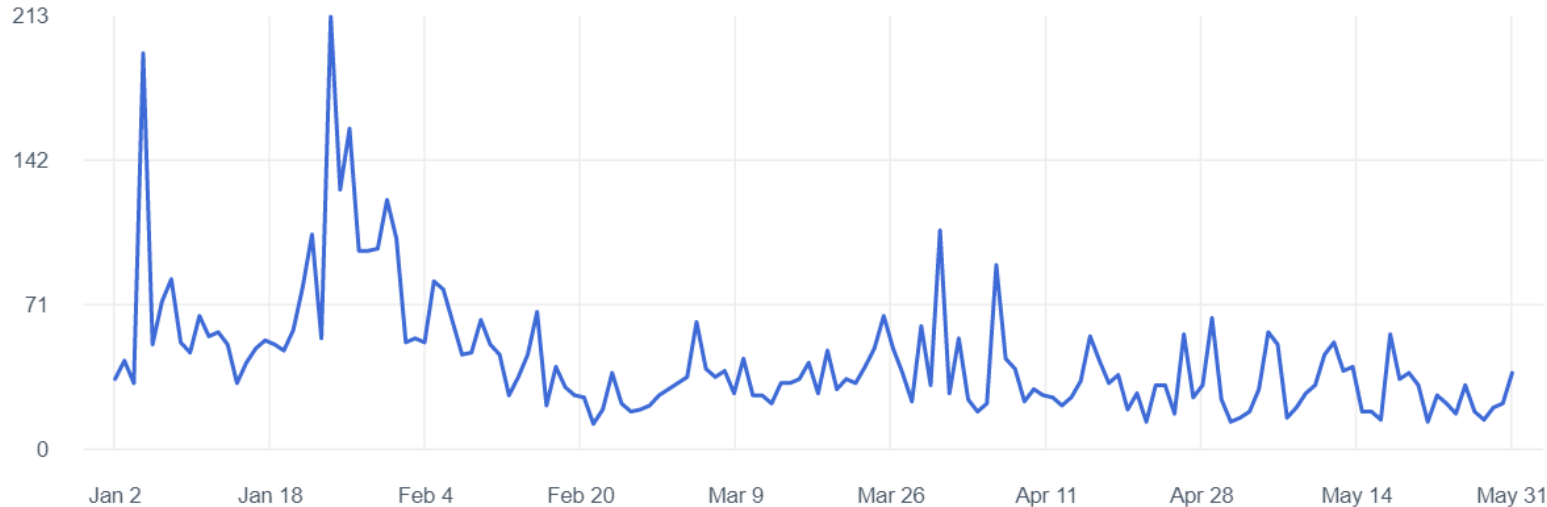
Facebook Page reach ⓘ

59,742 ↓ 11.8%



Total views By section

Total Views



Facebook

1 January – 31 May 2021

Up to 30 June 2020

34,356 likes
34,356 followers

Up to 31 May 2021

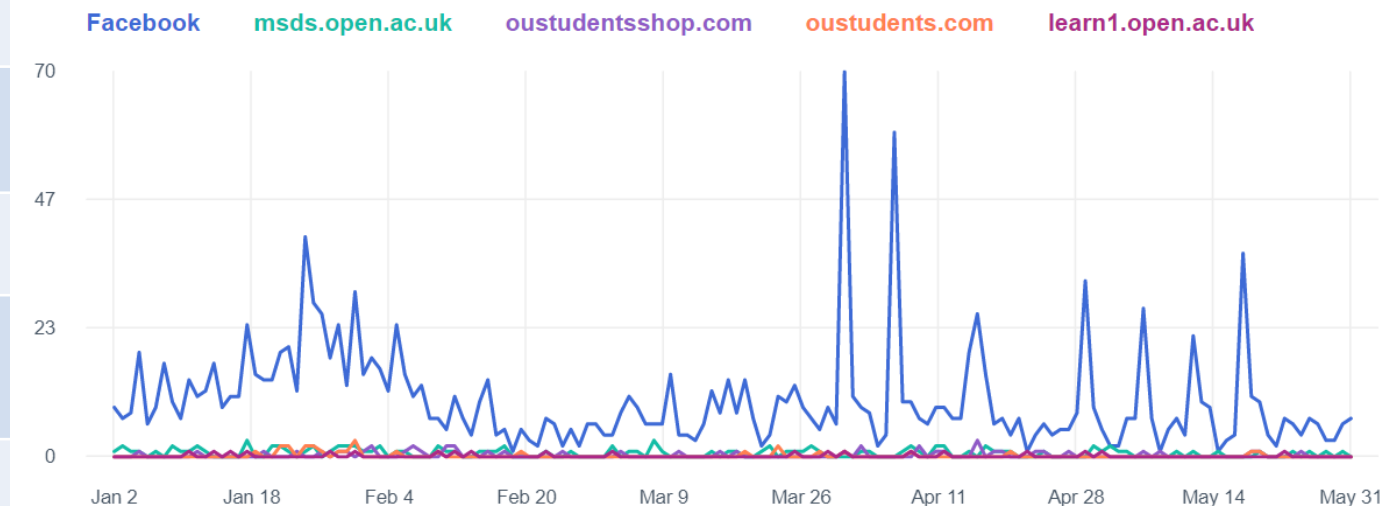
36,400 likes
35,861 followers

Post title	Date	Reach	Likes & reactions	Shares
How're you feeling today OU students?	5 January	12.4K	76	0
Freshers week one at a glance	23 January	11.5K	101	58
Why did you become an OU student?	27 January	10.8K	27	0
"I'm not going to procrastinate over the next TMA"	5 March	9K	280	18
What are your top tips for TMAs and EMAs?	26 April	8.7K	21	5
If you had to put an item in a time capsule as a reminder of your OU study this year, what would it be?	25 January	7.8K	36	4
What's the best thing about being an OU student?	7 January	7.7K	15	2
How're you spending the bank holiday #OUstudents?	31 May	7.5K	7	0
Hands up #OUstudents, who's studying on the bank holiday?	2 April	7.4K	151	0
Our statement on OU Associate Lecturer contracts	25 March	7.2K	39	10

Facebook 1 January – 31 May 2021



Top sources





2020

Page Views

2 June - 29 June

1,559

Total Page views ▲1%

Post reach

2 June - 29 June

13,772

People reached ▼16%

Page Likes

2 June - 29 June

179

Page likes ▲27%

Page followers

2 June - 29 June

185

Page followers ▲20%

Post engagement

2 June - 29 June

2,325

Post engagement ▼35%

Facebook

Last 28 days

2021

Page Views

14 May - 10 June

760

Total Page views ▼19%

Post reach

14 May - 10 June

16,121

People reached ▼6%

Page Likes

14 May - 10 June

48

Page likes ▼39%

Page followers

14 May - 10 June

54

Page followers ▼39%

Post engagement

14 May - 10 June

2,417

Post engagement ▼17%



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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.

 Joined June 2009

1,757 Following **26.4K** Followers

Twitter

3,164
mentions

48,539
profile visits

Twitter: 1 January – 31 May 2021

594 new
followers

354 tweets

Tweet	Date	Impressions	Engagement
Our statement on OU Associate Lecturer contracts	25 March	38,604	1,185
Applications for Volunteer Student Representative roles are open now	7 April	21,636	196
@OpenUniversity will be hosting their Student Consultations for #OUstudents in March and you can now apply for a space	2 February	17,068	145
Why did you become an OU student?	27 January	16,138	1,022
Freshers week one at a glance	23 January	16,116	533
Studying can be hard... Make sure to take a look at the support that is available for you	5 January	15,388	376
Wrap up warm in one of our @OpenUniversity_hoodies!	11 February	14,220	1,056
What's the best thing about being an OU student?	7 January	14,169	632
We're planning our new Representative recruitment and training, which will open in April. Watch this space!	1 March	13,013	172
How're you feeling today #OUstudents?	5 January	12,020	1,107



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