

Communications Report 2011 - 2012

Jonathan Reid - Trustee

ukdeafsport.org.uk

1 April 2011 - 31 March 2012 (2010 - 2011)

7,617 visitors (9,715) **-21%**

46,053 page views (56,221) **-18%**

Avg visit duration: 01:59 (02:14) **-11.5%**

Pages per visit: 3.74 (3.42) **9.15%**

Bounce rate: 43% (48%) **-9.5%**

New visits: 59% (57%) **2.7%**

ukdeafsport.org.uk

But - better news of late:

1 April 2012 - 31 October 2012 (2010 - 2011)

Last six months v whole of last year

7,927 visitors (7,617) **-5%**

Pages per visit: 3.74 (3.42) **9.15%**

New visits: 64% (59%) **10.5%**

ukdeafsport.org.uk

Referral stats indicate raised profile:

Referral = where people are coming from

1 April 2012 - 31 October 2012 (2010 - 2011)

Google **35%**

Yahoo! **35%**

Facebook **88%**

Facebook mobile **936%** (not a typo!)

Online enquiries

16 May 2011 to 28 Sept 2012

*Total **50** enquiries in 16 months
(Ave. **3** enquiry per month)*

29 September 2012 present

*Total **19** enquires in nearly 2 months
(Ave. **9.5** per month)*

Looking ahead

UKDS to refresh online FAQ section

Media campaign to 'channel' queries

Facebook

Fans

1 August 2011*	587 fans
31 March 2012	849 fans +44 %
31 October 2012	1155 fans +36% (6 months)

(* Facebook Insights do not go back before this date)

Facebook

1 August 2011 - 31 March 2012 (2010/11)

Posts in period: 9

Viral impressions: average per post: 16

Talking about us: average per post) 3

Engaged users: average per post 10

Viral impressions: The number of impressions of your Page post in a story generated by a friend.

Talking about this: The number of unique people who created a story about your Page post. (Unique Users)

Engaged users: The number of people who clicked anywhere in your posts.

Facebook

1 April - 31 October 2012

Posts in period: 30

Viral impressions: average per post: 97*

Talking about us: average per post: 11**

Engaged users: average per post: 28***

* Highest: 211 (1 year to Sofia)

** Highest: 45 (1 year to Sofia)

*** Highest: 91 (1 year to Sofia)

Facebook

Recent stories by virality percentage

1. 7.9% Two Big Ears blog: Potted history of Deaflympics/Paralympics
2. 7.4% Link: Funding boost for UKDS
3. 5.4% Status update: Exciting news just in...

Over 1.5% is considered 'good'

Over 3% is considered 'excellent'!

Twitter

2,791 followers.

Sport England: 15,360; British Blind Sport: 1,469;
USA DSF: 1,067; EFDS: 4;706

Klout score (measures influence) (1-100)

UKDS: 48 (ideally 55 - 70)

ICSD President 46	Sport England 65
GBDWF 47	Stan Collymore 83
EFDS 63	Guardian 98

Looking ahead: Digital in 2012/2013

- Social Media is a boon - will continue as a key channel to drive traffic/increase awareness
- Started with online surveys - to create news stories, to raise profile
- E-newsletter - for supporters and friends
- Move into digital fundraising (e.g. Nightrider)

Recent highlights

- UKDS featured on two radio programmes, post-Paralympics:
- BBC World Service and TALKSport
- BBC News quoted UKDS (Stuart Harrison) for major Paralympics feature

Coming up UKDS likely to appoint a person broadcast media spokesperson to cover radio/TV requests.

Email handling

UKDS receives a high volume of emails,
dealt with by our volunteers

Emails sent to office@ukds.org.uk only:

2011-2012: 6,600 received; 1,996 sent

(2009-2010: 10,290 vs 4,765) - Deaflympics factor

This equates to 166 per month! 2012 so far 3,301; 1,215

As of today: 107 emails need to be actioned

Email handling - what to do?

Internally

- Share documents online
- Use online communities
- Business plan will improve efficiency

Externally

- Use tactics to to answer queries in advance (e.g S2013 Comms; FAQs)
- Direct to online forms - trigger auto-responses

Governance: What we do for you

UKDS use an Action Plan Log

This assigns tasks to Trustees (not staff)

- **62** actions allocated to Trustees for 2011-2012
- **10** tasks remain outstanding/ongoing

93.8% Completed.

Summary + Looking Ahead

- We are not there yet - but we are on the way
- Sometimes, less is more (social media)
- Mainstream media is key for S2013
- UKDS to be the go-to contact for Deaf Sport comment (not the Deaf Charities)
- Marketing and comms plan to go on the back of the business plan
- Your support is vital and appreciated