

Social Media Monthly Report – July 2013

Website

Total Pageviews in June	2,539 (↑)
Unique Pageviews in June	649 (↑)
Average time on each page	20 seconds
New visitors	179 (↑)
Returning visitors	86 (↑)
Search Traffic	133 (50.2%)
Referral Traffic	41 (15.5%)
Direct Traffic	91 (34.3%)
Contact Forms	0

Unique Pageview breakdown for July

Homepage	527
Complete Listing of Facilities	291↑
Birth Certificates	159
Immunizations	146↑
Food Safety Inspections & Online Reports	96↑
Contact Us	87
Vector – Mosquitoes	75↑
Contact Form	74↑
BOH Members	57↑
Employment Opportunities	57
Staff	39
Event – July 8 th Immunization Clinic	33↑
BCMH	33↑
Links	33↑
Death Certificates	33
Mosquito Spraying Schedule	30
Advisories and Alerts	27
Advisories and Alerts Sign Up	24↑
Event – August 12 th Immunization Clinic	21↑
BOH Meetings	21↑
Animal Bites	21↑
Events Calendar	21
Event – July 22 nd Immunization Clinic	21
Food Safety	15↑
Child Passenger Safety Seats	15↑
Communicable Disease	12↑
School Nursing	12↑
Health Department Closed July 4 th	12
Event – WIC Baby Shower	12
In(flu)enza	9↑
Bed Bugs	9↑
Healthy Homes – Mold	9↑
Nuisances	9
Newborn Home Visits	9
Press Releases	9
Fees	6
Emergency Preparedness	6
Event – July 15 th Immunization Clinic	6
Event – August 19 th Immunization Clinic	6
Healthy Homes – Lead	3
Mission and Vision	3

Top 10 Food Inspections viewed in July

Millie's Diner	27
Geyer's Super Valu	18
Granny's Kitchen	15
DK's Drive In	15
El Tarasco	12
BJ's Family Restaurant	12
East of Chicago Pizza	10
Pizza Hut	9
Home Care Matters Mobile FSO	9
Big Plate Diner	9

Facebook

Reach Counter

Hot weather tips for your pet	39
Mosquito Spraying schedule	39
Hot weather education graphic	87
WIC Baby Shower	29
Heat stroke prevention in cars	18
Food Safety at BBQ's	39
Closed July 4 th	159

*Reached – The number of unique people who have seen a specific post.

Total likes – 468

New likes this month – 4

Twitter @galionhealth

Tweets – 134

Following – 48

Followers – 21