

Website Analytics Research

Theory Hypothesis:

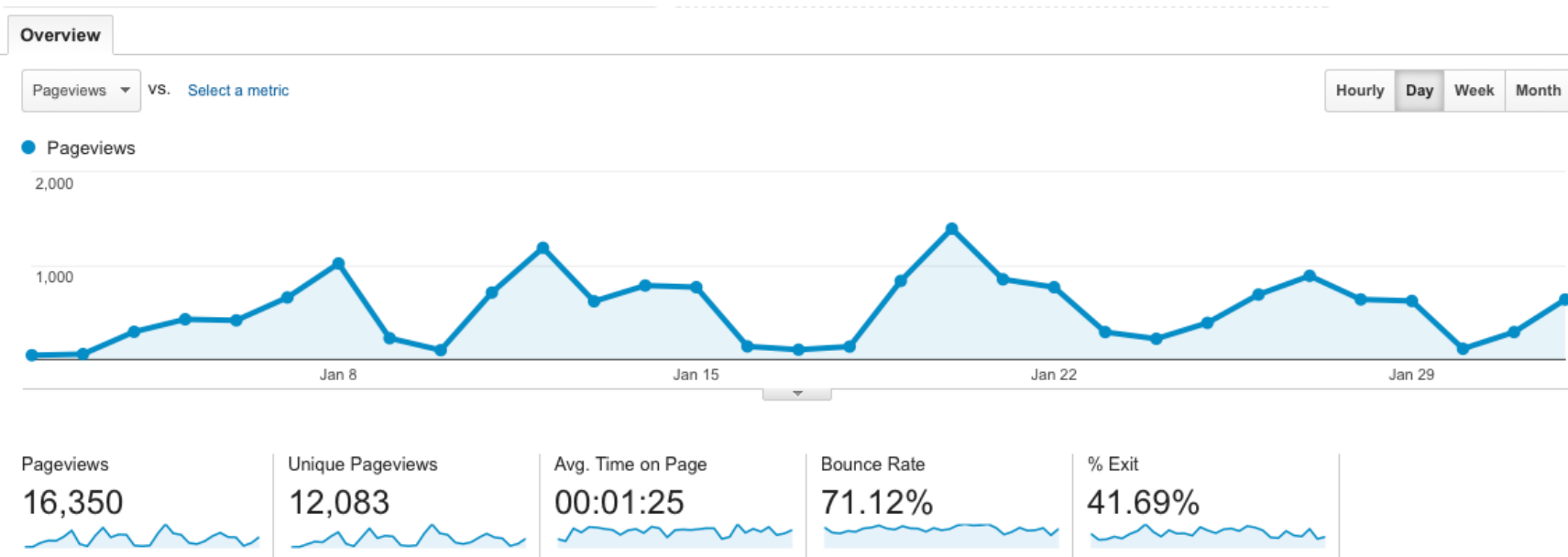
Most online readers do not go to the homepage.

Most users are mobile.

Twitter users read more than Facebook users.

Morning posts get more traffic.

TOTAL 1/3 to 1/31/1



Landing Pages

1/3 to 1.31.16

Pages:

Landing: 6,817

Total PageViews: 16,350

Duration: 1:59

Mobile/Tablet: 65%

Desktop: 35%

Landing Pages:

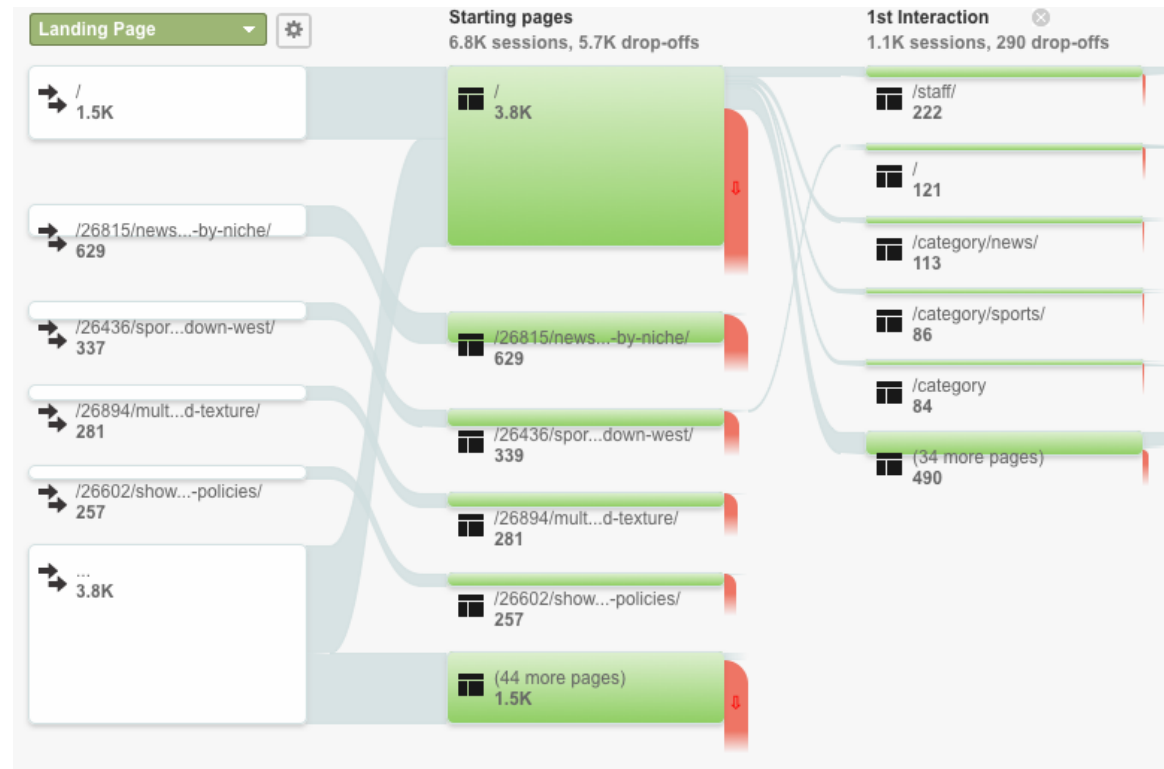
Homepage: 1,537 (22.5%)

City Ranked 2nd: 639

Wrestling - 337

IMAX - Photo blog: 281

Total of other: 5280 (77%)



SOCIAL MEDIA

55%

of traffic comes from Social Media

57% Facebook -

47 Second Duration

43% Twitter -

2:08 Duration

28% Direct

12% Google Search

5% Referral

Social Network ?	Sessions ?	↓	Pageviews ?	Avg. Session Duration ?	Pages / Session ?
1. Facebook	2,132 (57.16%)		3,074 (44.92%)	00:00:47	1.44
2. Twitter	1,592 (42.68%)		3,763 (54.98%)	00:02:08	2.36
3. Pinterest	5 (0.13%)		6 (0.09%)	00:00:10	1.20
4. Weebly	1 (0.03%)		1 (0.01%)	00:00:00	1.00

Top Stories

☐	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		16,350 % of Total: 100.00% (16,350)	12,083 % of Total: 100.00% (12,083)	00:01:25 Avg for View: 00:01:25 (0.00%)	6,817 % of Total: 100.00% (6,817)	71.12% Avg for View: 71.12% (0.00%)	41.69% Avg for View: 41.69% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
☐	1. /	3,458 (21.15%)	1,740 (14.40%)	00:01:37	1,537 (22.55%)	27.98%	24.99%	\$0.00 (0.00%)
☐	2. /26815/news/city-high-ranked-the-2-best-high-school-in-the-state-by-niche/	689 (4.21%)	652 (5.40%)	00:01:16	629 (9.23%)	93.96%	90.13%	\$0.00 (0.00%)
☐	3. /26436/sports/city-high-wrestling-takes-down-west/	544 (3.33%)	380 (3.14%)	00:01:36	337 (4.94%)	74.78%	62.50%	\$0.00 (0.00%)
☐	4. /27110/news/donald-trump-gets-mixed-emotions-at-iowa-city-rally/	341 (2.09%)	287 (2.38%)	00:01:54	233 (3.42%)	86.70%	70.38%	\$0.00 (0.00%)
☐	5. /26894/multimedia/slideshows/photography-with-max-composite-images-and-texture/	334 (2.04%)	309 (2.56%)	00:01:16	281 (4.12%)	91.81%	84.43%	\$0.00 (0.00%)
☐	6. /category/news/	331 (2.02%)	229 (1.90%)	00:00:49	22 (0.32%)	13.64%	13.60%	\$0.00 (0.00%)
☐	7. /staff/	309 (1.89%)	185 (1.53%)	00:00:35	11 (0.16%)	27.27%	6.80%	\$0.00 (0.00%)
☐	8. /26535/news/weideman-and-zabner-win-second-straight-state-title-in-policy-debate/	300 (1.83%)	269 (2.23%)	00:02:09	242 (3.55%)	85.54%	79.00%	\$0.00 (0.00%)
☐	9. /26602/showcase/iccsds-inclement-weather-policies/	289 (1.77%)	277 (2.29%)	00:02:40	257 (3.77%)	93.00%	85.81%	\$0.00 (0.00%)
☐	10. /26408/news/third-floor-addition-almost-finished/	244 (1.49%)	231 (1.91%)	00:02:37	209 (3.07%)	94.26%	86.89%	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 1026

☐	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		16,350 % of Total: 100.00% (16,350)	12,083 % of Total: 100.00% (12,083)	00:01:25 Avg for View: 00:01:25 (0.00%)	6,817 % of Total: 100.00% (6,817)	71.12% Avg for View: 71.12% (0.00%)	41.69% Avg for View: 41.69% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
☐	11. /category/sports/	217 (1.33%)	156 (1.29%)	00:00:45	21 (0.31%)	28.57%	12.90%	\$0.00 (0.00%)
☐	12. /26569/video/qa-with-ruby-anderson/	215 (1.31%)	165 (1.37%)	00:03:25	119 (1.75%)	73.95%	55.35%	\$0.00 (0.00%)
☐	13. /26784/opinion/snowball-fashion-dos-and-donts/	187 (1.14%)	164 (1.36%)	00:02:17	122 (1.79%)	79.51%	62.03%	\$0.00 (0.00%)
☐	14. /26540/feature/minimalism-maximalism/	184 (1.13%)	145 (1.20%)	00:01:22	61 (0.89%)	88.52%	46.20%	\$0.00 (0.00%)
☐	15. /27000/news/academic-planning-day-begins-class-registration/	183 (1.12%)	157 (1.30%)	00:02:48	144 (2.11%)	81.25%	75.96%	\$0.00 (0.00%)
☐	16. /category/a-e/	173 (1.06%)	121 (1.00%)	00:01:01	4 (0.06%)	25.00%	15.61%	\$0.00 (0.00%)
☐	17. /category/opinion/	171 (1.05%)	119 (0.98%)	00:00:49	0 (0.00%)	0.00%	8.19%	\$0.00 (0.00%)
☐	18. /26881/news/five-planets-visible-to-naked-eye-in-early-morning/	156 (0.95%)	141 (1.17%)	00:02:55	130 (1.91%)	90.00%	82.69%	\$0.00 (0.00%)
☐	19. /26472/opinion/how-to-ask-someone-to-the-snowball-dance-2/	152 (0.93%)	142 (1.18%)	00:03:04	85 (1.25%)	90.59%	68.42%	\$0.00 (0.00%)
☐	20. /26589/sports/top-ten-january-transfer-rumours/	151 (0.92%)	136 (1.13%)	00:01:20	108 (1.58%)	86.11%	74.83%	\$0.00 (0.00%)

WEEK 1

1/3 to 1.10.16

Totals:

Page Views: 3200

Duration: 2:15

Mobile: 53%

Desktop: 38%

Tablet: 8%

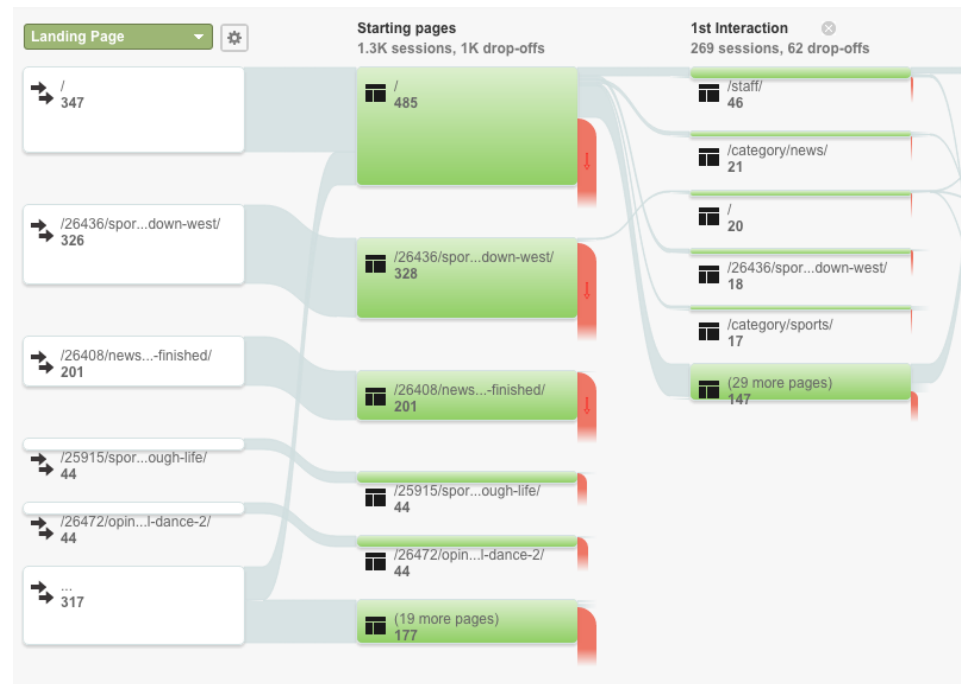
Landing Pages:

Homepage: 326 (26%)

City beats West in Wrestling: 326

3rd Floor Addition: 201

Other: 900 (74%)



SOCIAL MEDIA

58% Social Media

50% Facebook

56 Second Duration

50% Twitter

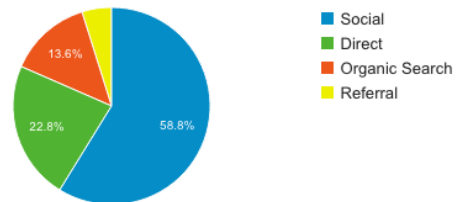
1:50 Duration

23% Direct

13% Google

5% Referral

Top Channels



Sessions



	Acquisition		
	Sessions ↓	% New Sessions ↓	New Users
	1,279	49.88%	638
1 ■ Social	752		
2 ■ Direct	291		
3 ■ Organic Search	174		
4 ■ Referral	62		

To see all 4 Channels click [here](#).

TOP FIVE POSTS ON FACEBOOK

Your 5 Most Recent Posts								
							Reach: Organic / Paid Post Clicks Likes, Comments & Shares	
Published	Post	Type	Targeting	Reach	Engagement	Promote		
01/08/2016 8:14 pm	 City High girls take down West in double overtime. Follow @littleha			600	14 22			
01/08/2016 2:42 pm	 Duncan Forbes' Iowa basketball briefing(1/8/16):			330	8 2			
01/08/2016 11:07 am	 Last night City came out with a major wrestling win against West. F			2.3K	209 88			
01/07/2016 2:26 pm	 Curious to see what the new third floor addition looks like? Watch o			1K	91 12			
01/06/2016 3:10 pm	 City High show choirs to perform Dollars for Scholars charity event			86	4 4			

TOP TEN POSTS ON THE WEBSITE

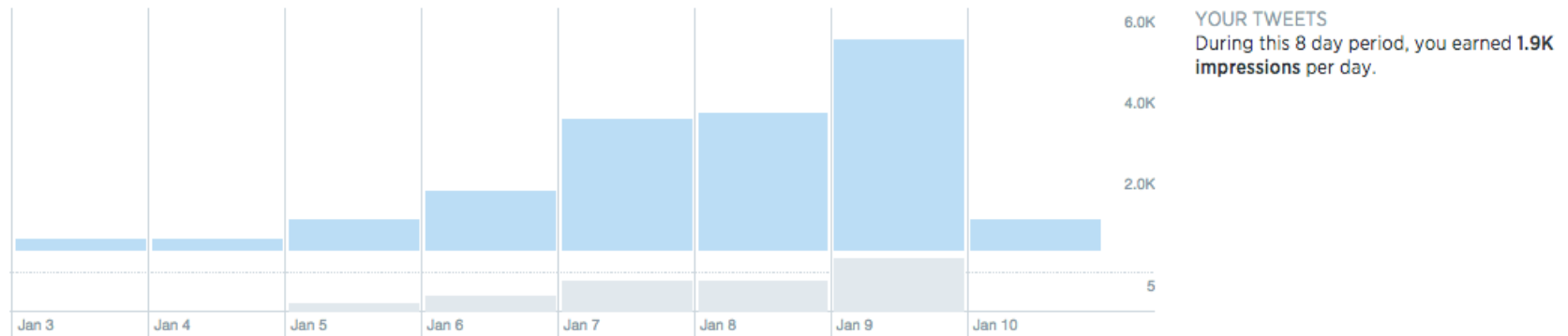
☐ Page	Pageviews ↓	Pageviews	Contribution to total: Pageviews
	3,274 % of Total: 100.00% (3,274)	3,274 % of Total: 100.00% (3,274)	
☐ 1. /	726	22.17%	
☐ 2. /26436/sports/city-high-wrestling-takes-down-west/	512	15.64%	
☐ 3. /26408/news/third-floor-addition-almost-finished/	228	6.96%	
☐ 4. /staff/	70	2.14%	
☐ 5. /25915/sports/flipping-through-life/	65	1.99%	
☐ 6. /26472/opinion/how-to-ask-someone-to-the-snowball-dance-2/	60	1.83%	
☐ 7. /category/news/	57	1.74%	
☐ 8. /26300/feature/in-a-puff-of-smoke/	47	1.44%	
☐ 9. /category/sports/	47	1.44%	
☐ 10. /category/feature/	43	1.31%	

Show rows: 10 Go to: 1 1 - 10 of 387

1. Home
2. City High wrestling
3. Third floor addition
4. Staff
5. Flipping Through Life
6. Ask someone to the dance
7. News
8. In a puff of smoke
9. Sports
10. Feature

TOP TWEETS OF THE WEEK

Your Tweets earned **15.5K impressions** over this **8 day** period



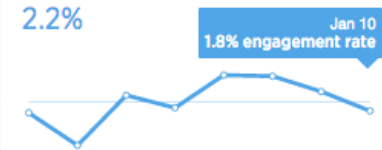
Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	The Little Hawk @thelittlehawk · Jan 8 Theme update for tonight's BBall games: Black Out, Goggles and Gloves. View Tweet activity	1,157	41	3.5%	Promote	
	The Little Hawk @thelittlehawk · Jan 8 After a 12 year drought, City comes out with a major wrestling win against West. Full slideshow of the action here. fb.me/6V4wSjDDa View Tweet activity	1,123	51	4.5%	Promote	
	The Little Hawk @thelittlehawk · Jan 6 Snowball Dance details, tickets will be sold around January 13 outside the cafeteria pic.twitter.com/5M8vPvFQhv View Tweet activity	1,105	135	12.2%	Promote	
	The Little Hawk @thelittlehawk · Jan 7 City-West wrestling meet is tonight in the West High gymnasium. JV at 6, Varsity to follow. pic.twitter.com/UI8DzBplFu View Tweet activity	1,046	96	9.2%	Promote	
	The Little Hawk @thelittlehawk · Jan 7 Syrian Refugee Crisis hits home in Iowa: thelittlehawk.com/26381/news/iow... pic.twitter.com/mHAYFZcE9s View Tweet activity	1,020	118	11.6%	Promote	
	The Little Hawk @thelittlehawk · Jan 6 City High show choirs to perform Dollars for Scholars charity event tonight. thelittlehawk.com/26387/a-e/show... pic.twitter.com/LBg1TjBDHt View Tweet activity	994	74	7.4%	Promote	

Engagements

Showing 8 days with daily frequency

ENGAGEMENT RATE

2.2%



LINK CLICKS

110



On average, you earned 14 link clicks per day

RETWEETS

17



On average, you earned 2 Retweets per day

LIKES

36



On average, you earned 5 likes per day

WEEK 2

1/11 to 1.18.16

Totals:

Page Views: 4,458 (+1200)

Duration: 2:07

Mobile: 55%

Desktop: 36%

Tablet: 8%

Landing Pages:

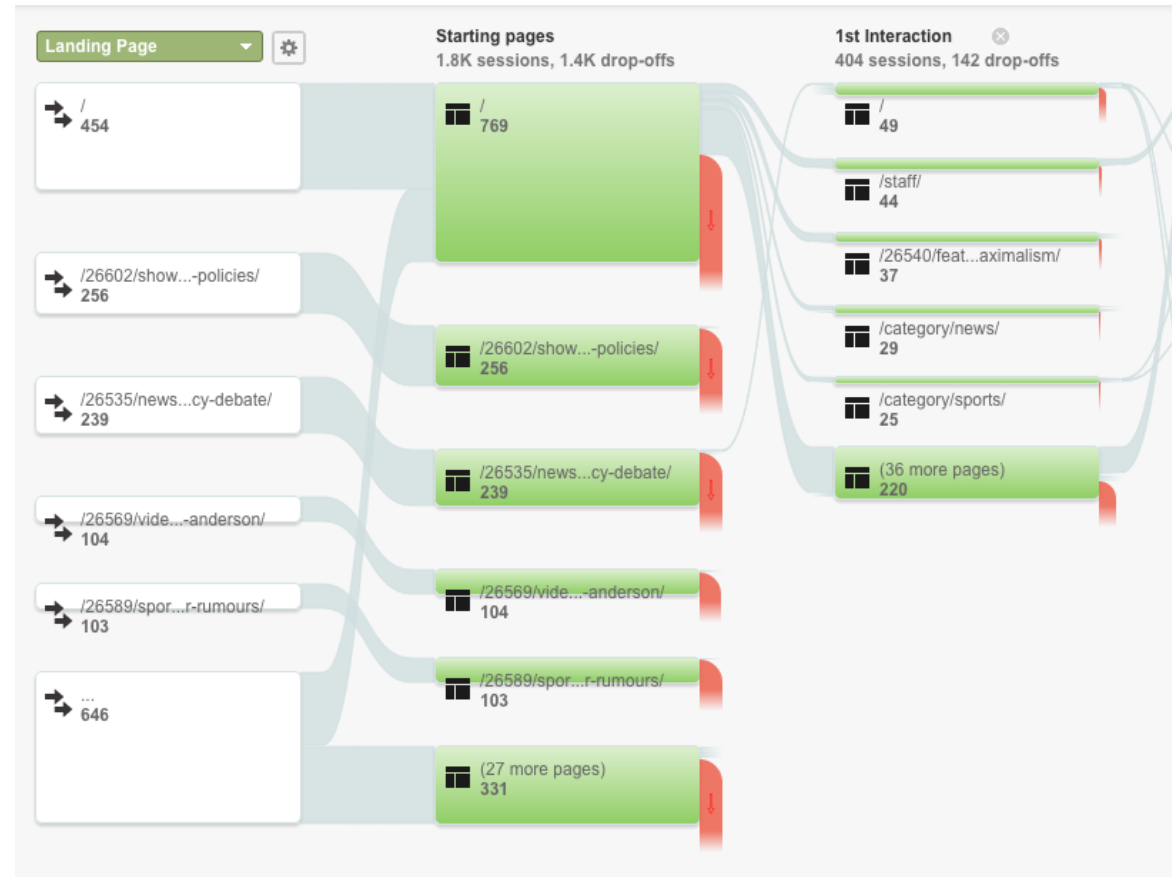
Homepage: 454 (25%)

Weather Policies: 256 (14%)

State Debate Champions: 104 (13% - 239 total hits)

Q and A with Ruby: 104 (6% - 179 total hits)

January Soccer Transfers: 103 (6%)



SOCIAL MEDIA

1053 Sessions (58% of 1800 total hits)

58% Social Media

52% Facebook

38 Second Duration

48% Twitter

2:08 Duration

23% Direct

12% Google

6% Referral

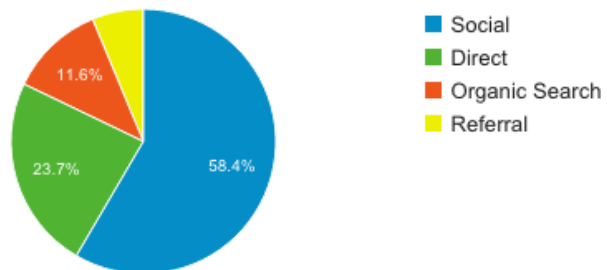
Primary Dimension:

Top Channels ▾

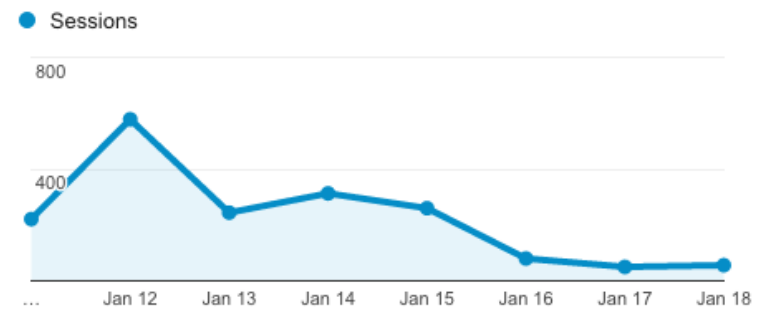
Conversion:

All Goals ▾

Top Channels



Sessions



MOST POPULAR POSTS

☐	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
		4,458 % of Total: 100.00% (4,458)	3,267 % of Total: 100.00% (3,267)	00:01:26 Avg for View: 00:01:26 (0.00%)	1,802 % of Total: 100.00% (1,802)	68.59% Avg for View: 68.59% (0.00%)
☐	1. / 	1,022 (22.93%)	509 (15.58%)	00:01:38	454 (25.19%)	27.31%
☐	2. /26535/news/weideman-and-zabner-win-second-straight-state-title-in-policy-debate/ 	295 (6.62%)	265 (8.11%)	00:02:12	239 (13.26%)	85.77%
☐	3. /26602/showcase/iccsds-inclement-weather-policies/ 	288 (6.46%)	276 (8.45%)	00:02:40	256 (14.21%)	92.97%
☐	4. /26569/video/qa-with-ruby-anderson/ 	179 (4.02%)	133 (4.07%)	00:03:42	104 (5.77%)	75.00%
☐	5. /26540/feature/minimalism-maximalism/ 	148 (3.32%)	115 (3.52%)	00:01:08	57 (3.16%)	87.72%
☐	6. /26589/sports/top-ten-january-transfer-rumours/ 	140 (3.14%)	125 (3.83%)	00:01:22	103 (5.72%)	85.44%
☐	7. /26518/news/a-ball-of-fun/ 	87 (1.95%)	72 (2.20%)	00:01:40	36 (2.00%)	83.33%
☐	8. /category/news/ 	82 (1.84%)	53 (1.62%)	00:00:37	5 (0.28%)	0.00%
☐	9. /26472/opinion/how-to-ask-someone-to-the-snowball-dance-2/ 	74 (1.66%)	69 (2.11%)	00:03:44	31 (1.72%)	87.10%
☐	10. /staff/ 	69 (1.55%)	41 (1.25%)	00:00:17	2 (0.11%)	0.00%

FACEBOOK

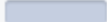


Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#)

Likes, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  CNN	20.5m 	▲ 0.3%	250	2m 
2  The New York Times	10.6m 	▲ 0.4%	246	855K 
3  Washington Post	3.8m 	▲ 0.4%	250	444.4K 
4  Journeyman Distillery	10.9K	▲ 0.6%	6	424
5  Iowa City Press-Citizen	8.3K	▲ 0.2%	65	483
YOU 6  The Little Hawk	2.6K	▲ 2.2%	20	156

Keep up with the Pages you watch.

[Get More Likes](#)

7		Niles West News	2.1K		0%	1	18	
8		The Paly Voice	2K		0%	8	125	
9		FHNtoday.com	1.6K		▲0.3%	10	149	
10		West Side Story	1.6K		0%	5	43	
11		HiLite Online	1.3K		0%	1	0	

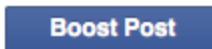
All Posts Published

Reach: Organic / Paid

Post Clicks

Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/15/2016 9:53 pm	 Photo Highlight: President Bill Clinton visits Iowa City Friday night:			538	28 8	
01/15/2016 8:06 pm	 Live coverage of Bill Clinton speaking happening right now on @t			559	3 1	
01/15/2016 3:50 pm	 Wrestlers take down Cedar Falls on Senior Night. Photo slide sho			929	21 33	
01/15/2016 12:42 pm	 SOCCER BUZZ: The January world soccer transfer window has			317	10 3	
01/15/2016 12:39 pm	 Students and Twitter mourn actor Alan Rickman's death. Rickman			387	6 1	
01/15/2016 6:50 am	 WIN A LH T-SHIRT!!! Help The Little Hawk be the #1 source of ne			5.5K	228 158	
01/14/2016 2:56 pm	 Want to see and hear from one of the most talented artists at City			131	1 2	
01/14/2016 2:46 pm	 Formosa to Support City High Dance Marathon			356	2 8	
01/14/2016 2:39 pm	 Freshman Ruby Anderson brings a contemporary style to her artw			220	8 3	
01/14/2016 2:32 pm	 Do you know how to caucus for the Democrats? Find out here an			474	24 6	

01/14/2016 2:25 pm		New Direction for One Direction? Conflicting reports have been pu			253		3 0		
01/14/2016 2:13 pm		Freshmen boys b ball knocks off West High 24-21.			513		23 4		
01/14/2016 12:15 pm		BREAKING: The 2016 Oscar no minations have been released. D			110		7 0		
01/14/2016 12:08 pm		ICYMI: Seven senior swimmers were honored last Tuesday night			312		6 3		
01/14/2016 11:35 am		Ladies, have you asked your ma n to the Snowball dance yet? Ge			167		4 0		
01/12/2016 2:58 pm		The Rec League Basketball sche dule has been set. Find it here:			75		4 0		
01/12/2016 2:48 pm		Why wasn't there a delay or canc ellation today? Here are ICCSD's			1.1K		237 10		
01/12/2016 1:18 pm		4th Avenue and City Lights kicks off competition with a fourth plac			155		11 2		
01/12/2016 11:09 am		Fashion Editorial: Minimalism vs. Maximalism. Which style do you			385		19 0		
01/11/2016 3:03 pm		KEYS FROM THE HOUSE: Nee d a date to the Snowball Dance?			333		12 1		
01/11/2016 12:56 pm		ICYMI: The girls basketball team defeated West in double overtim			573		15 15		
01/11/2016 12:54 pm		River City hosts Second City on Saturday, February 13th.			64		4 1		

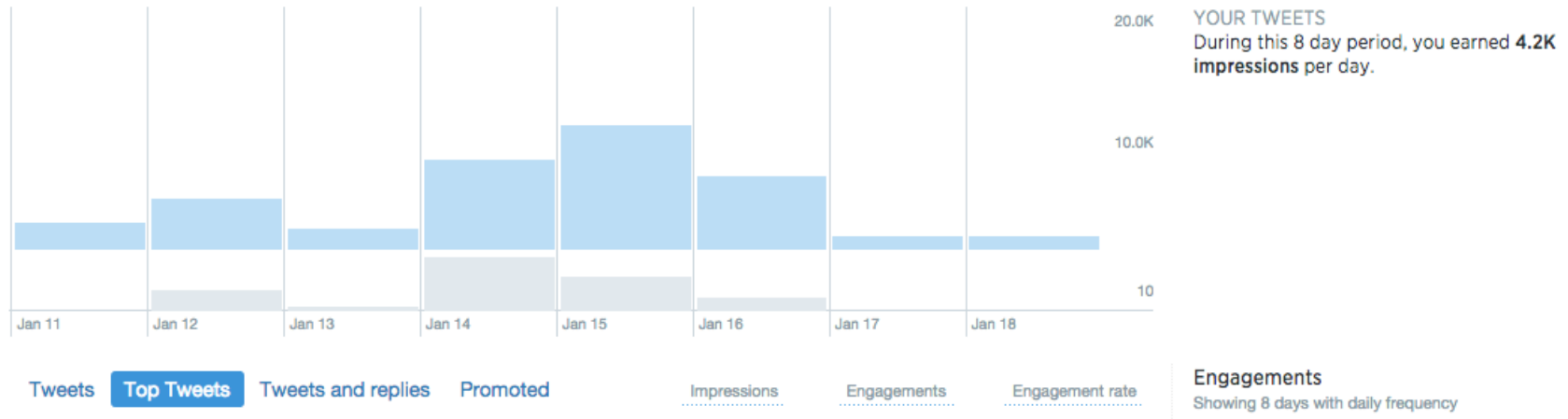
TWITTER

Tweet activity

Jan 11 – Jan 18, 2016

Export data

Your Tweets earned **34.0K impressions** over this **8 day** period



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate	
	The Little Hawk @thelittlehawk · Jan 15 WIN A @thelittlehawk SHIRT!!! Follow us & RT this post to help us get to 3,000 followers. When we hit 3,000 we will give out t-shirts! #FF View Tweet activity			1,826	234	12.8%	Promote
	The Little Hawk @thelittlehawk · Jan 15 Are you interested in joining @thelittlehawk ? Talk to these guys @DomBalFox @caroline_brown1 @sonali_6 @JimGeerdes pic.twitter.com/GQBEpuTLIH View Tweet activity			1,435	229	16.0%	Promote
	The Little Hawk @thelittlehawk · Jan 15 On our way to recruiting more readers and followers. RT for a chance to win a Tshirt when we hit 3,000 📷📷📷 pic.twitter.com/zRfTvHeEgu View Tweet activity			1,425	354	24.8%	Promote
	The Little Hawk @thelittlehawk · Jan 15 Photo Highlights: President Bill Clinton visits Iowa City Friday night: thelittlehawk.com/26761/news/pho... pic.twitter.com/L34eYloBsA View Tweet activity			1,171	92	7.9%	Promote
	The Little Hawk @thelittlehawk · Jan 14 EDITORS PICK: Q and A with one of City's most talented artists. thelittlehawk.com/26569/video/qa... pic.twitter.com/KoCYxQuclP View Tweet activity			1,164	155	13.3%	Promote
	The Little Hawk @thelittlehawk · Jan 14 ... View Tweet activity			1,116	104	11.7%	Promote

Engagements

Showing 8 days with daily frequency

ENGAGEMENT RATE

4.4%

Jan 18
3.3% engagement rate



LINK CLICKS

487

Jan 18
12 link clicks



On average, you earned 61 link clicks per day

RETWEETS

83

Jan 18
1 retweet



On average, you earned 10 Retweets per day

LIKES

164

Jan 18
1 like



On average, you earned 21 likes per day

WEEK 3

1/18 to 1.25.16

Totals:

Page Views: 4,527

Duration: 1:23

Mobile: 63%

Desktop: 25%

Tablet: 12%

Landing Pages:

Homepage: 334 (14%)

City Ranked #2 623 (26%)

Max's Photo Blog: 243 (10%)

5 Planets 128 (6%)



SOCIAL MEDIA

1053 Sessions (58% of 1800 total hits)

52% Social Media

69% Facebook

38 Second Duration

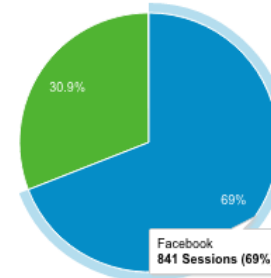
31% Twitter

1:27 Duration

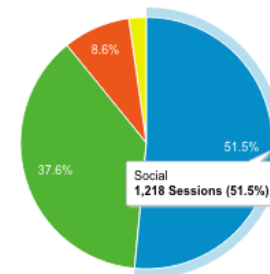
38% Direct

8% Google

2% Referral



☐ Default Channel Grouping	Sessions	Sessions	Contribution to total: Sessions
	2,365 % of Total: 100.00% (2,365)	2,365 % of Total: 100.00% (2,365)	
☐ 1. Social	1,218	51.50%	
☐ 2. Direct	890	37.63%	
☐ 3. Organic Search	204	8.63%	
☐ 4. Referral	53	2.24%	

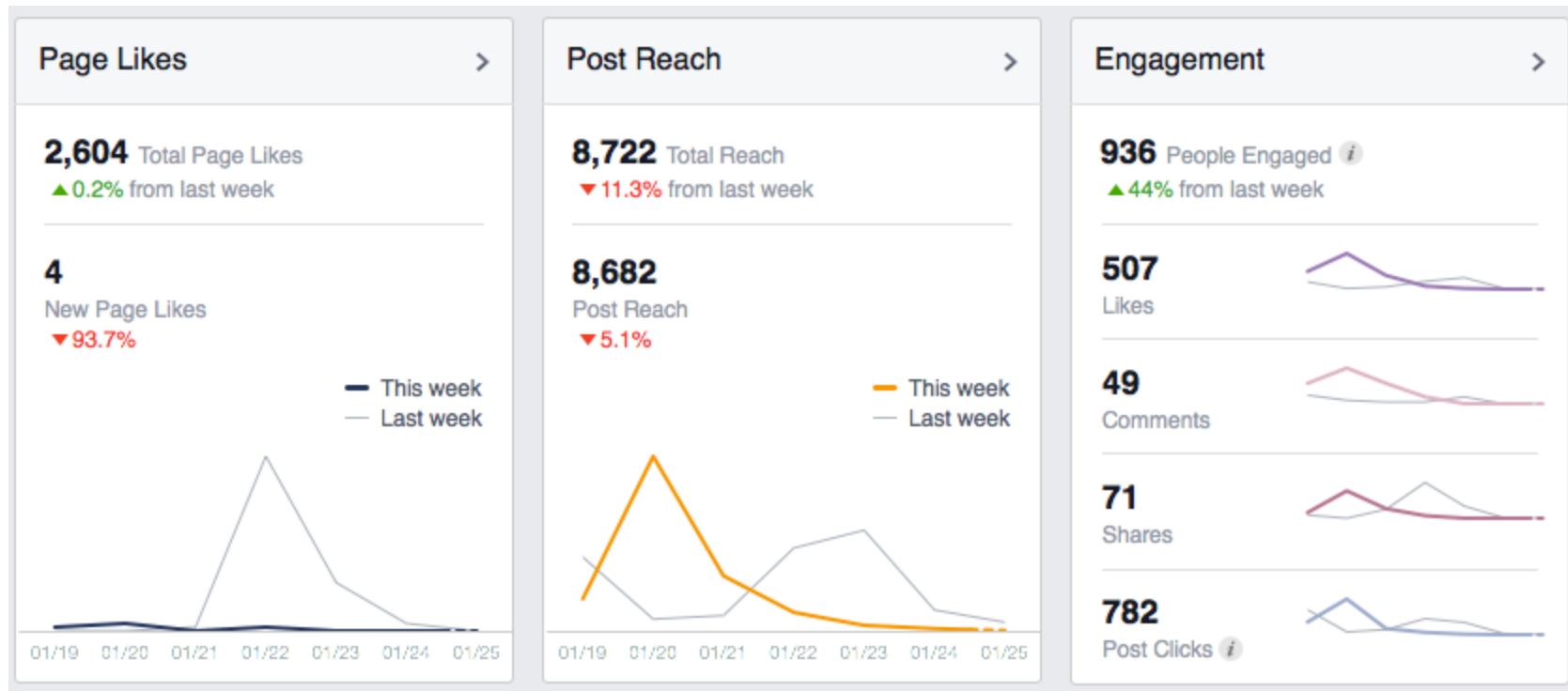


MOST POPULAR POSTS

Page		Pageviews	% Pageviews
1. /		726	 16.04%
2. /26815/news/city-high-ranked-the-2-best-high-school-in-the-state-by-niche/		678	 14.98%
3. /26894/multimedia/slideshows/photography-with-max-composite-images-and-texture/		272	 6.01%
4. /26784/opinion/snowball-fashion-dos-and-donts/		173	 3.82%
5. /26881/news/five-planets-visible-to-naked-eye-in-early-morning/		146	 3.23%
6. /?p=26629		134	 2.96%
7. /26840/a-e/rated-g-for-grease/		111	 2.45%
8. /26774/news/west-high-students-evacuated-for-bomb-threat/		93	 2.05%
9. /10095/news/10-things-to-do-in-order-to-prepare-for-prom-the-experts-perspective/		92	 2.03%
10. /staff/		88	 1.94%

[view full report](#)

FACEBOOK



Your 5 Most Recent Posts



■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/22/2016 3:18 pm	 4th Avenue placed fourth at Linn-Mar but has plans for the final thr			63 	2 3 	Boost Post
01/22/2016 1:18 pm	 Photography with Max: In this pho to blog, photo editor Max Gruber			341 	5 1 	Boost Post
01/22/2016 1:00 pm	 Lovato, Clinton Speak and Rock T owards Women's Right and the P			444 	18 2 	Boost Post
01/21/2016 2:22 pm	 Haven't you heard? Grease is the word! Upcoming Spring Musical f			542 	21 8 	Boost Post
01/21/2016 2:10 pm	 Hillary Clinton, and Demi Lovato t o Woo Caucus-Goers tonight at th			298 	6 6 	Boost Post

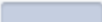
[See All Posts](#)

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Likes, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  CNN	20.5m 	▲ 0.2%	249	1.6m 
2  The New York Times	10.6m 	▲ 0.4%	239	815.7K 
3  Washington Post	3.8m 	▲ 0.6%	243	565.9K 
4  Iowa City Press-Citizen	8.4K	▲ 0.2%	60	476
YOU 5  The Little Hawk	2.6K	▲ 0.1%	10	167

See More Pages

6		Niles West News	2.1K	▲0.1%	10	65
7		The Paly Voice	2K	▲0.2%	4	157
8		FHNtoday.com	1.6K	▲0.1%	5	6
9		West Side Story	1.6K	▲0.2%	4	38
10		HiLite Online	1.3K	▼0.1%	1	0

TWITTER

monthly stats



Account home

The Little Hawk @thelittlehawk

28 day summary with change over previous period

Tweets

74 ↑48.0%



Tweet impressions

68.1K ↑86.1%



Profile visits

6,136 ↑118.0%



Mentions

30 ↑57.9%



Followers

2,318 ↑33



Jan 2016 • 24 days so far...

JAN 2016 SUMMARY

Tweets

74

Tweet impressions

66.9K

Profile visits

5,945

Mentions

30

New followers

31

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	The Little Hawk @thelittlehawk · Jan 15 WIN A @thelittlehawk SHIRT!!! Follow us & RT this post to help us get to 3,000 followers. When we hit 3,000 we will give out t-shirts! #FF View Tweet activity	2,087	244	11.7%	Promote	
	The Little Hawk @thelittlehawk · Jan 15 On our way to recruiting more readers and followers. RT for a chance to win a Tshirt when we hit 3,000 📷📷📷 pic.twitter.com/zRfTvHeEgu View Tweet activity	1,653	381	23.0%	Promote	
	The Little Hawk @thelittlehawk · Jan 15 Are you interested in joining @thelittlehawk ? Talk to these guys @DomBalFox @caroline_brown1 @sonali_6 @JimGeerdes pic.twitter.com/GQBEpuTLIH View Tweet activity	1,619	243	15.0%	Promote	
	The Little Hawk @thelittlehawk · Jan 8 Theme update for tonight's BBall games: Black Out, Goggles and Gloves. View Tweet activity	1,331	42	3.2%	Promote	
	The Little Hawk @thelittlehawk · Jan 15 Photo Highlights: President Bill Clinton visits Iowa City Friday night: thelittlehawk.com/26761/news/pho... pic.twitter.com/L34eYloBsA View Tweet activity	1,304	90	6.9%	Promote	



The Little Hawk @thelittlehawk · Jan 14

EDITORS PICK: Q and A with one of City's most talented artists.

thelittlehawk.com/26569/video/qa...
pic.twitter.com/KoCYxQucfP

[View Tweet activity](#)

1,206

166

13.8%

Promote



The Little Hawk @thelittlehawk · Jan 22

Lottie Gidal '19 and Amelia Morrow '18 with Demi Lovato at last night's event pic.twitter.com/y00k3llyk4

[View Tweet activity](#)

1,159

218

18.8%

Promote



The Little Hawk @thelittlehawk · Jan 13

The City High Mini Dance Marathon will be held on February 4th. The theme will be Hawaiian.

thelittlehawk.com/26532/news/min...
pic.twitter.com/Q6akkt1s8X

[View Tweet activity](#)

1,152

172

14.9%

Promote



The Little Hawk @thelittlehawk · Jan 8

After a 12 year drought, City comes out with a major wrestling win against West. Full slideshow of the action here. fb.me/6V4wSjDDa

[View Tweet activity](#)

1,144

51

4.5%

Promote



The Little Hawk @thelittlehawk · Jan 15

Follow the Little Hawk on Twitter, Instagram, and Facebook for a chance to win a Little Hawk t-shirt!

pic.twitter.com/MJr2NDdMs6

[View Tweet activity](#)

1,140

208

18.2%

Promote

STUDENT RESPONSE

STUDENT RESPONSE:

More Tweeting and sharing from reporters accounts.
RT more City High Tweeters like Bacon and sports teams
Cover interesting stories to get followers
Cover City High
Tweet stories more than once
Cover the Iowa caucus - BIG NEWS
Higher quality posts on the web
More photo slide shows
Long form chapter stories
BE MORE SERIOUS!
Update breaking news
Schedule posts for publication
Longer breaking news stories with better quotes
Posting your story on your own social media account will get you more views
Publish more City High news and Tweet it.
We should make it more fun like BuzzFeed

TWITTER

Bring the LH logo back to Twitter
Better photos and videos and Twitter
Get rid of the Snapchat logo
Retweet interesting stuff
Don't just be school announcements
Great photos make people want to click or read
Tweet regularly about interesting topics
More photos and videos of City High events
Tweet infographics and art - opinion
Polls - Polls - Polls
Hashtags Hashtags Hashtags
Facebook Tweet EVERYTHING
Tweet quotes - or photo quotes

WEEK 4

1/24 to 1.31.16

Totals:

Page Views: 3861

Duration: 1:23

Mobile: 43%

Desktop: 49%

Tablet: 8%

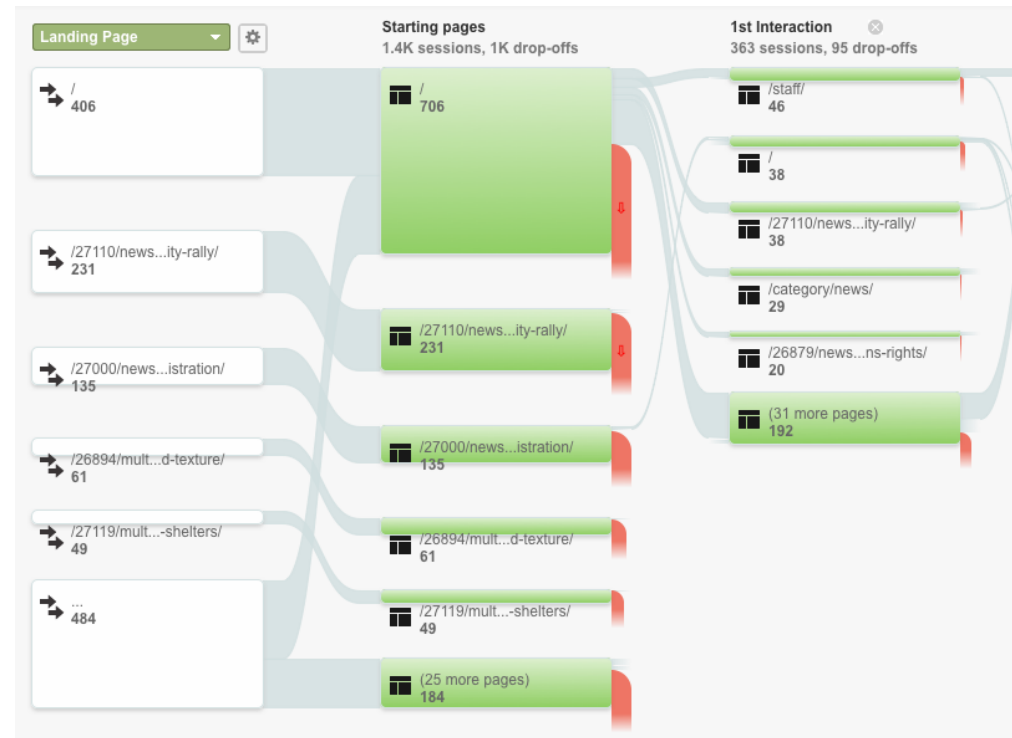
Landing Pages:

Homepage: 406 (26%)

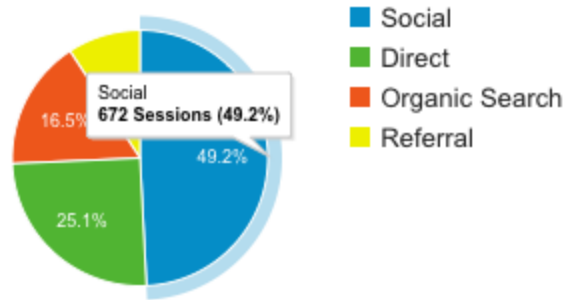
Trump Rally: 231 (17%)

Class Registration: 201 (10%)

Other: 484 (74%)



Top Channels



SOCIAL MEDIA

672 Sessions (49% of 1366 total landing pages)

49% Social Media

52% Facebook
1:06 Second Duration
48% Twitter
3:14 Duration

25% Direct

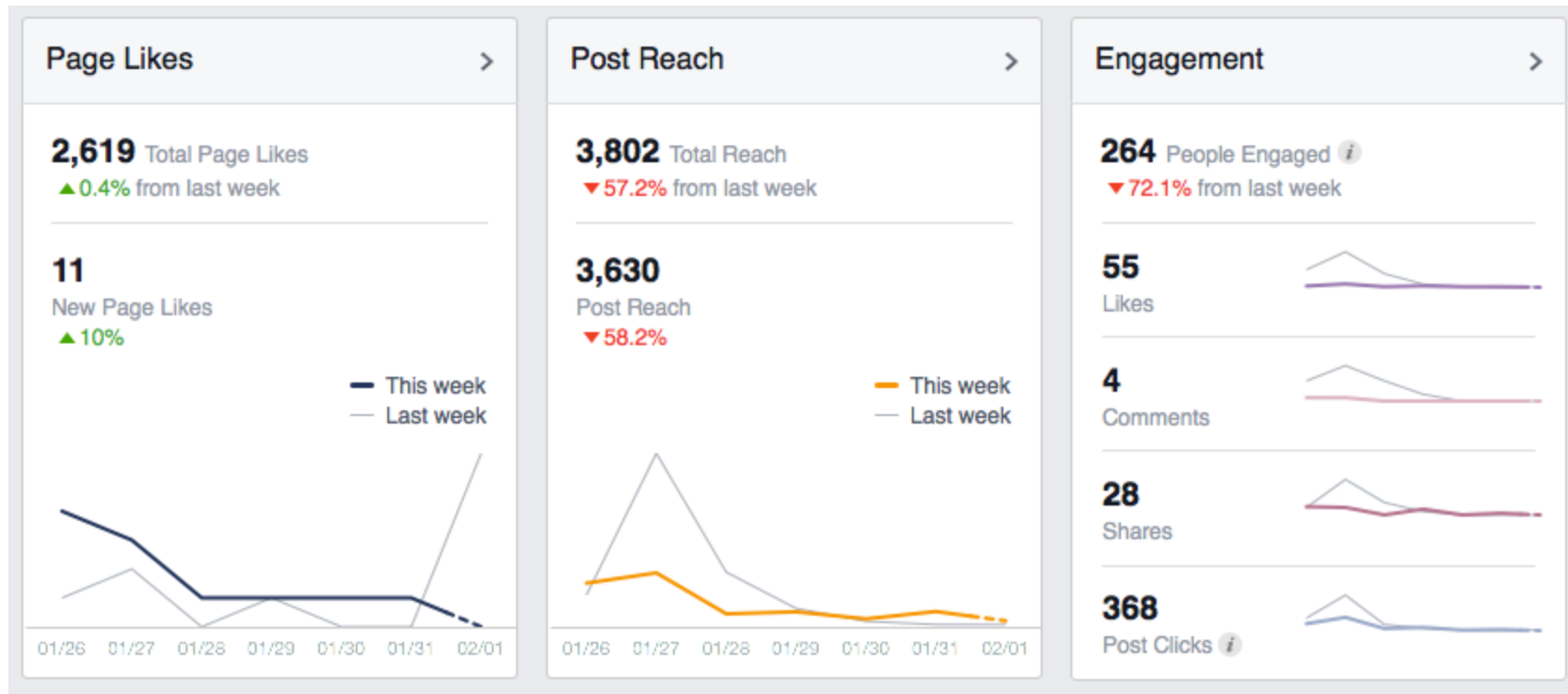
16% Google
10% Referral

	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	1,366	47.14%	644	62.52%	2.83	00:02:31
1 ■ Social	672			72.32%		
2 ■ Direct	343			63.56%		
3 ■ Organic Search	225			32.89%		
4 ■ Referral	126			60.32%		

MOST POPULAR POSTS

☐	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		3,861 % of Total: 100.00% (3,861)	2,789 % of Total: 100.00% (2,789)	00:01:23 Avg for View: 00:01:23 (0.00%)	1,366 % of Total: 100.00% (1,366)	62.52% Avg for View: 62.52% (0.00%)	35.38% Avg for View: 35.38% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
☐	1. / 	923 (23.91%)	465 (16.67%)	00:01:34	406 (29.72%)	24.88%	23.62%	\$0.00 (0.00%)
☐	2. /27110/news/donald-trump-gets-mixed-emotions-at-iowa-city-rally/ 	336 (8.70%)	282 (10.11%)	00:01:57	231 (16.91%)	87.45%	71.13%	\$0.00 (0.00%)
☐	3. /27000/news/academic-planning-day-begins-class-registration/ 	174 (4.51%)	148 (5.31%)	00:02:48	135 (9.88%)	80.00%	74.71%	\$0.00 (0.00%)
☐	4. /category/news/ 	113 (2.93%)	81 (2.90%)	00:00:46	10 (0.73%)	30.00%	11.50%	\$0.00 (0.00%)
☐	5. /26894/multimedia/slideshows/photography-with-max-composite-images-and-texture/ 	91 (2.36%)	82 (2.94%)	00:01:54	61 (4.47%)	90.16%	70.33%	\$0.00 (0.00%)
☐	6. /staff/ 	81 (2.10%)	47 (1.69%)	00:00:26	3 (0.22%)	33.33%	8.64%	\$0.00 (0.00%)
☐	7. /27119/multimedia/around-the-block-animal-shelters/ 	74 (1.92%)	64 (2.29%)	00:04:00	49 (3.59%)	87.76%	68.92%	\$0.00 (0.00%)
☐	8. /27083/sports/city-high-wins-at-home-over-waterloo-west/ 	60 (1.55%)	37 (1.33%)	00:02:25	20 (1.46%)	55.00%	40.00%	\$0.00 (0.00%)
☐	9. /27150/news/storify-standing-desks-hit-city-high/ 	58 (1.50%)	53 (1.90%)	00:03:28	29 (2.12%)	82.76%	55.17%	\$0.00 (0.00%)
☐	10. /27187/news/following-the-foot-soldiers-of-political-campaigns/ 	56 (1.45%)	45 (1.61%)	00:01:50	24 (1.76%)	79.17%	50.00%	\$0.00 (0.00%)

FACEBOOK

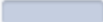


Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#)

■ Likes, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  CNN	20.6m 	▲ 0.3%	250	1.6m 
2  The New York Times	10.7m 	▲ 0.3%	245	744.4K 
3  Washington Post	3.8m 	▲ 0.5%	250	487.1K 
4  Iowa City Press-Citizen	8.4K	▲ 0.4%	61	613
YOU 5  The Little Hawk	2.6K	▲ 0.3%	19	33

6		Niles West News	2.1K		▲0.1%	8	34	
7		The Paly Voice	2K		▲0.2%	6	168	
8		FHNtoday.com	1.6K		▼0.1%	6	2	
9		West Side Story	1.6K		▲0.3%	6	38	
10		HiLite Online	1.3K		0%	1	0	

Twitter



Account home
The Little Hawk @thelittlehawk

Page updated daily

28 day summary with change over previous period



Jan 2016 • 31 days

Tweets

Top Tweets

Tweets and replies

Promoted

Impressions

Engagements

Engagement rate



The Little Hawk @thelittlehawk · Jan 15
WIN A @thelittlehawk SHIRT!!!

2,457

248

10.1%

Follow us & RT this post to help us get to 3,000 followers.
When we hit 3,000 we will give out t-shirts! #FF

[View Tweet activity](#)

Promote



The Little Hawk @thelittlehawk · Jan 15

On our way to recruiting more readers and followers. RT
for a chance to win a Tshirt when we hit 3,000 📺📺📺
pic.twitter.com/zRfTvHeEgu

1,905

406

21.3%

[View Tweet activity](#)

Promote



The Little Hawk @thelittlehawk · Jan 15

Are you interested in joining @thelittlehawk ? Talk to
these guys @DomBalFox @caroline_brown1 @sonali_6
@JimGeerdes pic.twitter.com/GQBEPuTLIH

1,815

251

13.8%

[View Tweet activity](#)

Promote



The Little Hawk @thelittlehawk · Jan 30

UPDATE: City High Dance Team has advanced to finals in
jazz. You can see them perform tomorrow ~12:30 pm on
ESPN.

1,754

139

7.9%

[View Tweet activity](#)

Promote



The Little Hawk @thelittlehawk · Jan 8

Theme update for tonight's BBall games: Black Out,
Goggles and Gloves.

1,577

42

2.7%

[View Tweet activity](#)

Promote



The Little Hawk @thelittlehawk · Jan 15

Photo Highlights: President Bill Clinton visits Iowa City
Friday night:
thelittlehawk.com/26761/news/pho...

1,477

98

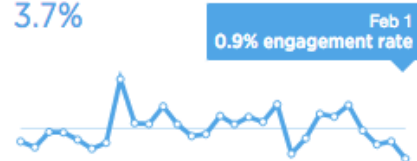
6.6%

Engagements

Showing 28 days with daily frequency

ENGAGEMENT RATE

3.7%



LINK CLICKS

1.3K



On average, you earned **47 link clicks** per day

RETWEETS

208



On average, you earned **7 Retweets** per day

LIKES

406



On average, you earned **15 likes** per day