



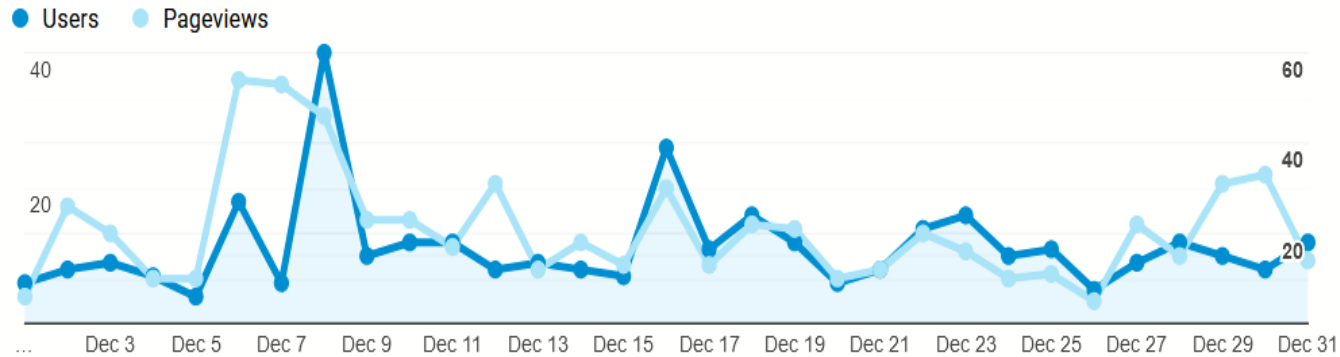
The Falmouth Historical Society

Online Presence

January 11, 2022

Website Activity

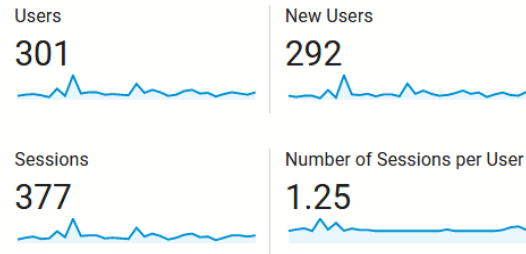
December 2021 – “What”



Page ?	Pageviews ? ↓	Unique Pageviews ?
	647 % of Total: 100.00% (647)	534 % of Total: 100.00% (534)
1. Home	281 (43.43%)	226 (42.32%)
2. About Falmouth – Colonial Origins	45 (6.96%)	40 (7.49%)
3. Falmouth Historical Maps	22 (3.40%)	21 (3.93%)
4. About Family References	18 (2.78%)	16 (3.00%)
5. About Falmouth – From Town to...	17 (2.63%)	13 (2.43%)
6. Falmouth History References	16 (2.47%)	13 (2.43%)
7. Falmouth Retrospective	12 (1.85%)	8 (1.50%)
8. Upcoming Events	11 (1.70%)	10 (1.87%)
9. Historic Site Tours	10 (1.55%)	7 (1.31%)
10. 2022 Annual Meeting	9 (1.39%)	6 (1.12%)

Website Activity

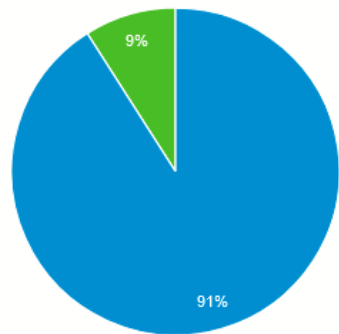
December 2021 – “Who”



Country	Users	% Users
1. United States	219	72.76%
2. China	57	18.94%
3. United Kingdom	5	1.66%
4. Canada	4	1.33%
5. India	3	1.00%
6. Australia	2	0.66%
7. Germany	2	0.66%
8. Indonesia	2	0.66%
9. Pakistan	2	0.66%
10. Greece	1	0.33%

City	Users	% Users
1. (not set)	65	21.38%
2. Ashburn	39	12.83%
3. Columbus	30	9.87%
4. Falmouth	24	7.89%
5. Portland	14	4.61%
6. Shanghai	10	3.29%
7. Coffeyville	8	2.63%
8. Boston	5	1.64%
9. Zhengzhou	4	1.32%
10. Manchester	4	1.32%

■ New Visitor ■ Returning Visitor



Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	301 % of Total: 100.00% (301)	292 % of Total: 100.00% (292)	377 % of Total: 100.00% (377)
1. desktop	230 (76.41%)	224 (76.71%)	297 (78.78%)
2. mobile	68 (22.59%)	66 (22.60%)	77 (20.42%)
3. tablet	3 (1.00%)	2 (0.68%)	3 (0.80%)

Who are they?

How do they get here?

Where do they come from?

Facebook Activity

December 2021

One post in December

*Facebook changed its monitoring tools;
still learning how to use the new tools.*

171

People reached ⓘ

0% from boosted posts

171 organic

0 paid

15

Post engagements ⓘ

11 reactions

2 on post

9 on shares

1 share

1 on post

0 on shares

1 comment

0 on post

1 on shares

2 clicks

1 photo clicks

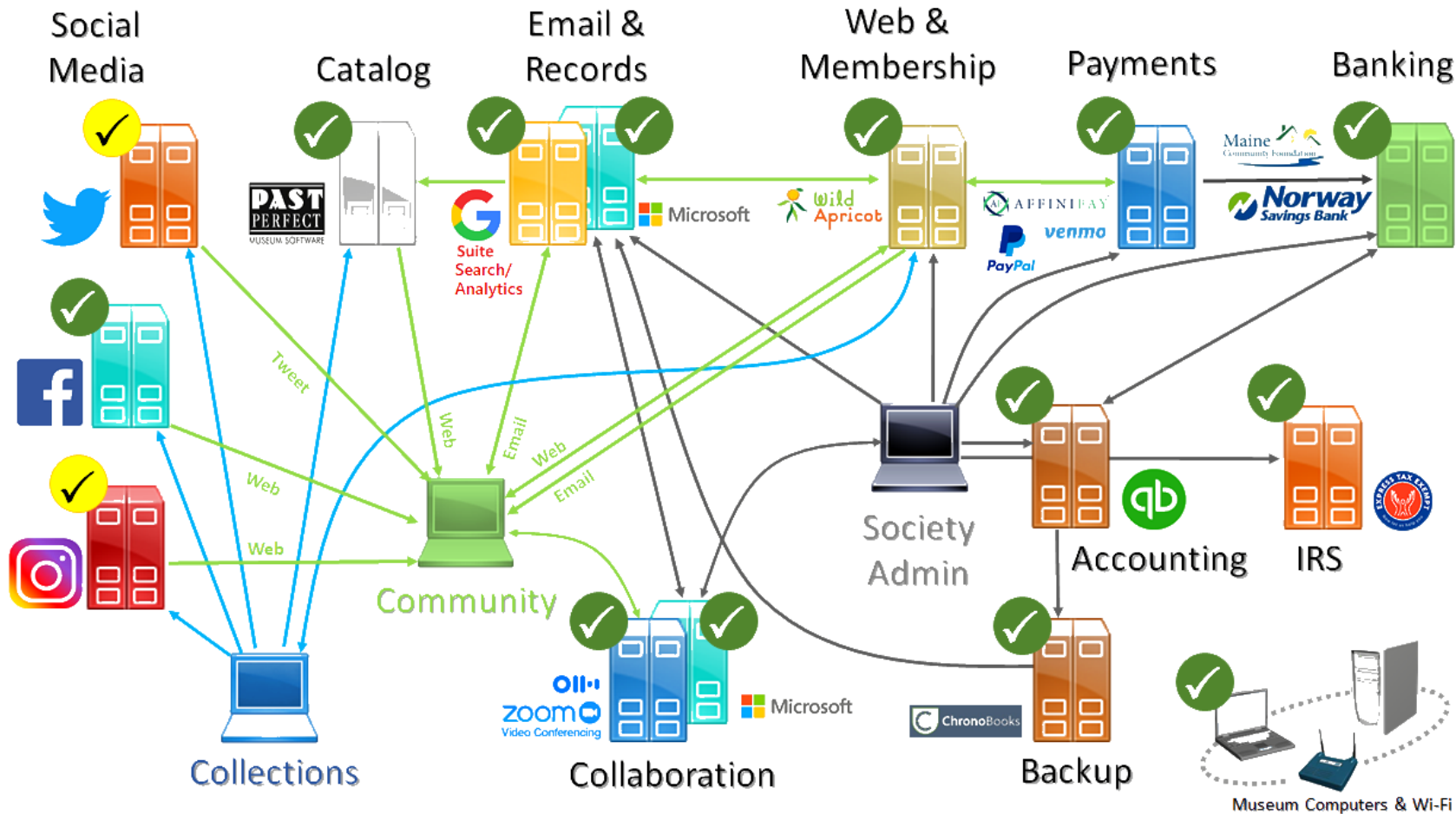
0 link clicks

0 clicks to play

1 other clicks

System Status

January 2022



Activity

- Digital catalog development underway (PP)
- Website expansion underway