

# MONTHLY DPM REPORT

JUNE 2020 | JULY 2020



JUNE 2020

JULY 2020

Issues printed:

58,379

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58,379

E-Subscriptions:

19,352

E-Subscriptions:

19,567

## WEBSITES

JUNE 2020

JULY 2020

### OHA.ORG

Pageviews: **30,145**

Unique Pageviews: **24,867**

TOP 10 most visited pages on OHA.org:

- Home
- Olakahaloa (2,797)
- Ku Ha'aheo
- Scholarships
- Grants
- Registry
- Vote (982)
- Covid19 (884)
- Jobs
- Trustees

### KAWAIOLA.NEWS

pageviews: **15,768**

Unique pageviews: **13,037**

### MĀLAMA LOANS

pageviews: **3,120**

Unique pageviews: **2,575**

### OHA.ORG

Pageviews: **60,748**

Unique Pageviews: **46,882**

TOP 10 most visited pages on OHA.org:

- Home
- Vote (8,981)
- Trustees (4,243)
- Ku Ha'aheo
- Scholarships
- Grants
- Registry
- Jobs
- About
- Covid19

### KAWAIOLA.NEWS

pageviews: **121,246**

Unique pageviews: **75,473**

### MĀLAMA LOANS

pageviews: **3,259**

Unique pageviews: **2,659**

Old OHA Trustee candidate webpages on oha.org received a high volume of web hits in July: At-Large (**12,362**), Kaua'i Island (**1,483**), Moloka'i (**1,808**).

## ICONTACT

JUNE 2020

JULY 2020

(1st of the month)

Opens: **21.1%**

Bounced: **0.7%**

Clicked: **3%**

Opens: **18.9%**

Bounced: **0.7%**

Clicked: **3%**

(Mid-month)

Opens: **16.6%**

Bounced: **0.7%**

Clicked: **2%**

Opens: **16.6%**

Bounced: **0.7%**

Clicked: **3%**

## EDITORIAL REVIEW/PROOFING

JUNE 2020 | JULY 2020

### 1. MAI KA PŌ MAI ( SECOND ROUND OF DOCUMENT PROOFING)

- A. First review completed 5/6/20
- B. Final review completed 6/8/20

### 2. OVERVIEW OF EPIDEMICS IN HAWAI'I (RESEARCH PAIA)

- A. Final review completed 6/1/20

## MONTHLY DPM REPORT

METRIC TERM KEY


<b>PAGEVIEWS</b>	the total number of times a page has been viewed. Repeated views of a single page are counted.
<b>UNIQUE PAGEVIEWS</b>	represents the number of sessions during which that page was viewed one or more times.
<b>OPENS</b>	is the ratio of which each subscriber opens email.
<b>BOUNCED</b>	is an email message returned to a sender tagged as permanently undeliverable.
<b>CLICKED</b>	the ratio of unique (one per subscriber) as a percentage of unique opens and illustrates how effective an email message was in getting anyone who opened it to then click a link.
<b>ENGAGEMENT</b>	measures the public shares, likes and comments for an online business' social media efforts.
<b>REACTIONS</b>	is when an audience responds to a brand message, action or observation with the intention of being validated or acknowledged.

# SOCIAL MEDIA



FACEBOOK 

INSTAGRAM 

TWITTER 

	JUNE 2020	JULY 2020	JUNE 2020	JULY 2020
<b>Fans:</b>	541	584	29,681	29,933
<b>Engagement</b>	92 reactions 29 shares 13 comments	136 reactions 48 shares 13 comments	8,387 reactions 1,921 shares 877 comments	9,096 reactions 2,108 shares 2,148 comments
<b>Followers:</b>	1,349	1,506	22,030	22,793
<b>Engagement</b>	848 likes 7 comments	627 likes 6 comments	8,376 likes 114 comments	7,237 likes 114 comments
<b>Followers:</b>	78	83	13,578	13,673
<b>Engagement</b>	7 likes 2 retweets	4 likes 2 retweets	228 likes 98 retweets	192 likes 86 retweets

## **PRINT/DESIGN COLLATERAL**

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### **KWO ELECTIONS**

**print/layout** | Election graphics for KWO.

### **HULIAUPA'A 'A'O WORKSHOP SERIES**

**print/layout** | PPT, handout and flier template.

### **MAI KA PO MAI**

**print/layout** | Started circulating Mai Ka Po Mai with Papahānaumokuākea team.

### **MAHALO AUNTY CLAIRE MAKANA**

**digital** | Special project to mahalo Aunty Claires many years with KWO.

### **CANDIDATE HEADSHOTS SLIDES**

**social media/video production** | (35) Candidate slider for media purposes.

### **'ŌLELO CANDIDATE FORUM PROGRAM FLIERS**

**social media** | (3) Candidate Forum Program fliers for social media.

