

The Falmouth Historical Society

Online Presence

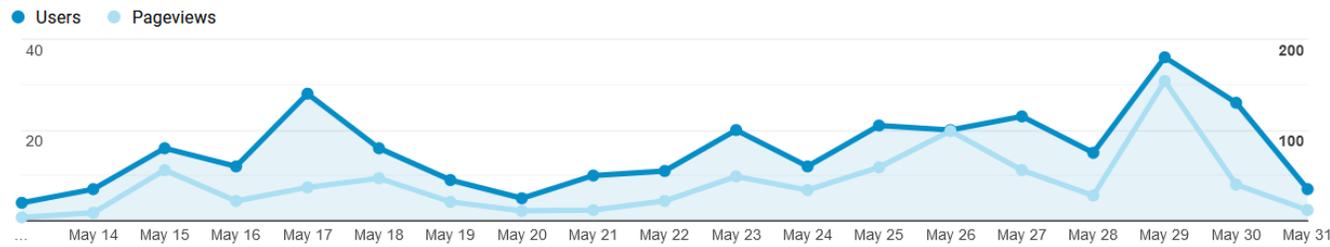
June 7, 2022

Website Activity

May 2022 – “What”

Spike of unknown (but not obviously malicious) activity on 05/12

Charts reflect 05/13-31 to eliminate spike



Page ?	Pageviews ? ↓	Unique Pageviews ?
	772 % of Total: 100.00% (772)	522 % of Total: 100.00% (522)
1. Home	258 (33.42%)	161 (30.84%)
2. Retrospective-Memorial Day	42 (5.44%)	5 (0.96%)
3. Falmouth Historical Maps	34 (4.40%)	27 (5.17%)
4. Colonial Origins	34 (4.40%)	27 (5.17%)
5. Upcoming Events	27 (3.50%)	18 (3.45%)
6. Retrospective-First Newspaper	23 (2.98%)	3 (0.57%)
7. Falmouth Family Referecnes	16 (2.07%)	10 (1.92%)
8. From Town, to Destination...	15 (1.94%)	13 (2.49%)
9. Retrospective-Schoolmaster	15 (1.94%)	6 (1.15%)
10. Event-Memorial Day Parade	14 (1.81%)	14 (2.68%)

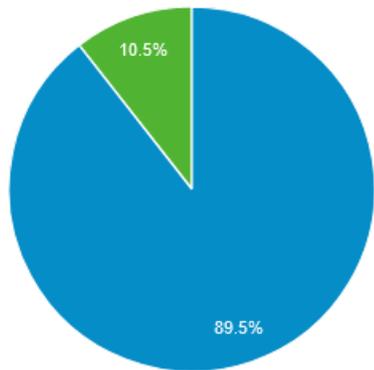
Website Activity

May 2022 – “Who”



Country	Users	% Users
1. United States	219	84.88%
2. China	29	11.24%
3. Ireland	6	2.33%
4. United Kingdom	1	0.39%
5. Honduras	1	0.39%
6. Poland	1	0.39%
7. (not set)	1	0.39%

■ New Visitor ■ Returning Visitor



Who are they?

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	258 % of Total: 100.00% (258)	246 % of Total: 100.00% (246)	332 % of Total: 100.00% (332)
1. desktop	169 (65.50%)	158 (64.23%)	222 (66.87%)
2. mobile	79 (30.62%)	78 (31.71%)	98 (29.52%)
3. tablet	10 (3.88%)	10 (4.07%)	12 (3.61%)

How do they get here?

City	Users	% Users
1. (not set)	54	19.93%
2. Columbus	29	10.70%
3. Falmouth	28	10.33%
4. Gray	13	4.80%
5. New York	13	4.80%
6. Portland	10	3.69%
7. Cumberland	10	3.69%
8. Falmouth	7	2.58%
9. Dublin	6	2.21%
10. South Portland	6	2.21%

Where do they come from?

Facebook Activity

May 2022

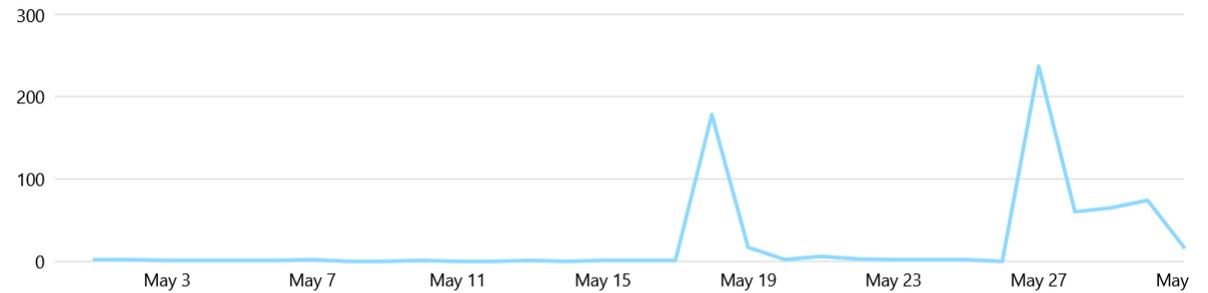
Content

Recent content ↓	Type	Reach ⓘ ↑↓	Likes and reactio... ⓘ ↑↓
 Remembering the Greatest Genera... Sun May 29, 5:58pm	Post	124	4
 Maps are key to understanding the... Fri May 27, 9:54am	Post	348	7
 Spring Cleaning at the Falmouth H... Wed May 18, 6:12am	Post	213	14

Results

Facebook Page reach ⓘ

466 ↑ 1.8K%



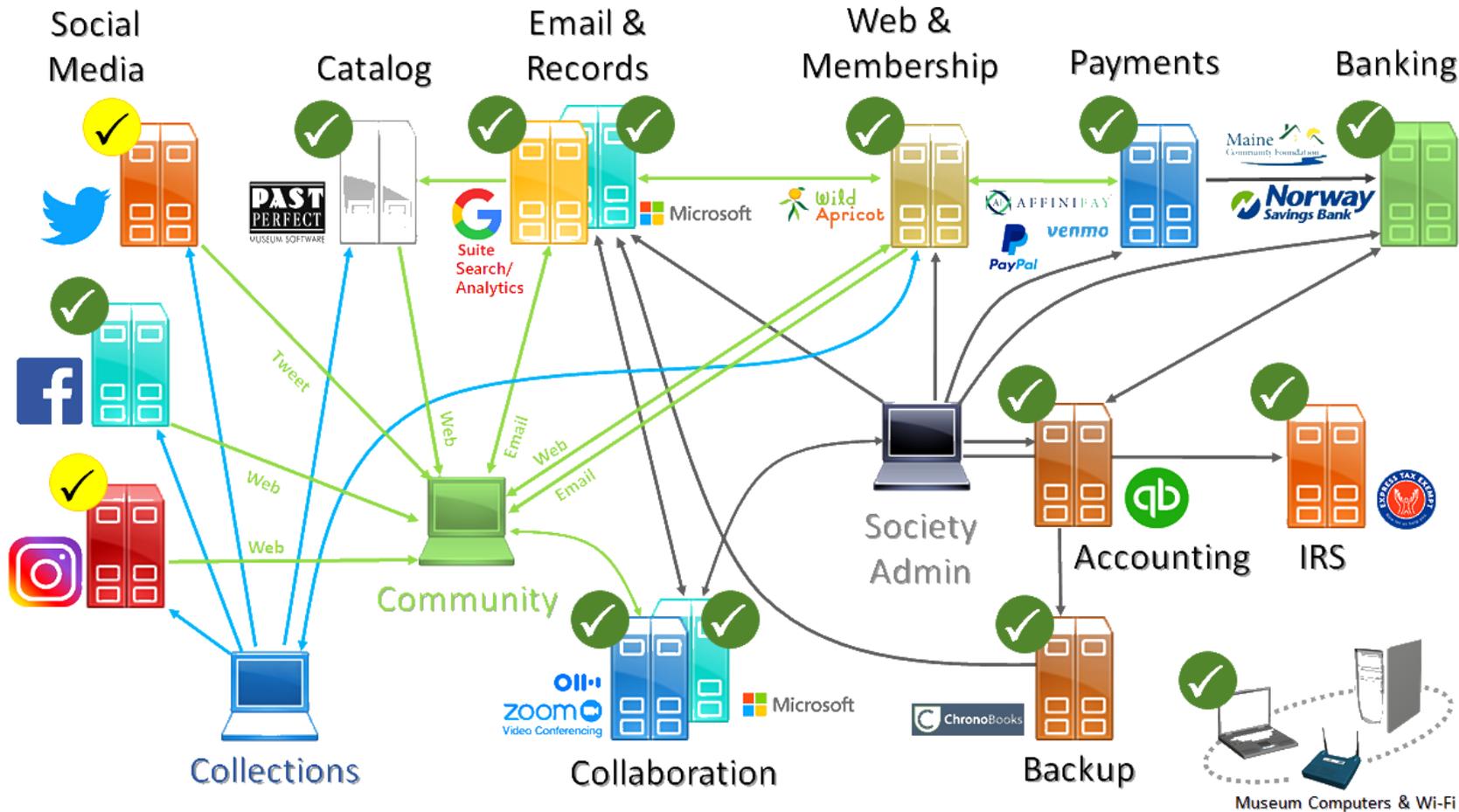
Facebook Page visits ⓘ

36 ↑ 140%



System Status

June 2022



Activity

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