



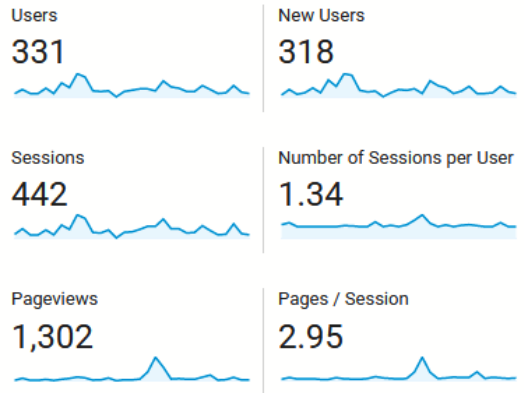
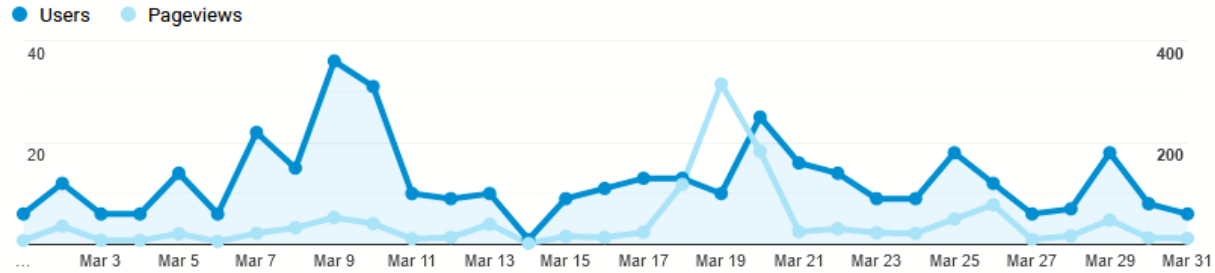
The Falmouth Historical Society

Online Presence

April 6, 2021

Website Activity

March 2021



Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	331 % of Total: 100.00% (331)	318 % of Total: 100.00% (318)	442 % of Total: 100.00% (442)
1. desktop	177 (53.47%)	166 (52.20%)	274 (61.99%)
2. mobile	143 (43.20%)	142 (44.65%)	155 (35.07%)
3. tablet	11 (3.32%)	10 (3.14%)	13 (2.94%)

Country	Users	% Users
1. 🇺🇸 United States	254	76.74%
2. 🇨🇳 China	47	14.20%
3. 🇧🇷 Brazil	17	5.14%
4. 🇳🇮 Nigeria	3	0.91%
5. 🇨🇦 Canada	2	0.60%
6. 🇬🇧 United Kingdom	2	0.60%
7. 🇧🇬 Bulgaria	1	0.30%
8. 🇨🇴 Colombia	1	0.30%
9. 🇯🇵 Japan	1	0.30%
10. 🇵🇰 Pakistan	1	0.30%

City	Users	% Users
1. Falmouth	48	14.20%
2. (not set)	26	7.69%
3. Shanghai	23	6.80%
4. Boston	12	3.55%
5. Zhengzhou	11	3.25%
6. Portland	11	3.25%
7. Yarmouth	10	2.96%
8. Raymond	8	2.37%
9. Beijing	7	2.07%
10. New York	6	1.78%

Facebook Activity

March 2021

Total Views



Total People Who Viewed



Insights

Last 28 days : Mar 8 - Apr 4 ▼

People Reached	40 ▼ 81%
Post Engagements	3 ▼ 90%
Page Likes	37 ▼ 20%

*Slacked off!
(No posts in March)*

