



Visibility Committee Report

Key Points

- **Web stats** – GA from September 1, 2016 to March 31, 2017 show 7,168 sessions (up from 5125) with 4,820 unique users (up from 1327) who spent an average of just under 3 minutes per session on the website, viewing an average of 2.5 pages. 65.7% of them were new visits. Huge increase from Iran!
- **Reports:** 633 total downloads since Sept 1, 2016 (up from 91)
- **Spotlight** still needs content from everyone!
- **Brochure** updated, any need for new **Task Flyers**?
- **Social Media:** - facebook group 190 members
 - LinkedIn with 33 members – canceled
 - Twitter with 450 followers
 - IEADSM youtube channel needs more videos
 - Slideshare with 142 slides and almost 10000 views
- **Templates and branding:** You need to use them!