There is a notable drop of visits to ECHO’s Facebook page over the holidays in December - this is not unusual. ECHO’s Facebook landing page was revamped over the holidays as well.

Twitter followers are increasing, as are retweets, in Dec. we saw a total of 9 RTs reaching a total of 7,137 people.

There were a total of 2565 visits to the website in November. This chart depicts daily visits.

Visitors viewed an av. of 3.31 pages before leaving the site. Of these visitors 69% were new.

The most trafficked page was Somali breast cancer at 822 views.
Traffic was down in December - as expected due to the holidays.

ECHO phone remains fairly flat. Dec’s topic was “Snow Safety” and “Extreme Cold Safety.”

Spanish PSA views far outnumber the rest due to the popularity of the STD PSA at 14,500 views.
Data labels indicated views in December

ECHO PSAs are as popular as programs.

A total of 92 potential partners across all areas have been contacted YTD.

*Note that this does not include the 1000 DVDs distributed for each program produced.

tptLIFE is trackable and aired ECHO programs 8 times that had a total of 4901 views. Averaging 613 viewers/program.