Blue indicates followers, red indicates page visits. We grew by 60 followers in 2011 and increased visits by 130 links viewed on the website 2011. There were a total of 24,380 visits to the website in 2011, an average of 2,032/month and 67/day. Visits viewed an av. of 3.4 pages before leaving the site. Of these visitors 67% were new. The most trafficked pages, are the homepage, about ECHO, Health and Safety Topics, ECHO Staff, and the webinar. 640 visits to the site were from mobile devices.

With the exception of October, there has not been a significant increase or decrease of calls to ECHO Phone in 2011.

Facebook Likes and Visits 2011

Twitter Followers 2011

E-Subscribers 2011

YouTube Program Views by Language 2011

Calls to ECHO Phone in 2011

Visits to echominnesota.org

YouTube PSA Views by Language 2011

New Partners in 2011

Outreach Events Attended

DVD Distribution via Outreach

TV Viewership Through October

ECHO can track the distribution of 6,555 DVDs in 2011. It is estimated that an additional 500 were distributed but not tracked.

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

ECHO programs aired on tpt channels 1,233 times in 2011. Estimated total tpt viewers in 2011 is 1,353,067.

We saw a 52% increase in followers throughout 2011.
ECHO had 52 retweets and mentions in 2011 that reached 30,785 people.

ECHO sent 2 emails in December to a total of 2,844 people. 14% of these emails were opened and 130 links were clicked.

We saw a 65% increase in subscribers throughout 2011.

A total of 75,105 full-length program views in 2011.
We saw a 168% increase in views throughout 2011.

A total of 18,942 full-length program views in 2011.
We saw a 64% increase in views throughout 2011.

A total of 2,844 full-length program views in 2011.
We saw a 65% increase in subscribers throughout 2011.