

Young Ostomates United (YOU) Inc

2016 AGM – IT Report

Website & Social Media

In 2015/16 YOU has continued to provide an informative website and social media communication for ostomates, their families and friends.

Here is a brief comparison with recent years' statistics for website traffic:

	2015/16	2014/15	2013/14
Aggregate Visits to youinc.org.au (since Oct 2003)	14,070	12,700	11,000
Nationality of Visitors to youinc.org.au (since Jan 2013) from:			
Australia	28.2%	30.0%	38.3%
USA	27.0%	26.9%	34.8%
Brazil	17.3%	16.7%	6.5%
Germany	3.6%	3.3%	4.3%
Italy	3.2%	3.1%	Not recorded

The high proportion of website visitors from both the USA and, unexpectedly, Brazil have been maintained. As previously note, it is important to keep in mind that almost 45% of our traffic is coming from these two countries when considering future directions and options for the site.

We had one new addition to our "YOU Stories" section on the site in the last twelve months with this facility continuing to be a popular and important resource for members and the broader community.

Time and resources permitting, it would be beneficial to explore making the site "responsive" (i.e. mobile friendly) in the upcoming year.

Here is an overview of our social media numbers:

	2015/16	2014/15	2013/14
Twitter followers (opened Jan 2013)	178	96	59
Facebook likes (opened Apr 2013)	91	59	38
Facebook Closed Group members (opened Apr 2013)	118	n/a	n/a

Whilst we only tweeted 7 times in 2015/16 (total of 30 tweets made since the account opened), the follower numbers have almost doubled in the last twelve months. The "likes" on Facebook also increased significantly – by just over 50% – both of which go to emphasise the importance of maintaining (and building on?) our social media presence.

[Helen will report on the Facebook pages separately.]

Mike

On behalf of YOU Inc Committee