



July Communications and Marketing Report

July, 2020
compared to June, 2020

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Communications officer, Volunteer Maine

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Website data

Website analytics

PAGEVIEWS
MCCS - HTTP://WWW.MAINESERVICECOMMISSION.GOV - W...

7,197

↑ 2.8%

UNIQUE PAGEVIEWS
MCCS - HTTP://WWW.MAINESERVICECOMMISSION.GOV - W...

5,715

↑ 1.8%

BOUNCE RATE
MCCS - HTTP://WWW.MAINESERVICECOMMISSION.GOV - W...

64.18%

↑ 2.2%

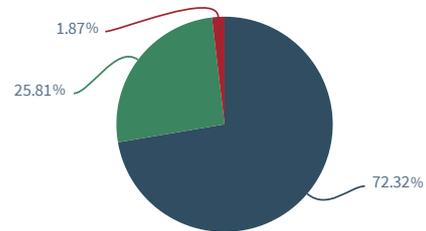
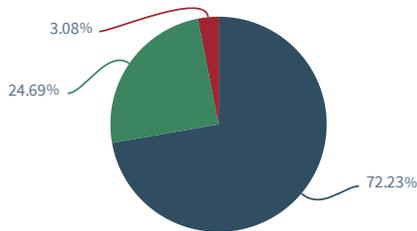
SESSIONS / DEVICE CATEGORY
MCCS - HTTP://WWW.MAINESERVICECOMMISSION.GOV - WWW.MAINESERVICECOMMISSION.GOV

Jul 1 - 31, 2020

Sessions: 2,013 ↑ 7.4%

Jun 1 - 30, 2020

Sessions: 1,875



■ desktop ■ mobile ■ tablet

Google Search results

CLICKS
WWW.MAINESERVICECOMMISSION.GOV/

433

↓ -12.9%

IMPRESSIONS
WWW.MAINESERVICECOMMISSION.GOV/

22,600

↓ -3.8%

TOP KEYWORDS
WWW.MAINESERVICECOMMISSION.GOV/

Jul 1 - 31, 2020

Jun 1 - 30, 2020

Query	Impr.	Clicks	CTR	Avg. position
americorps	541	0	0%	25.04
	811	0	0%	21.98
	↓ -33.3%	↑ ∞%	↑ ∞%	↑ 13.9%
	2,881	10	0.35%	11.35
	14,287	144	1.01%	56.44
	↓ -79.8%	↓ -93.1%	↓ -65.6%	↓ -79.9%

Jul 1 - 31, 2020 Jun 1 - 30, 2020

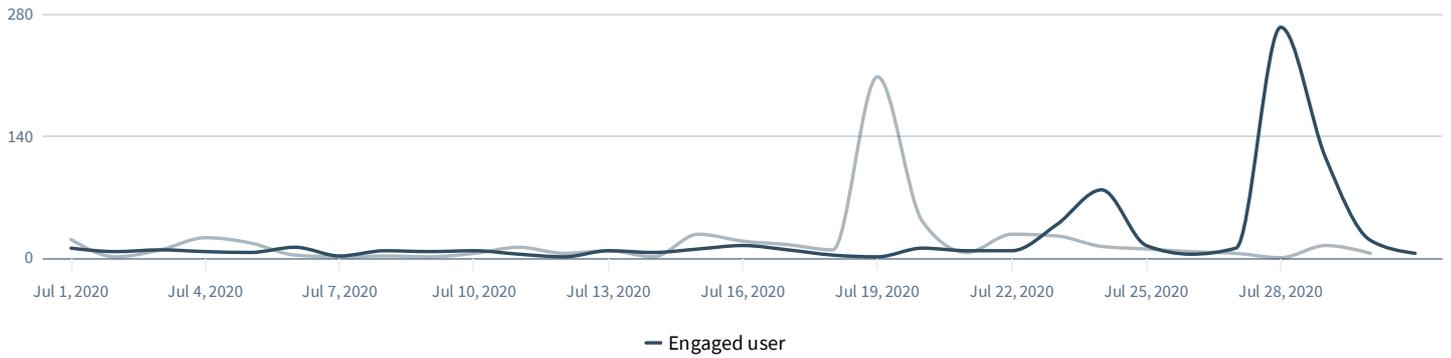
penquis	385	0	0%	8.38
	278	0	0%	8.58
	↑ 38.5%	↑ ∞%	↑ ∞%	↓ -2.3%
southern maine agency on aging	365	0	0%	9.19
	443	0	0%	8.15
	↓ -17.6%	↑ ∞%	↑ ∞%	↑ 12.8%
eastern area agency on aging	361	0	0%	9.23
	370	0	0%	9.02
	↓ -2.4%	↑ ∞%	↑ ∞%	↑ 2.3%
volunteer maine	275	8	2.91%	2.32
	385	3	0.78%	6.79
	↓ -28.6%	↑ 166.7%	↑ 273.3%	↓ -65.9%
maine conservation corps	228	2	0.88%	6.89
	218	2	0.92%	7.29
	↑ 4.6%	↑ 0.0%	↓ -4.4%	↓ -5.5%
americorps pledge	217	0	0%	9.71
	286	0	0%	7.75
	↓ -24.1%	↑ ∞%	↑ ∞%	↑ 25.4%
united way of eastern maine	189	0	0%	7.34
	128	0	0%	8.39
	↑ 47.7%	↑ ∞%	↑ ∞%	↓ -12.5%
americorps vista	167	0	0%	23.48
	195	1	0.51%	20.42
	↓ -14.4%	↓ -100.0%	↓ -100.0%	↑ 15.0%
goodwill maine	153	0	0%	11.94
	687	0	0%	12.02
	↓ -77.7%	↑ ∞%	↑ ∞%	↓ -0.7%
	2,881	10	0.35%	11.35
	14,287	144	1.01%	56.44
	↓ -79.8%	↓ -93.1%	↓ -65.6%	↓ -79.9%

Social media

Facebook (Volunteer Maine page)

ENGAGED USERS VOLUNTEER MAINE

Jul 1 - 31, 2020 compared to Jun 1 - 30, 2020



NEW PAGE LIKES VOLUNTEER MAINE

17
↑ 88.9%

ENGAGED USERS VOLUNTEER MAINE

583
↑ 40.8%

REACH VOLUNTEER MAINE

7,930
↑ 0.2%

POSTS VOLUNTEER MAINE

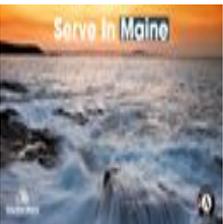
Jul 1 - 31, 2020 Jun 1 - 30, 2020

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments	Shares
 We had a busy mornin...	July 23, 2020	5,886	362	6%	6	1	6
		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
 Meet Molly Agrimson, a...	July 23, 2020	741	100	13%	9	0	4
		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
		12,804	680	5%	124	1	43
		11,152	498	4%	86	5	33
		↑ 14.8%	↑ 36.5%	↑ 19.1%	↑ 44.2%	↓ -80.0%	↑ 30.3%

Jul 1 - 31, 2020 Jun 1 - 30, 2020

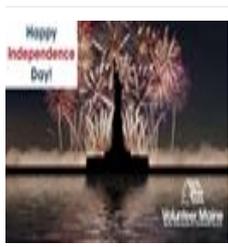
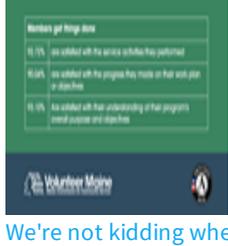
	July 17, 2020	287	10	3%	2	0	3	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
Support a preschool cl...								
	July 1, 2020	210	10	5%	3	0	2	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
Maine AmeriCorps me...								
	July 24, 2020	203	10	5%	4	0	2	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
It's more than a gap ye...								
	July 28, 2020	202	10	5%	4	0	2	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
Make a difference by se...								
	July 5, 2020	201	5	2%	3	0	1	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
Maine AmeriCorps serv...								
	July 28, 2020	193	17	9%	7	0	1	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
Join us in congratulati...								
		12,804	680	5%	124	1	43	
		11,152	498	4%	86	5	33	
		↑ 14.8%	↑ 36.5%	↑ 19.1%	↑ 44.2%	↓ -80.0%	↑ 30.3%	

Jul 1 - 31, 2020 Jun 1 - 30, 2020

 <p>Serve In Maine</p>	July 20, 2020	183	6	3%	2	0	1
	<p>What you've heard is tr...</p>	0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
 <p>Serve In Maine</p>	July 16, 2020	179	10	6%	3	0	4
	<p>Serving in Maine will ch...</p>	0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
 <p>Volunteer Maine Professional Development Fund</p>	July 9, 2020	177	5	3%	3	0	1
	<p>Attention managers of ...</p>	0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
	July 27, 2020	170	9	5%	3	0	1
	<p>We can't wait to see yo...</p>	0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
 <p>#GettingDone</p>	July 24, 2020	168	5	3%	1	0	2
	<p>"My AmeriCorps experi...</p>	0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%

12,804	680	5%	124	1	43
11,152	498	4%	86	5	33
↑ 14.8%	↑ 36.5%	↑ 19.1%	↑ 44.2%	↓ -80.0%	↑ 30.3%

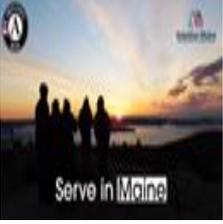
Jul 1 - 31, 2020 Jun 1 - 30, 2020

 <p>Did you know that 51...</p>	<p>July 3, 2020</p>	<p>163 0 ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>1% 0% ↑ ∞%</p>	<p>1 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>1 0 ↑ ∞%</p>
 <p>Happy Independence ...</p>	<p>July 4, 2020</p>	<p>154 0 ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>1% 0% ↑ ∞%</p>	<p>1 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>1 0 ↑ ∞%</p>
 <p>Spotted: Jamie, our gr...</p>	<p>July 30, 2020</p>	<p>151 0 ↑ ∞%</p>	<p>5 0 ↑ ∞%</p>	<p>3% 0% ↑ ∞%</p>	<p>5 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>
 <p>It's time for change. Sp...</p>	<p>July 29, 2020</p>	<p>148 0 ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>1% 0% ↑ ∞%</p>	<p>1 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>1 0 ↑ ∞%</p>
 <p>Maine National Service ...</p>	<p>July 17, 2020</p>	<p>142 0 ↑ ∞%</p>	<p>4 0 ↑ ∞%</p>	<p>3% 0% ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>1 0 ↑ ∞%</p>
 <p>We're not kidding whe...</p>	<p>July 14, 2020</p>	<p>140 0 ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>1% 0% ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>
		<p>12,804 11,152 ↑ 14.8%</p>	<p>680 498 ↑ 36.5%</p>	<p>5% 4% ↑ 19.1%</p>	<p>124 86 ↑ 44.2%</p>	<p>1 5 ↓ -80.0%</p>	<p>43 33 ↑ 30.3%</p>

Jul 1 - 31, 2020 Jun 1 - 30, 2020

	July 20, 2020	135	7	5%	4	0	0
<p>Even though things wil...</p>		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
	July 29, 2020	134	5	4%	2	0	1
<p>Volunteer managers! G...</p>		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
	July 10, 2020	132	4	3%	3	0	1
<p>Why join a Maine Ameri...</p>		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
	July 6, 2020	127	6	5%	3	0	0
<p>Your community need...</p>		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
	July 1, 2020	127	4	3%	2	0	0
<p>Every Maine AmeriCor...</p>		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
		12,804	680	5%	124	1	43
		11,152	498	4%	86	5	33
		↑ 14.8%	↑ 36.5%	↑ 19.1%	↑ 44.2%	↓ -80.0%	↑ 30.3%

Jul 1 - 31, 2020 Jun 1 - 30, 2020

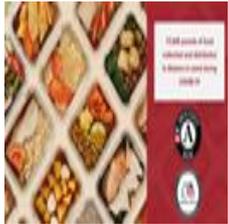
	July 21, 2020	124	6	5%	2	0	1	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
Regardless of where y...								
	July 3, 2020	124	7	6%	3	0	0	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
Be the difference. Serv...								
	July 13, 2020	123	3	2%	2	0	0	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
Assist with mentoring ...								
	July 9, 2020	123	4	3%	4	0	0	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
Maine AmeriCorps alu...								
	July 27, 2020	118	4	3%	1	0	1	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
"AmeriCorps is a valua...								
	July 22, 2020	118	2	2%	1	0	0	
		0	0	0%	0	0	0	
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	
"I'm honored to have ...								
		12,804	680	5%	124	1	43	
		11,152	498	4%	86	5	33	
		↑ 14.8%	↑ 36.5%	↑ 19.1%	↑ 44.2%	↓ -80.0%	↑ 30.3%	

Jul 1 - 31, 2020 Jun 1 - 30, 2020



Maggie Blumenthal, a ...

July 14, 2020	117	6	5%	5	0	0
	0	0	0%	0	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%



Mainers take care of M...

July 8, 2020	117	5	4%	2	0	0
	0	0	0%	0	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%



Serving in Maine create...

July 15, 2020	113	3	3%	2	0	0
	0	0	0%	0	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%



Honorees recognized o...

July 2, 2020	113	2	2%	1	0	0
	0	0	0%	0	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%

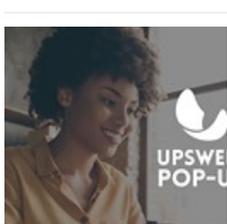


AmeriCorps members ...

July 15, 2020	112	2	2%	2	0	0
	0	0	0%	0	0	0
	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%

12,804	680	5%	124	1	43
11,152	498	4%	86	5	33
↑ 14.8%	↑ 36.5%	↑ 19.1%	↑ 44.2%	↓ -80.0%	↑ 30.3%

Jul 1 - 31, 2020 Jun 1 - 30, 2020

 <p>A record-high in fundin...</p>	<p>July 15, 2020</p>	<p>110 0 ↑ ∞%</p>	<p>3 0 ↑ ∞%</p>	<p>3% 0% ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>
 <p>Are you a Returned Pe...</p>	<p>July 22, 2020</p>	<p>109 0 ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>2% 0% ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>
 <p>Attention managers of ...</p>	<p>July 6, 2020</p>	<p>109 0 ↑ ∞%</p>	<p>6 0 ↑ ∞%</p>	<p>6% 0% ↑ ∞%</p>	<p>4 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>
 <p>Maine AmeriCorps me...</p>	<p>July 10, 2020</p>	<p>107 0 ↑ ∞%</p>	<p>6 0 ↑ ∞%</p>	<p>6% 0% ↑ ∞%</p>	<p>3 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>
 <p>Maine AmeriCorps serv...</p>	<p>July 8, 2020</p>	<p>107 0 ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>2% 0% ↑ ∞%</p>	<p>1 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>
 <p>Hey, volunteer leaders...</p>	<p>July 13, 2020</p>	<p>106 0 ↑ ∞%</p>	<p>3 0 ↑ ∞%</p>	<p>3% 0% ↑ ∞%</p>	<p>2 0 ↑ ∞%</p>	<p>0 0 ↑ ∞%</p>	<p>1 0 ↑ ∞%</p>
		<p>12,804 11,152 ↑ 14.8%</p>	<p>680 498 ↑ 36.5%</p>	<p>5% 4% ↑ 19.1%</p>	<p>124 86 ↑ 44.2%</p>	<p>1 5 ↓ -80.0%</p>	<p>43 33 ↑ 30.3%</p>

Jul 1 - 31, 2020 Jun 1 - 30, 2020

 <p>Maine AmeriCorps serv...</p>	July 7, 2020	106	1	1%	1	0	0
		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
	July 2, 2020	104	2	2%	2	0	3
		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
 <p>What's your take on th...</p>	July 21, 2020	96	3	3%	2	0	1
		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
 <p>Why serve in Maine dur...</p>	July 30, 2020	93	2	2%	2	0	0
		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%
 <p>Way to go Healthy Aca...</p>	July 16, 2020	80	2	3%	1	0	0
		0	0	0%	0	0	0
		↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%	↑ ∞%

Twitter

Analytics Home Tweets More ▾
VolunteerMaine.org [Sign up for Twitter Ads](#)

Account home

Volunteer Maine @VolunteerMaine

Page updated daily

28 day summary with change over previous period

Tweets 45 ↑21.6%	Tweet Impressions 17K ↑18.9%	Profile visits 239 ↑149.0%	Mentions 27 ↑800.0%	Followers 1,516 ↓-4
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Jul 2020 - 30 days so far...

Tweet Highlights

Top Tweet earned 730 impressions

Meet **Molly Agrimson**, a service member with Maine **@AmeriCorps**. Though she could not stay with us in Maine due to COVID-19, she is continuing her service in her home state of Oregon. Great to see **#AmeriCorps** members continuing to **#GetThingsDone**.
<pic.twitter.com/iO1ecPWmHK>

She Gets Things Done

2 likes 5 retweets

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 29 engagements

America's Service Commissions @statecommission · Jul 15

Shout-outs continued... **@KansasVolunteer @volunteer_la @MassService @VolunteerMaine @MCSConline @ServeMN @VolunteerYall @VolunteerNC @VolunteerNH @NJStateDept @nvvolunteers @ServeOhio @UWASC @UServeUtah @ServeWA @ServeWisconsin @ServeWyoming** 🙌

2 likes 15 retweets

[View Tweet](#)

Top media Tweet earned 689 impressions

Maine **@AmeriCorps** members delivered 19,845 meals from March - May 2020, because Mainers help Mainers, especially when dealing with a pandemic. Learn more: maineservicecommission.gov/news/2020/04/2...

#ServeInMaine #AmeriCorps #VolunteerMaine
<pic.twitter.com/rSAASszDIS>

2 likes 8 retweets

[View Tweet activity](#) [View all Tweet activity](#)

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

JUL 2020 SUMMARY

Tweets 48	Tweet Impressions 18.1K
Profile visits 244	Mentions 27

New followers **-3**

Engagement
Showing 30 days with daily frequency

Engagement rate: **1.2%** Jun 30 **9.4%** engagement rate

Link clicks
39 Jun 30 **0** link clicks

On average you earned **1 link clicks** per day

Retweets
28 Jun 30 **1** retweet

On average you earned **1 Retweets** per day

Link
49 Jun 30 **1** link

On average you earned **2 links** per day

Replies
2 Jun 30 **0** replies

On average you earned **0 replies** per day

Your Tweets earned 14.8K impressions over this 30 day period

YOUR TWEETS
During this 30 day period, you earned **495 impressions** per day.

LinkedIn

NEW FOLLOWERS (ORGANIC) VOLUNTEER MAINE

1

↓ -66.7%

OVERALL PERFORMANCE VOLUNTEER MAINE

Engagement

- 0%
- 100%
- 25%
- 7.69%
- 16.67%
- 20%
- 23.81%
- 33.33%
- 11.11%
- 22.73%

Comment count	0
Like count	10
Share count	0
Impression count	164

Instagram

FOLLOWERS (TOTAL) VOLUNTEER MAINE

165

↑ 0.0%

IMPRESSIONS VOLUNTEER MAINE

1,966

↑ 254.2%

REACH VOLUNTEER MAINE

1,218

↑ 179.4%

LIKES VOLUNTEER MAINE

179

↑ 203.4%

VIDEO VIEWS VOLUNTEER MAINE

0

↓ -100.0%

COMMENTS VOLUNTEER MAINE

4

↑ 300.0%

NOTE: Follower count last month was 153. There were 12 new followers this month. Platform does not show comparison.

YouTube

VIDEOS
VOLUNTEER MAINE - USD

31

↓ -77.4%

ESTIMATED MINUTES WATCHED
VOLUNTEER MAINE - USD

89m

↓ -64.5%

AVERAGE VIEW DURATION
VOLUNTEER MAINE - USD

173s

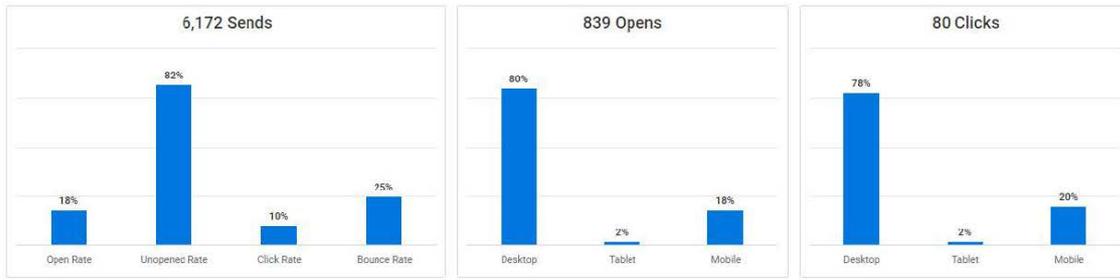
↑ 57.3%

Email Marketing

Trends

Check out how your numbers compare over time.

Your open rate:	18%	Your click rate:	10%
vs. previous 30 days	+0%	vs. previous 30 days	+6%
vs. industry average	-4%	vs. industry average	+0%



Campaigns Sent from Jul 1, 2020 - Jul 31, 2020

See how all your campaigns performed during the selected time range.

Table Graph

2 Items Export All Compare Selected

Search by Campaign Name

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Thu, Jul 30, 2020, 4:55 PM	July newsletter	2,616	250 12%	16 6%	596 23%	0 0%
<input type="checkbox"/>	Tue, Jul 28, 2020, 8:00 AM	July 2020 Change of Officer Press Release	41	10 27%	1 10%	4 10%	0 0%

Campaigns Sent from Jul 1, 2020 - Jul 31, 2020

See how all your campaigns performed during the selected time range.

Table Graph

Show 100

Download As

Search by Campaign Name

