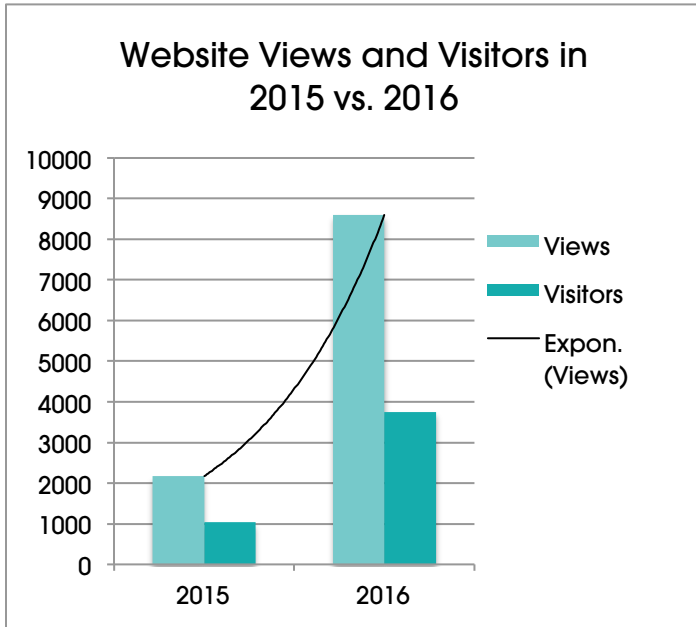




## Website and Social Media Audit Summary

### Website



#### Website Analysis

- Posts: 21
- Visitors: 4,833
- Views: 10,861
- Most popular day: Tuesdays at 5:00 PM.

### Twitter

#### Popular Months 2016

1. April
2. March
3. November

#### Age Demographic Followers:

- 33% - 18 to 24
- 24% - 54 -up

#### Twitter Analysis:

- Tweets: 2,069
- Following: 610
- Followers: 909
- Likes: 898

#### Organic Audience:

- 45% -18 to 24

### Facebook

Growth: 44.7% in Likes since 2015

- 348 Likes
- Best time to post: Thursday 9pm
- 26.5% of our audience is between ages 18-25.
- Post type success: LINK

## RECOMMENDATIONS

Expand our website traffic and improve our online image

**Strategy 1:** Short video about international student's impact on NB's economy

Emphasize the presence of PSE students in NB

**Strategy 3:** Students of NB Project (like Humans of New York)

Inform the public about the impact international PSE students make in the province

**Strategy 2:** Upgrade in regards of style and increase the amount of content in our website

Promote the 2017 Advocacy Document

**Strategy 4:** Short videos of each recommendation of the new 2017 policy document