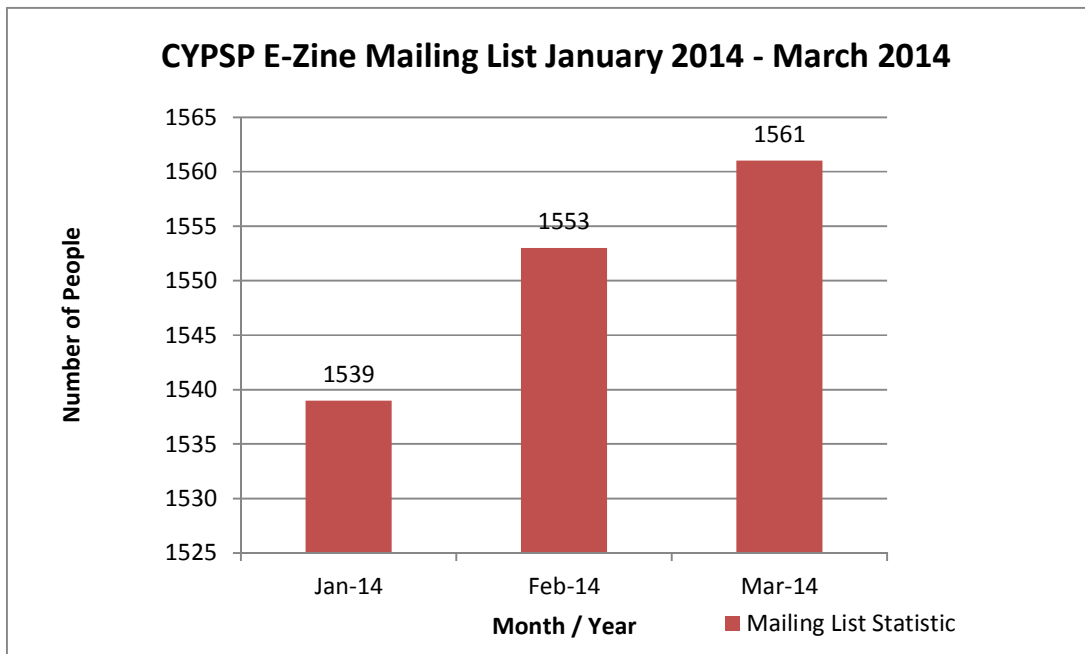
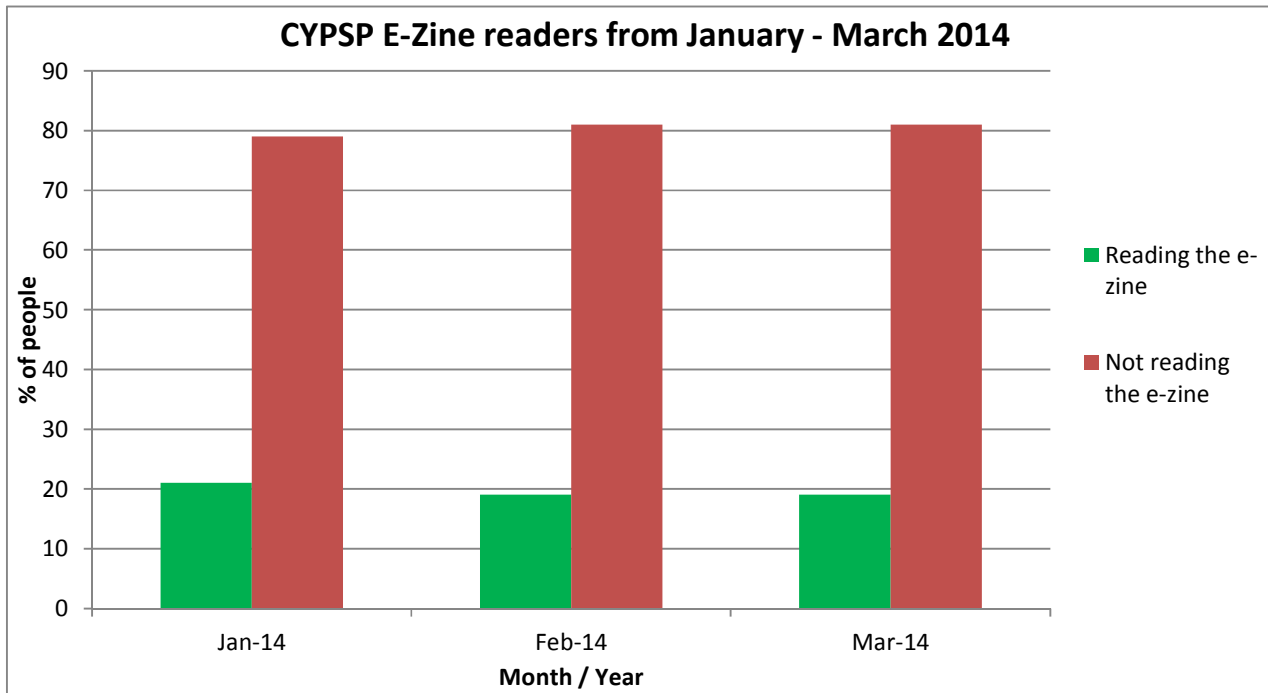




**CYPSP
COMMUNICATION
PERFORMANCE
REPORT**

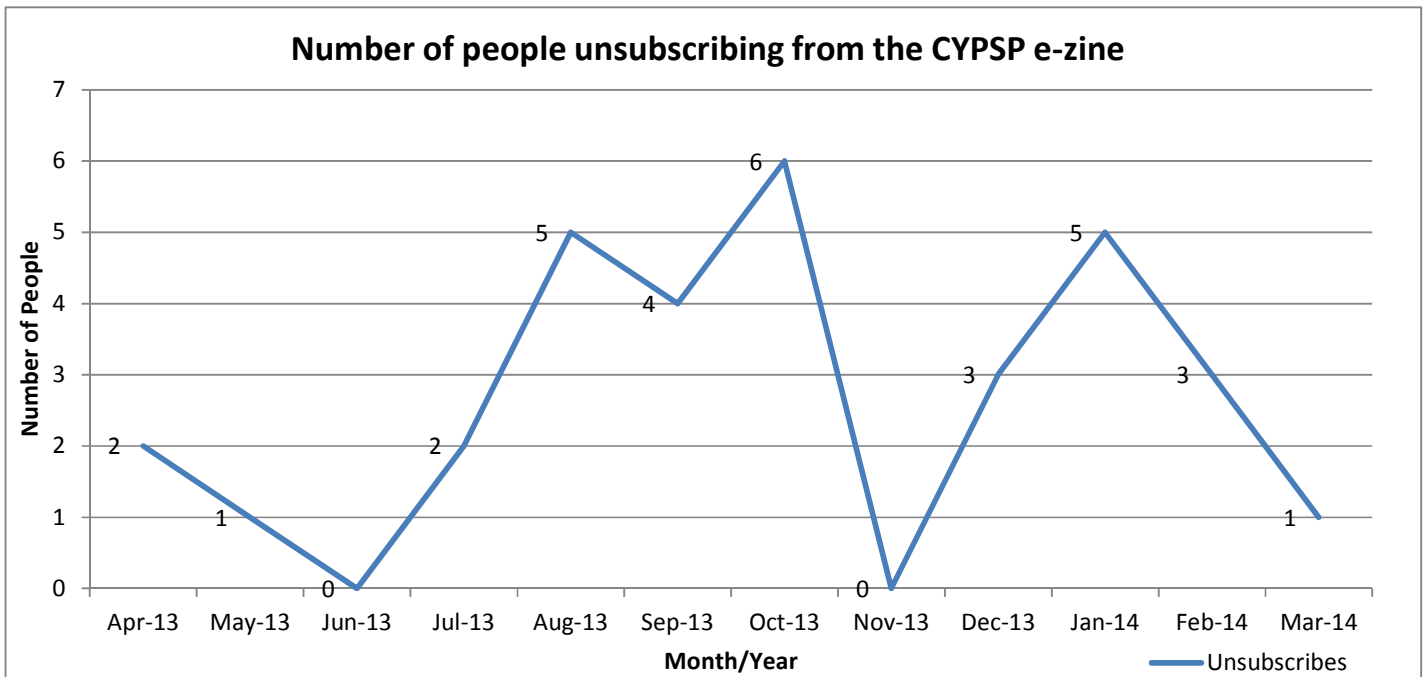
(January – March 2014)

CYPSP E-Zine – January – March 2014



- Opening rate of 19-21%
- Unopened rate of 79-81%)
- Mailing list is increasing (due to new Locality Planning Groups)





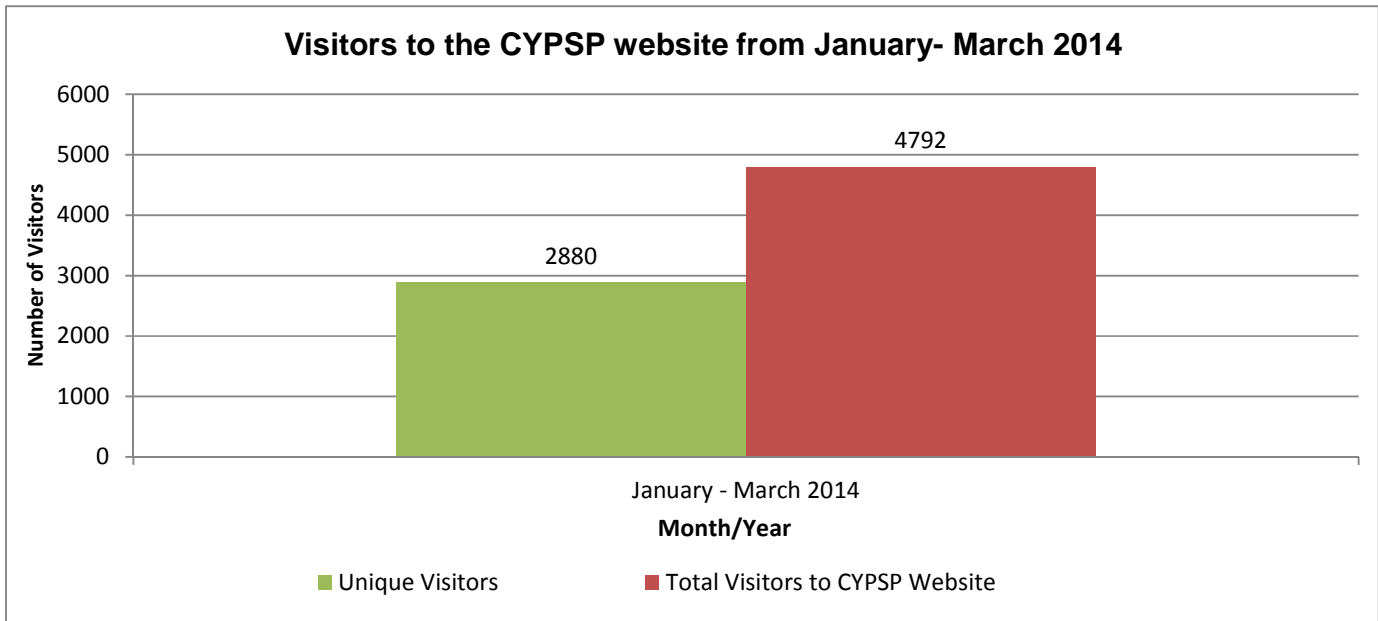
There has been a decline in the number times readers are using the CYPSP e-zine. Between the months of January – March 2014 the e-zine performance recorded that the e-zine was being opened approximately 2-3 times per person.

From the E-zine records the e-zine has been forwarded twice in the last 3 months. There is no method of monitoring who forwards the e-zine from their email which will ultimately skew statistics.

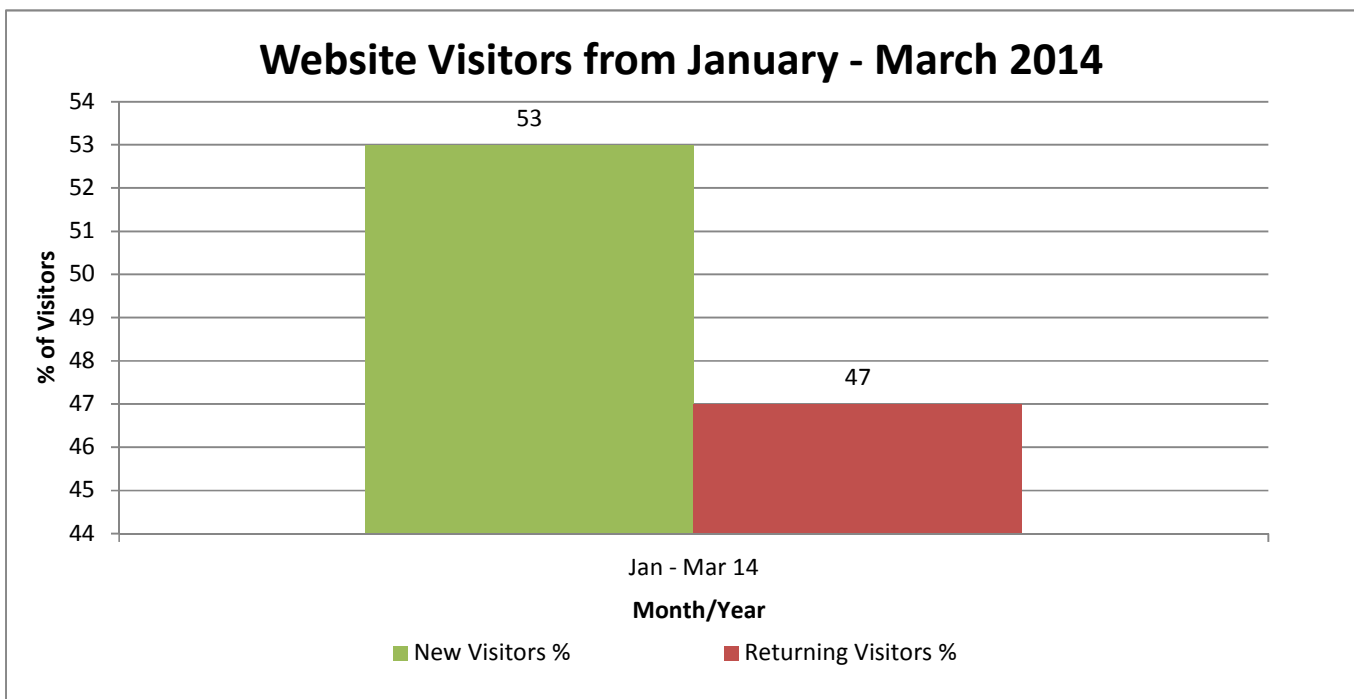
Most popular links in the last 3 months of January – March 2014 have been;

- Delivering Social Change OFMDFM (Jan)
- CYPSP Membership Application (Feb)
- New Regional Family Support Co-Ordinator (Mar)

CYPSP Website - January- March 2014



- **Unique visitors** : Have increased by 624 visitors since last quarter (October – December 2013).
- **Total visitors:** There has been an overall increase in the total number of (new and returning visitors using the website with an increase of 1367 visits since the last quarter (October – December 2013).



CYPSP Communications Performance

The number of pages viewed on the CYPSP website has increased since last quarter Oct-Dec 2013.

- 25,706 pages – January to March 2013
 - 18,471 – April to June 2013
 - 11,705 - July to September 2013
 - 11,459 – October – December 2013
 - **15,092 – January – March 2014**
-
- **Average page views** per visit is **3** pages

 - **Search traffic** to website has decreased from 66% in the last quarter to **56%** of website entries. This means people are directly searching for the CYPSP website through search engines. The top 5 keyword searches in this quarter were; cypsp, cypsp ni, cypsp.com, children and young people's strategic partnership and cypsp northern Ireland.

 - **Referral traffic** from other sources has increased from 15% in quarter 2 (March-June) to 18% (July-September) to 21% (October-December).
The most popular referral pathways between January and March 2014 have been; CYPSP e-zine, RVH, HSCB, OFMDFM and SEHSCT.

 - **Social referral traffic** saw 181 referrals from January to March 2014 from social media routes of which; 60% from Twitter, 7% from Facebook, 30% from URL and 1% from Wordpress.

 - **Direct traffic** to the website through typing the website into the url. address link has continued to decrease from 30% to **25%** at January – March 2014.

 - International visits to the CYPSP website;
 1. **UK – 91%**
 2. **Ireland – 2%**
 3. **Brazil 2%**
 4. **USA – 1%**
 5. **Germany 0.48%**

 - Most popular pages;
 1. **Homepage (3654 page views)**
 2. **News and Events (930 page views)**
 3. **Locality Planning Groups (840 page views)**
 4. **Family Support Hubs (705 page views)**
 5. **Publications (600 page views)**
 6. **Maps (475 page views)**

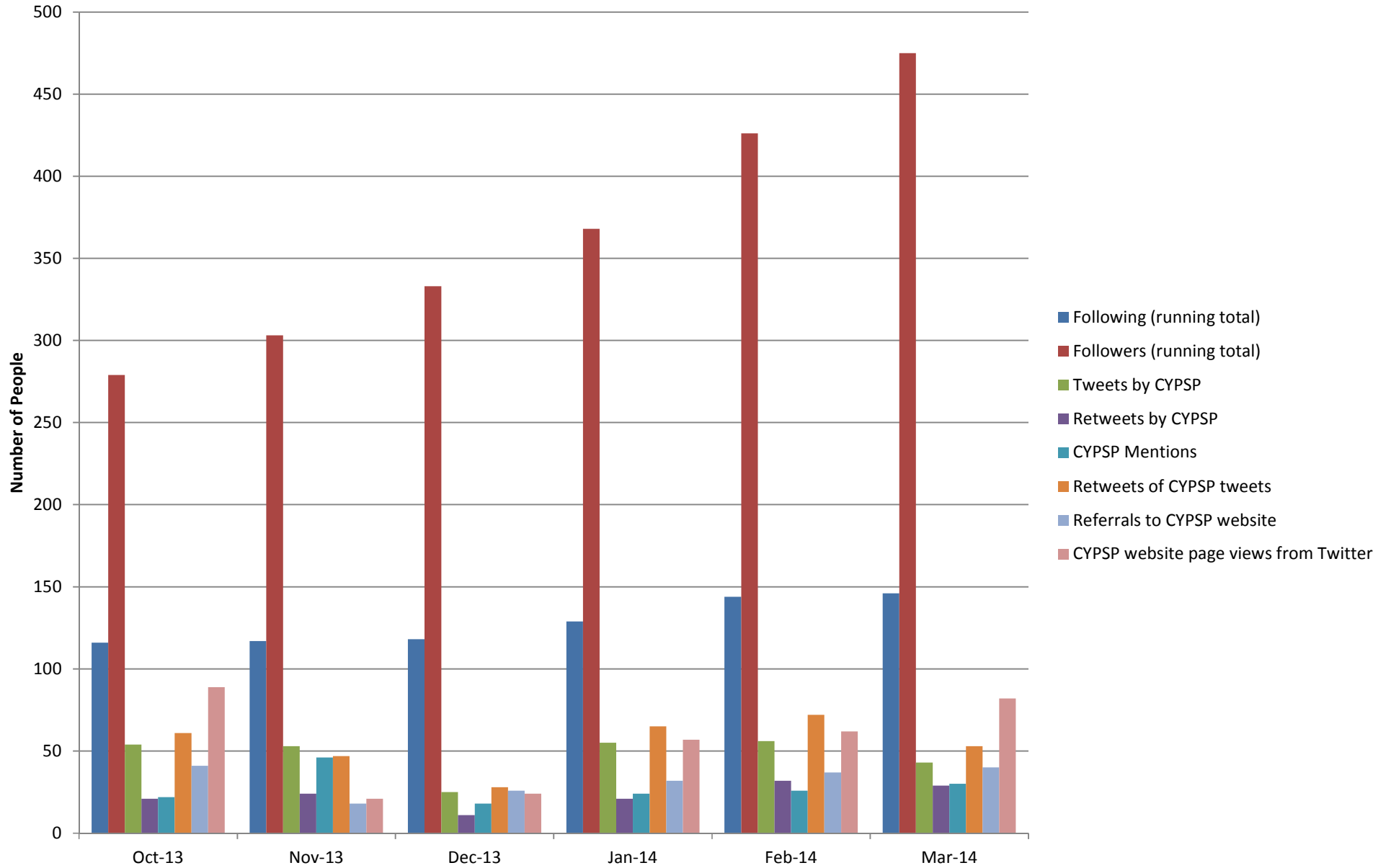
CYPSP Twitter – Monthly – January - March 2014

CYPSP in Northern Ireland - @cypsp

Activity from the CYPSP twitter account has continued to increase over the past year of 2013. The statements below reflect the CYPSP twitter account performance for January to March 2014;

- Between **2-3 tweets a day** with an average of **51 tweets a month**.
- Average of **27 re-tweets** a month
- CYPSP twitter **follows 146** organisations that work with or for children and young people.
- CYPSP **followers** have increased from:-
 - **43** at January 2013, to
 - **106** at April 2013, to
 - **245** at September 2013, to
 - **333** at December 2013, to
 - **475** at March 2014
- On average there have been approximately **36 referrals to the CYPSP website** from twitter each month. In the last three months there have been 154 tweets from CYPSP. This means for **every tweet, four people have been referred** to the CYPSP website.
- The CYPSP twitter account has accounted for on average 67 page views each month between January and March 2014 (total of **201 page views** in 3 months).

CYPSP Twitter Activity from October 2013 - March 2014



CYPSP Media pickups – Monthly (January – March 2014)

There have been **7 media pick-ups relating to CYPSP** between January and March 2014 of which;

X 4 January 2014

Date	Organisation link originated	Type of media pick up	Subject
13/01/14	Community NI	Website update	Children, young people, parents and community/youth workers are invited to attend the CYPSP and internet safety experts, 'Beat the Cyber Bully' at a workshop on 13 January 2014 to raise awareness of making good choices on the internet and social media
Jan 2014	http://www.shelter.org.uk	Jan 2014 Newsletter	<p>http://www.shelter.org.uk/_data/assets/pdf_file/0009/774657/IO4YP_Jan_2014_newsletter.pdf</p> <p>Early intervention in other countries</p> <p>Northern Ireland In Northern Ireland, the Children and Young People's Strategic Partnership (CYPSP) brings together A range of agencies, including voluntary and community sector organisations, with the aim of improving the lives of children and young people in Northern Ireland. Among the services provided are Family Support Hubs. These are a multi-agency network of statutory, community and voluntary organizations that either provide early intervention services or work with families who need early intervention services.</p> <p>The network accepts referrals of families who need early intervention family support and uses their knowledge of local service providers and the Family Support Database to sign post families with specific needs to appropriate services. For more information, see CYPSP.</p>
16/01/14	www.mencap.org.uk	Website update	http://www.mencap.org.uk/news/article/mencap-hype-students-celebrate-employment-training-success

			Mencap HYPE students celebrate employment training success – CYPSP mention
17/01/14	voterossbrown.eu	Website update / query to minister	http://voterossbrown.eu/who-is-a-young-person-in-northern-ireland/

X 4 February

Date	Organisation link originated	Type of media pick up	Subject
10/02/14	www.newry.ie	Website update / CYPSP mention	http://www.newry.ie/news/latest-news/2258-hannaway-new-ceo-for-newry-mourne-and-down-council Local man Liam Hannaway has been appointed as the new CEO of Newry Mourne and Down Council, He is also currently Chairman of the Irish branch of SOLACE, the Society of local authority Chief Executives and Vice Chairman of CYPSP the Children and Young People's Strategic Partnership as well as Honorary Secretary of Youth Action NI. Liam is also a member of the Chartered Institute of Housing and the Institute of Directors
14/02/2014	Antrim Learning Together Event	Press Release	Antrim teachers are 'Learning Together' Antrim Guardian, Page 23, 20 Mar 2014 OVER 100 teachers from schools in the Antrim Borough joined local family support professionals to consider the emotional health and wellbeing of local children and young people at the Antrim Learning Together event. The event in Parkhall Junior School was organised jointly by Antrim Learning Together Partnership and Children and Young People's Strategic Partnership Antrim Locality Planning Group to raise awareness among teaching staff about the range of issues that can affect young people today and how teachers can offer support within the school environment.

CYPSP Communications Performance

19/02/14	CINI	Response to Consultation on website	http://tinyurl.com/lyt4c8n
28/02/2014	Community NI	Website update	<p>The Regional Think Family Sub Group of the Children and Young People's Strategic Partnership (CYPSP) has overseen the development of two leaflets on parental mental health to support children and young people in Northern Ireland</p> <p>http://www.communityni.org/news/cypsp-think-family-leaflets-so-your-mum-or-dad-has-mental-illness</p>

X 15 March 2014

Date	Organisation link originated	Type of media pick up	Subject
March 2014	victimsupportni.co.uk	Response to OFMDFM consultation on website	<p>The Office of the First Minister & Deputy First Minister Delivering Social Change for Children & Young People March 2014</p> <p>Victim Support NI is also surprised by the failure to recognise the significant and effective role of the Children and Young People's Strategic Partnership (CYPSP) in the consultation document. This is a particularly significant omission. read more select link below: http://tinyurl.com/kz88md9</p>
March 2014	nipolicingboard.	March 2014 Newsletter	<p>The Children and Young People's Strategic Partnership (CYPSP) and Fermanagh PCSP recently co hosted an event in the Ardhowen Theatre. Bringing together 250 young people with representatives from statutory, voluntary and community organisations, discussions centred on the support services currently available and how these can be improved in the future. Click below to read more:</p>

			http://www.nipolicingboard.org.uk/inpartnershipmar.pdf
March 2014	www.effectiveservices.org	Childrens Budgeting paper	CHILDREN'S BUDGETING IN NORTHERN IRELAND: AN EXPLORATORY STUDY Dr Helga Sneddon March 2014 http://www.effectiveservices.org/images/uploads/Childrens_budgetting_findings_paper_-_FINAL_(2).pdf
March 2014	Include Youth	Response to consultation	http://tinyurl.com/kfwnxqe
March 2014	Queens University	Response to consultation	http://tinyurl.com/mtdwcyl
March 2014	Parenting NI	Parenting Forum E Brief	http://tinyurl.com/k4hcdlb
March 2014	NSPCC	Response to consultation	http://tinyurl.com/kwxaugm
10/03/14	CYPSP Derry Event	Press Release	Young people, professionals and politicians share their views on future children's services Young people, professionals and politicians had their say on future services for children and young people at a workshop held on Friday 7 March in the Millennium Forum, Derry-Londonderry.
11/03/14	CYPSP Strabane Event	Press Release	12 March 2014 Parents had their say on future services for children and young people at an information event held last night at Holy Cross College in Strabane. They also picked up internet safety tips from keynote speaker Wayne Denner, MCIM – Youth Digital Communications expert who highlighted the importance of parents and their children talking about how to behave positively, safely and responsibly online.
21/03/14	Belfast City Council	Response to Consultation	http://tinyurl.com/lhcau62
26/03/14	South Belfast Partnership Board	Response to consultation	http://tinyurl.com/lq8lphc

CYPSP Communications Performance

27/03/14	Strabane Chronicle	Media Pickup	<p>http://strabanechronicle.com/2014/03/nearly-half-of-pregnant-women-in-the-ballycolman-smoke</p> <p>Figures have been compiled into an interactive map by the Children and Young People's Strategic Partnership (CYPSP), an overarching body which brings together a range of agencies with the aim of improving lives of children and Young people in the North.</p>
27/03/14	Employers for Children	Response to consultation	<p>http://tinyurl.com/kq5uxqn</p>
27/03/14	Ballyclare Fun and Facts Day	Press Release	<p>Ballyclare 'fun and facts' session for all age groups Newtownabbey Times, Page 26, 27 Mar 2014 Ballyclare fun and facts session for all age groups BY TIMES REPORTER Parents, grandparents, carers, children and young people have enjoyed a fun-filled information morning at Ballyclare Community Concerns. The fun and facts day, organised by the CYPSP Ballyclare and Rural Newtownabbey Locality Planning Group, aimed to provide local people with information about the support services available in the area from voluntary, community and statutory organisations for children, young people and families.</p>
31/03/14	HCB	Response to consultation	<p>http://tinyurl.com/lhrqj3</p>