

# Example Engagement Metrics for the NEON Project

For more information: Wendy Gram (wgram@battelleecology.org) and Alycia Crall (acrall@battelleecology.org)

| PRODUCT  | PRIMARY GOAL                | REPORTING METRICS  | COLLECTION TOOL                     |
|--|-----------------------------|--|-------------------------------------|
| General NEON Science Website   | Build NEON User Community   | Total number of sessions by month; average time on page; percentage of users by country; average number of pages explored per user session; % of new vs returning users; % of users per acquisition type; top page views per content type                          | Google Analytics                    |
| NEON Data Portal   | Build NEON User Community   | Total number of sessions by month; average time on page; percentage of users by country; average number of pages explored by user session; % of new vs returning users; % of users per acquisition type; top five click actions per month                          | Google Analytics                    |
|  |                             | Number of API calls and number of API users each month   | Google Sheets                       |
| Blog posts, eNewsletter and other media  | Build NEON User Community   | Number of NEON blog posts published each month; top five posts by month  | Google Sheets                       |
|  |                             | Growth in contact list newsletter to newsletter; % open rate per newsletter; % click rate per newsletter   | Constant Contact                    |
|  |                             | Number of external media mentions annually   | Google Sheets                       |
| Social Media <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Facebook</li> <li>• LinkedIn</li> </ul>               | Build NEON User Community   | Number of posts each month; number of impressions; number of clicks on posts; growth in followers each month; number of visits to neonscience per month from social media  | Twitter, Facebook, LinkedIn, Buffer |
| Presentations <ul style="list-style-type: none"> <li>• Oral</li> <li>• Poster</li> <li>• Webinar</li> <li>• Seminar</li> </ul> | Build NEON User Community   | Number of presentations given each month; map of presentation locations; approximate number of attendees for NEON presentations; % of presentations to underrepresented group or organization in STEM; % of total presentations by affiliation category each month | Lime Survey                         |
| Trainings <ul style="list-style-type: none"> <li>• Workshops</li> <li>• Trainings</li> </ul>                                   | Cultivate Future NEON Users | Number of trainings annually; number of applications per training; number of participants; % of applicants accepted  | Google Sheets                       |
|  |                             | % of trainees known to be underrepresented in STEM   | Lime Survey                         |
| Publications   | Build NEON User Community   | Number of new NEON-related publications each month; % of NEON publications that are published as open access each month  | Lime Survey                         |
|  |                             | Number of times publication cited; impact factor of journal at time of publication   | Google Sheets                       |

# Example Report Using Google Data Studio



**neon**  
Operated by Battelle

Jan 1, 2018 - Oct 31, 2018

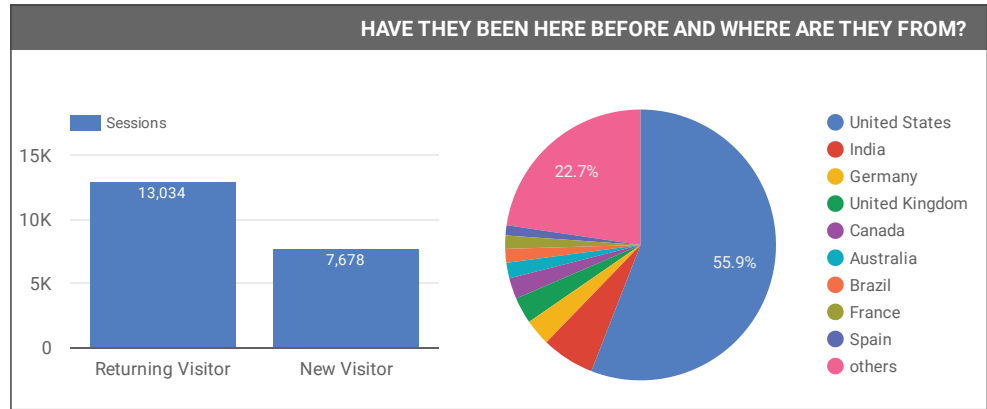
## NEON SCIENCE WEBSITE

Sessions  
**234,816**

Users  
**162,882**

Avg. Time on Page  
**00:02:19**

Pages / Session  
**1.72**



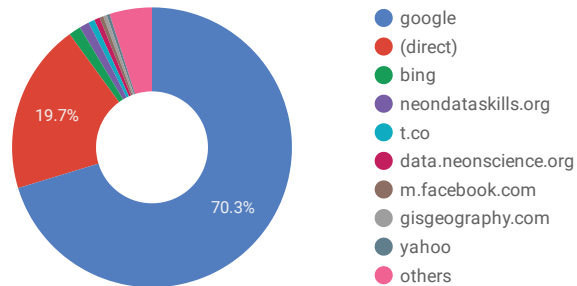
### PAGE VIEWS BY CONTENT AREA

|                          |                |
|--------------------------|----------------|
| 1. Data Tutorials        | 92,920         |
| 2. General Pages         | 37,155         |
| 3. Data Collection Types | 7,675          |
| 4. Field Site Pages      | 6,786          |
| 5. Blog Posts            | 5,094          |
| <b>Grand total</b>       | <b>403,822</b> |

1 - 10 / 17 < >

### HOW ARE USERS FINDING OUR WEBSITE?

The majority of users are coming to the website through Google or by typing the site directly into their browser.



### SOCIAL MEDIA ENGAGEMENT

Includes Facebook, Twitter and LinkedIn

Posts

**794**

Impressions

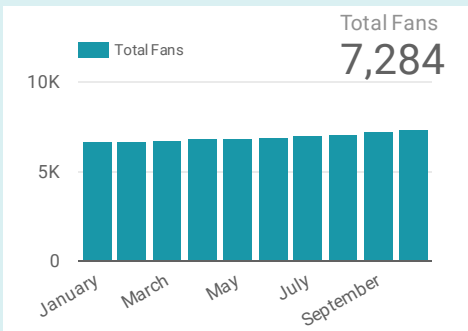
**823,777**

Clicks

**5,348**

visits to neonscience

**3,281**



### SESSIONS OVER TIME

In 2018, the neonscience.org website has seen steady growth in visitors with significant jumps in the third quarter.

