

The Falmouth Historical Society

# Online Presence

August 2, 2021

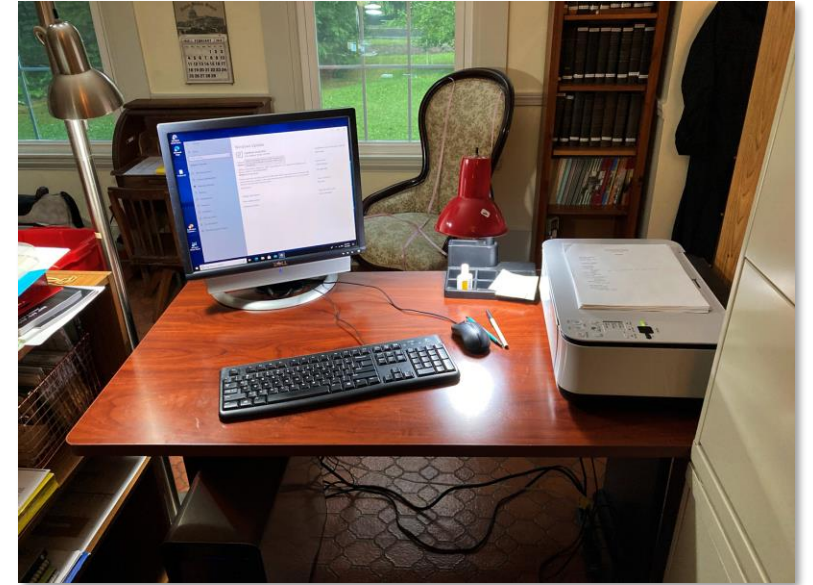
# Computers at the Museum

## Two desktops

- Office  
(societyoffice@thefhs.org)
- Collections  
(archivist@thefhs.org)

## Both are back in service

- System, security, and application updates applied
- Some peripheral hardware replaced
- Donated computer desk for collections
- Resuming backups

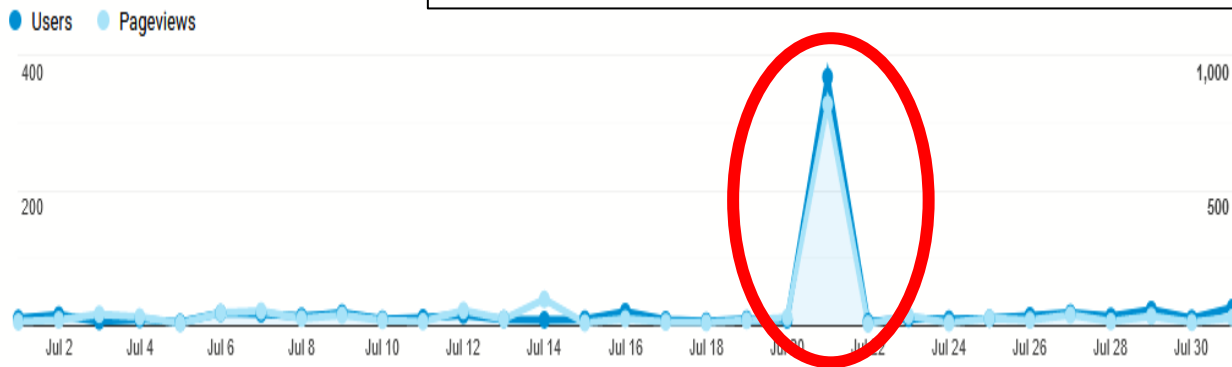


# Website Activity

July 2021 – “What”

## Traffic Spike

On Wednesday, Jul 21<sup>st</sup>, between 4:00 and 5:00 a.m., our website was visited by about 366 “users” from multiple locations and split between Windows desktops and Android-based phones. The catalog website was not affected



*How much are they viewing?*

Page ?	Pageviews ? ↓	Unique Pageviews ?
	<b>1,682</b> % of Total: 100.00% (1,682)	<b>1,084</b> % of Total: 100.00% (1,084)
1. Home	<b>1,110</b> (65.99%)	<b>642</b> (59.23%)
2. About Falmouth – Colonial Origins	<b>104</b> (6.18%)	<b>89</b> (8.21%)
3. Re-opening the Museum	<b>30</b> (1.78%)	<b>14</b> (1.29%)
4. Falmouth Heritage Museum	<b>29</b> (1.72%)	<b>23</b> (2.12%)
5. Falmouth Historical Maps	<b>26</b> (1.55%)	<b>24</b> (2.21%)
6. About FHS - Contact	<b>24</b> (1.43%)	<b>15</b> (1.38%)
7. About Falmouth – From Town...	<b>22</b> (1.31%)	<b>18</b> (1.66%)
8. Historic Site Tours	<b>19</b> (1.13%)	<b>14</b> (1.29%)
9. Upcoming Events	<b>18</b> (1.07%)	<b>16</b> (1.48%)
10. Falmouth Family References	<b>16</b> (0.95%)	<b>15</b> (1.38%)

*What are they viewing?*

# Website Activity

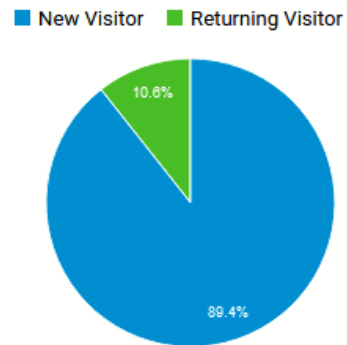
July 2021 – “Who”



**Traffic Spike**  
Subtract 366 New Users,  
400 Sessions, and 800  
Pageviews from totals.

Country	Users	% Users
1. United States	294	42.36%
2. China	62	8.93%
3. Japan	21	3.03%
4. Brazil	18	2.59%
5. India	18	2.59%
6. United Kingdom	14	2.02%
7. Germany	12	1.73%
8. Indonesia	12	1.73%
9. Bangladesh	11	1.59%
10. Spain	10	1.44%

*Where do they come from?*



*Who are they?*

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	694 % of Total: 100.00% (694)	681 % of Total: 100.00% (681)	832 % of Total: 100.00% (832)
1. desktop	389 (56.05%)	380 (55.80%)	485 (58.29%)
2. mobile	282 (40.63%)	278 (40.82%)	320 (38.46%)
3. tablet	23 (3.31%)	23 (3.38%)	27 (3.25%)

*How do they get here?*

City	Users	% Users
1. (not set)	60	8.46%
2. Columbus	40	5.64%
3. Shanghai	33	4.65%
4. Falmouth	28	3.95%
5. Boston	14	1.97%
6. Yarmouth	14	1.97%
7. Zhengzhou	13	1.83%
8. Portland	12	1.69%
9. New York	12	1.69%
10. Los Angeles	10	1.41%

# Facebook Activity

July 2021

*(One post in July)*



## Activity

People Reached

**211**

▲581%

Post Engagements

**16**

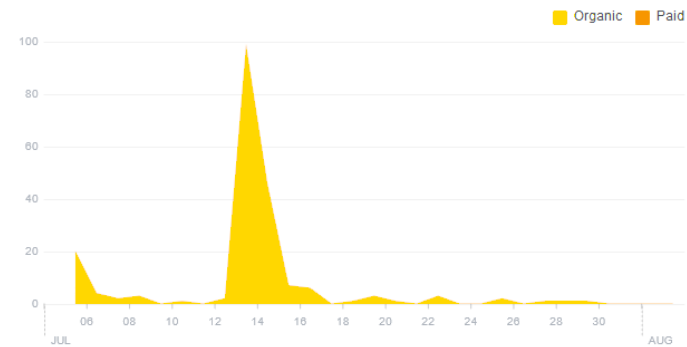
▲700%

Page Likes

**6**

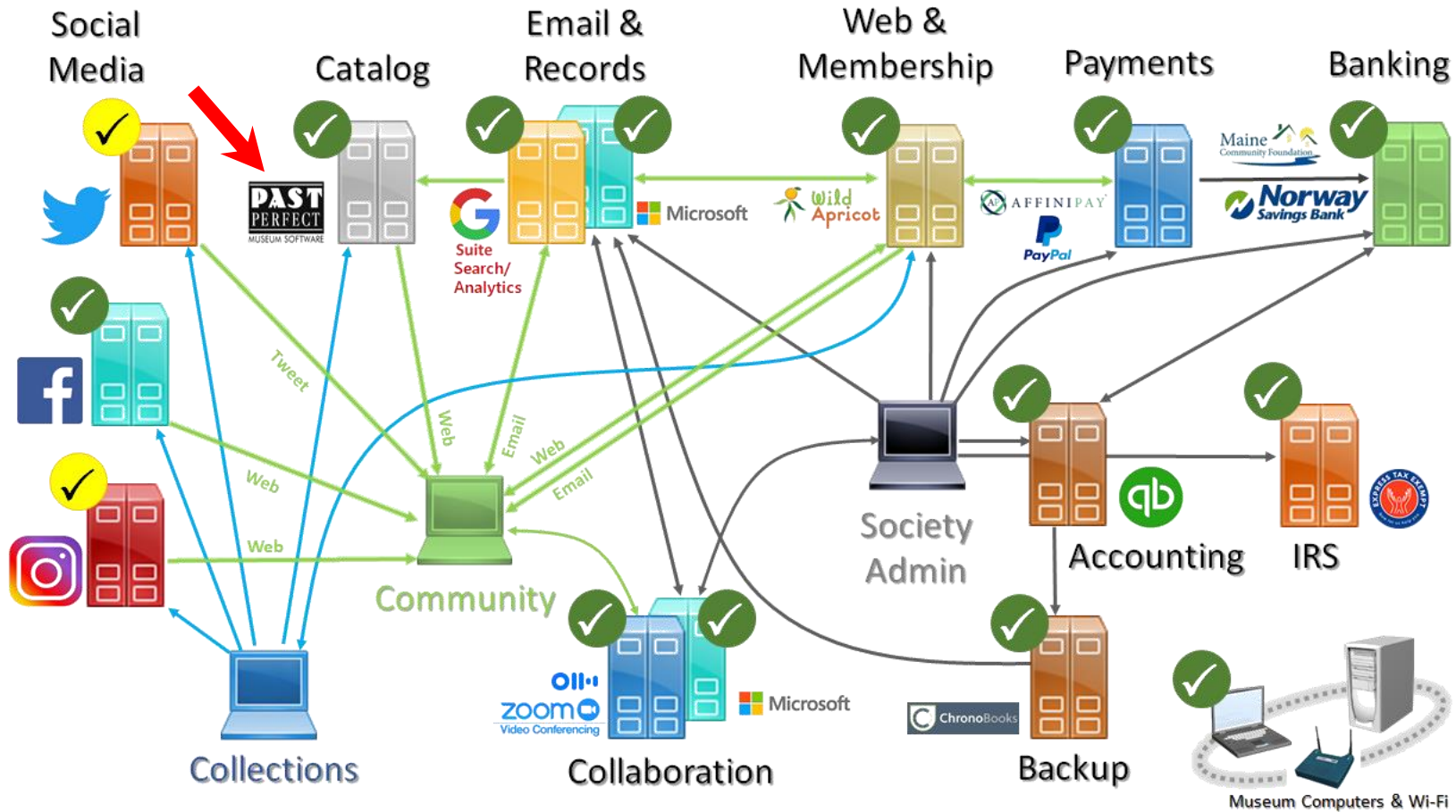
▲20%

## Reach



# System Status

August 2021



## Activity

- Digital catalog development underway (PP)
- Website expansion underway
- Museum desktop tech refresh
- Asset protection strategy being implemented