



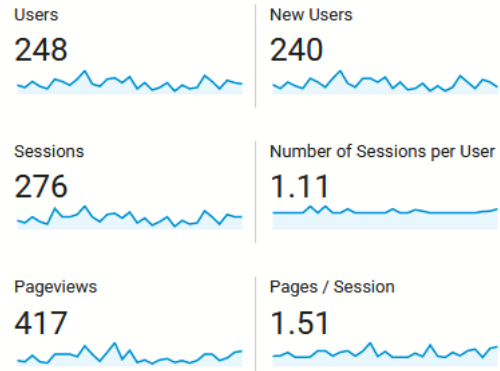
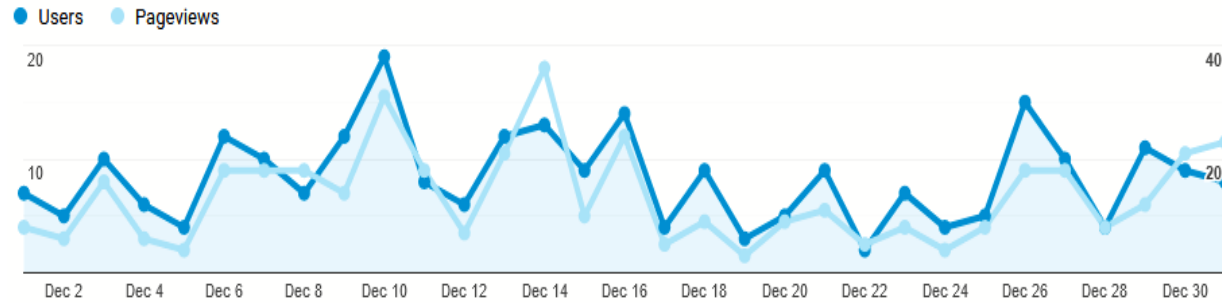
The Falmouth Historical Society

Online Presence

January 5, 2020

Website Activity

December 2020



| Device Category ? | Acquisition | | |
|-------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| | Users ? ↓ | New Users ? | Sessions ? |
| | 248 % of Total: 100.00% (248) | 240 % of Total: 100.00% (240) | 276 % of Total: 100.00% (276) |
| 1. desktop | 155 (62.50%) | 147 (61.25%) | 176 (63.77%) |
| 2. mobile | 91 (36.69%) | 91 (37.92%) | 98 (35.51%) |
| 3. tablet | 2 (0.81%) | 2 (0.83%) | 2 (0.72%) |

| Country | Users | % Users |
|----------------------------|-------|---------|
| 1. 🇺🇸 United States | 171 | 68.40% |
| 2. 🇨🇳 China | 41 | 16.40% |
| 3. (not set) | 12 | 4.80% |
| 4. 🇬🇧 United Kingdom | 10 | 4.00% |
| 5. 🇦🇪 United Arab Emirates | 5 | 2.00% |
| 6. 🇵🇰 Pakistan | 3 | 1.20% |
| 7. 🇺🇦 Ukraine | 3 | 1.20% |
| 8. 🇦🇺 Australia | 1 | 0.40% |
| 9. 🇧🇩 Bangladesh | 1 | 0.40% |
| 10. 🇨🇦 Canada | 1 | 0.40% |

| City | Users | % Users |
|--------------|-------|---------|
| 1. (not set) | 28 | 11.07% |
| 2. San Jose | 25 | 9.88% |
| 3. Beijing | 19 | 7.51% |
| 4. Falmouth | 18 | 7.11% |
| 5. Shanghai | 16 | 6.32% |
| 6. Portland | 8 | 3.16% |
| 7. Clifton | 8 | 3.16% |
| 8. New York | 7 | 2.77% |
| 9. Boardman | 6 | 2.37% |
| 10. Xi'an | 5 | 1.98% |

Facebook Activity

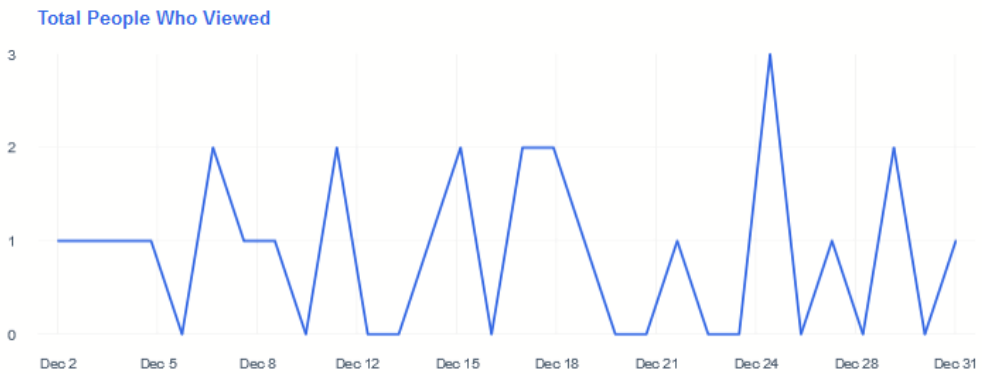
December 2021

Total Views By Section



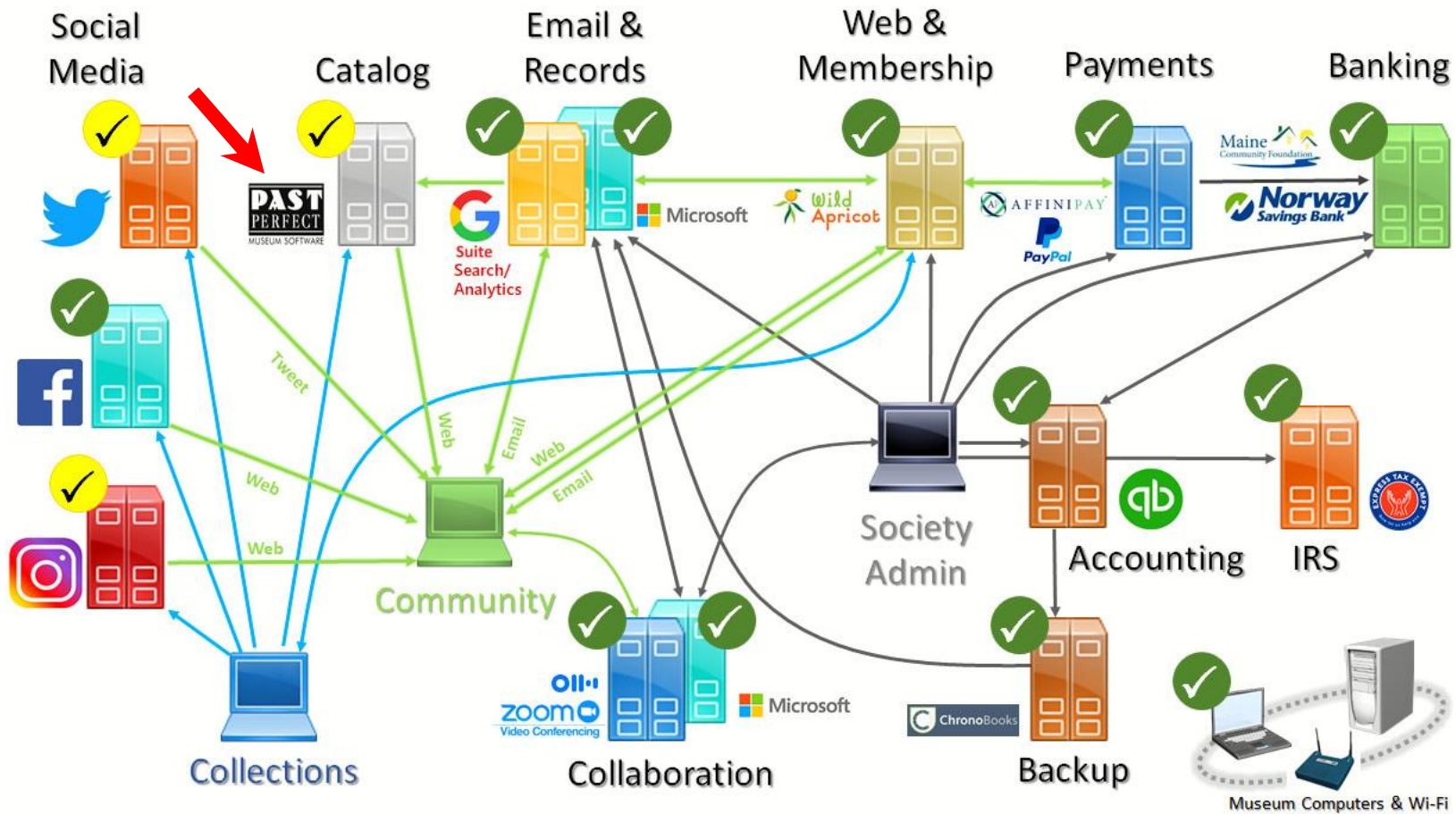
*Activity picked up!
(Two posts in December)*

Total People Who Viewed By Section By Age and Gender By Country By City By Device



System Status

January 2021



Activity

- Digital catalog development underway (PP)