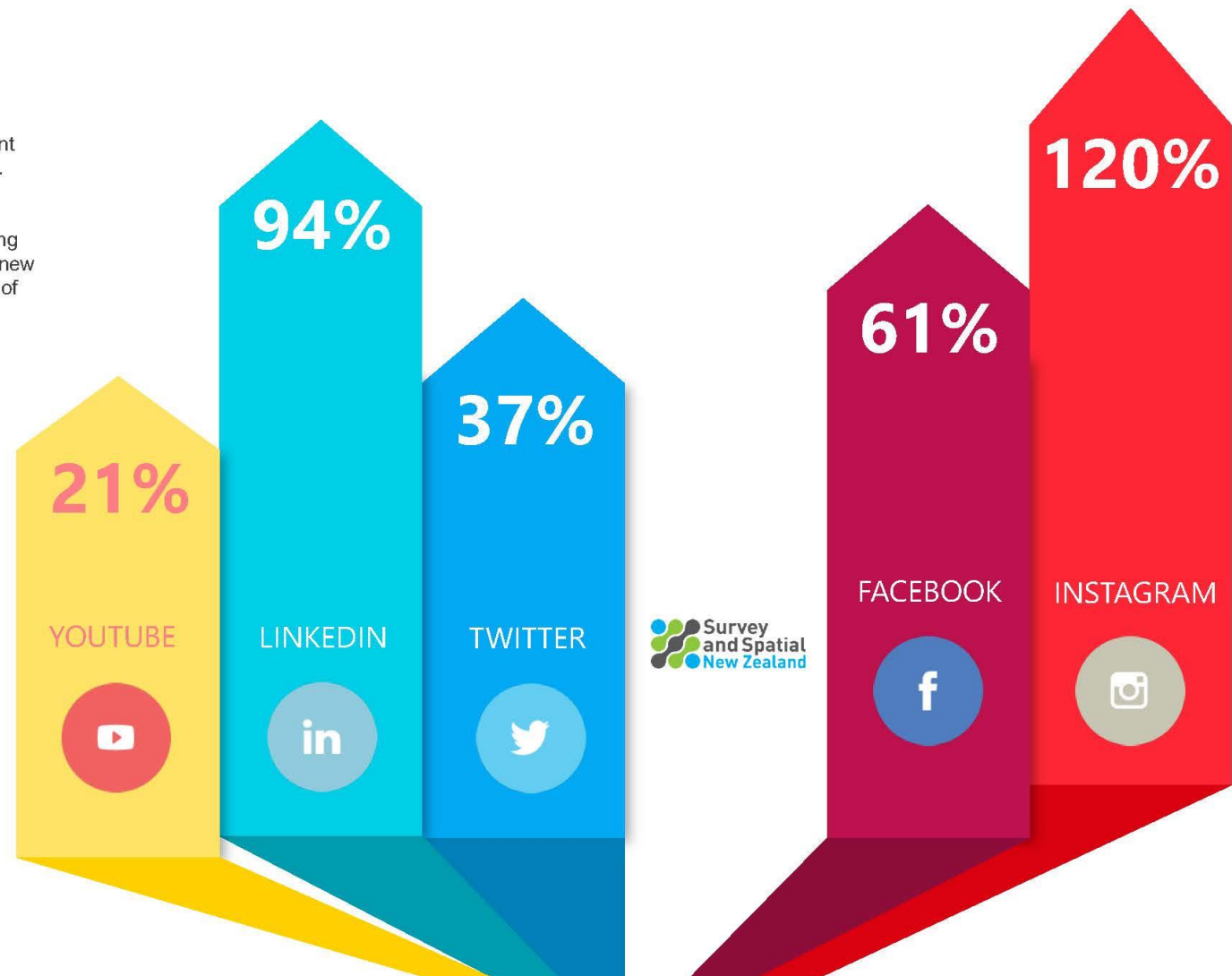


## SOCIAL MEDIA GROWTH 2018-2019

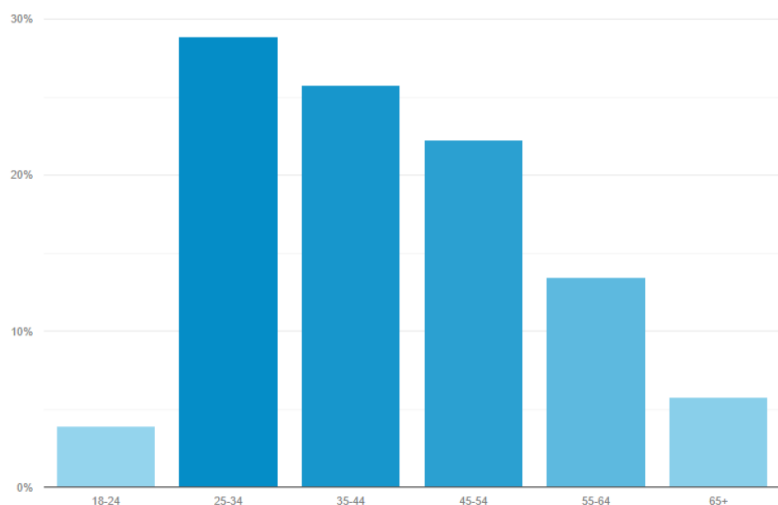


**Social Media:** Our presence and engagement on social media have increased substantially. We have introduced our Instagram page this year and advertised our events on Facebook and LinkedIn to a larger audience, propagating brand awareness to the public and potential new members. Here you can see the percentage of growth this financial year.

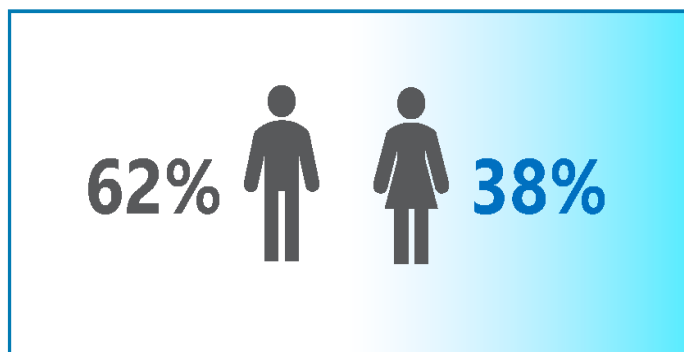




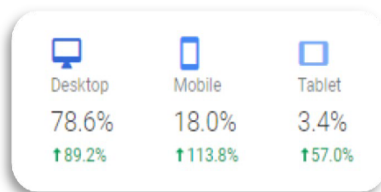
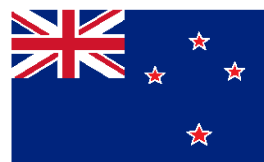
**Website Age:** Younger people 25-34 are the main visitors of our website. The content should be devised for the 25 to 54 age group.



**Website Gender:** Our website traffic is more equally divided than our membership.



## WEBSITE TRAFFIC DEMOGRAPHICS 2018-2019



**Website Location:** Our website traffic is certainly more active in Auckland. All other regions and cities not on the map represent less than 1% of traffic.

