

Social Media and the UIS Website
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Web analytics from January through December 2009

Visitors and visits to www.uis.edu

- 1 million unique visitors
- 4 millions visits
- 10 million page views
- Visitors spent 2 ½ minutes on the site
- Visited 2.6 pages

Where do they come from?

- 200 countries around the world
- Top countries: United States, India, Canada, United Kingdom, China, South Korea, Columbia, Philippines, Ireland, Germany, Japan, Australia, Poland, Pakistan, France.
- Top languages: English, Chinese, Spanish, Korean, French, Japanese, German, Russian, Polish, Turkish, and Italian.

How do they get to www.uis.edu?

- Direct URL – 50%
- Google – 30%
- Other – 20%

What are some of the other sources?

- iPhones – 14,000 visits and 30,000 page views
- Other search engines: Bing, MSN, Yahoo
- Blackboard, Brookens Library, Illinois Urbana and Chicago
- Social Media Websites

Visits from Social Media websites:

- Facebook – 25,000 visits, 3 minutes per visit, more than 2 pages
- Twitter – 3,000 visits, 10 minutes per visit, more than 4 pages
- iTunes – 2,000 visits, 3 minutes per visit, more than 2 pages
- My Yahoo! – 1,000 visits, 4 minutes per visit, more than 5 pages
- LinkedIn – 800 visits, 3 minutes per visit, more than 3 pages

Takeaway:

- Visits from Social Media websites are high quality. They stay on our site longer than the average visitor and they visit more pages.
- We need to be **active participants** in Social Media.

Visit the UIS Sights and Sounds website at:
www.uis.edu/sightsandsounds/