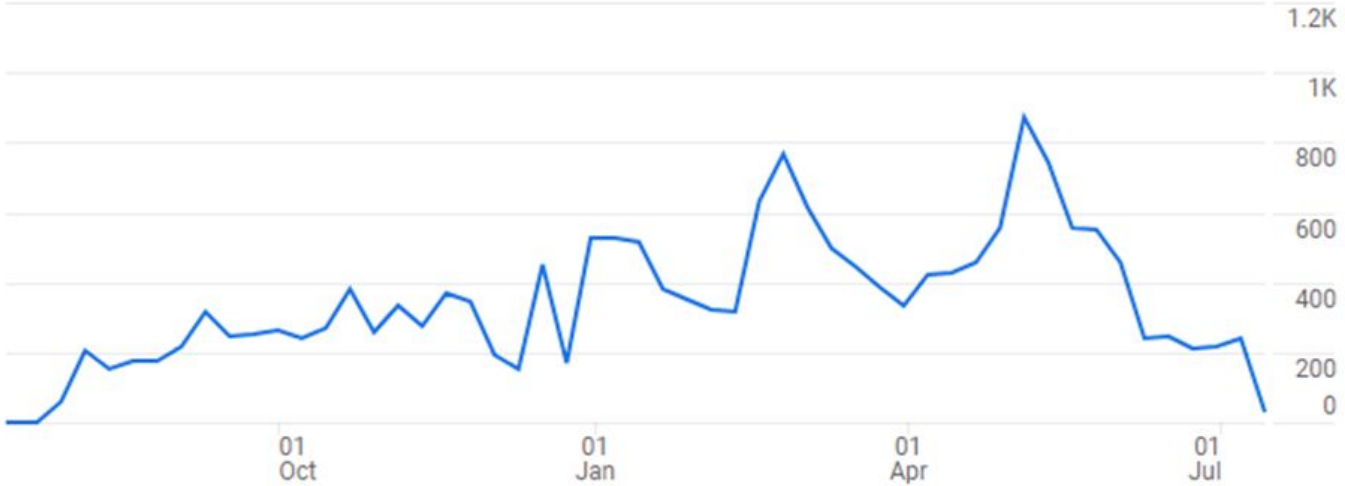
Website & Social Media Update

James Barnett

Website Update

Users	New users	Average engagement time	Total revenue
16K	16K	2m 03s	£0.00

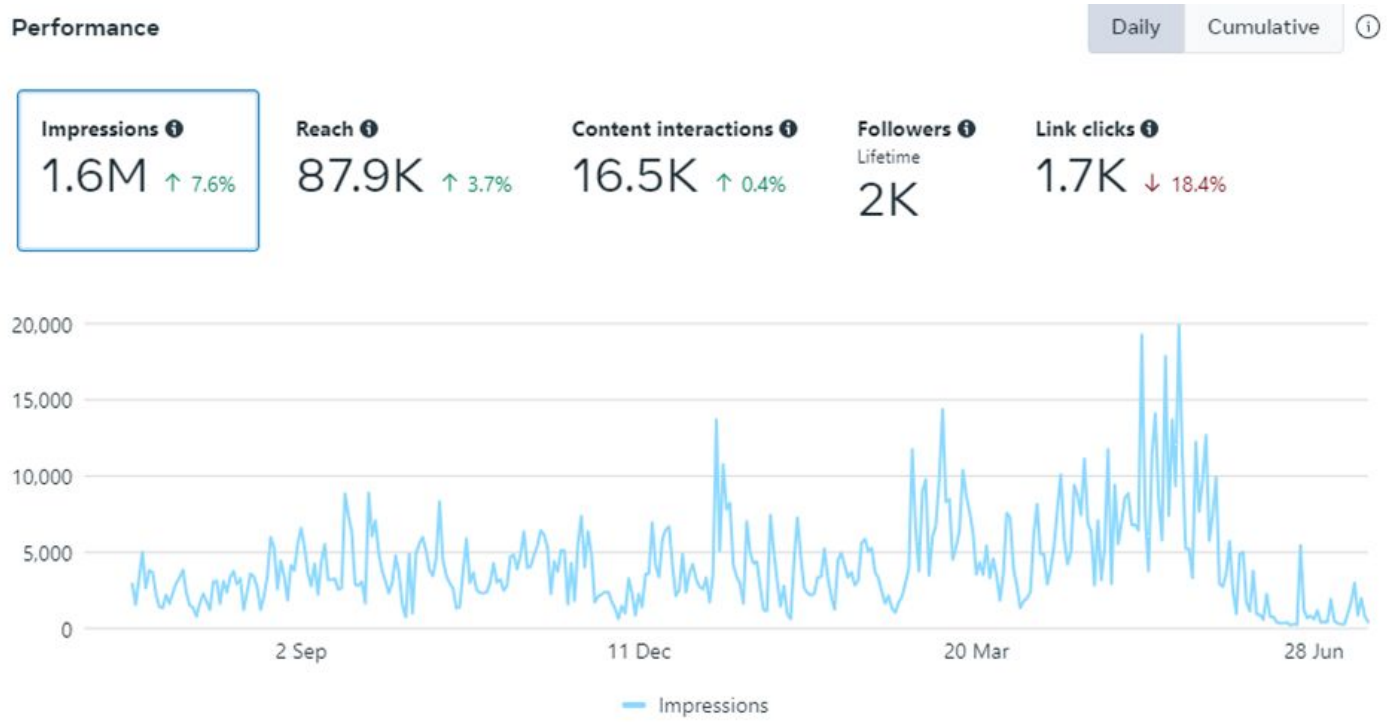


Website Update

	First user prim...Channel Group)	New users	Engaged sessions	Engagement rate
		15,671 100% of total	15,809 100% of total	61.08% Avg 0%
1	Organic Search	8,034	9,721	72.27%
2	Direct	5,151	5,116	51.1%
3	Organic Social	1,494	845	43.94%
4	Referral	985	98	14.24%
5	Organic Shopping	7	2	20%

Website Update

Social Media Update



Social Media Update

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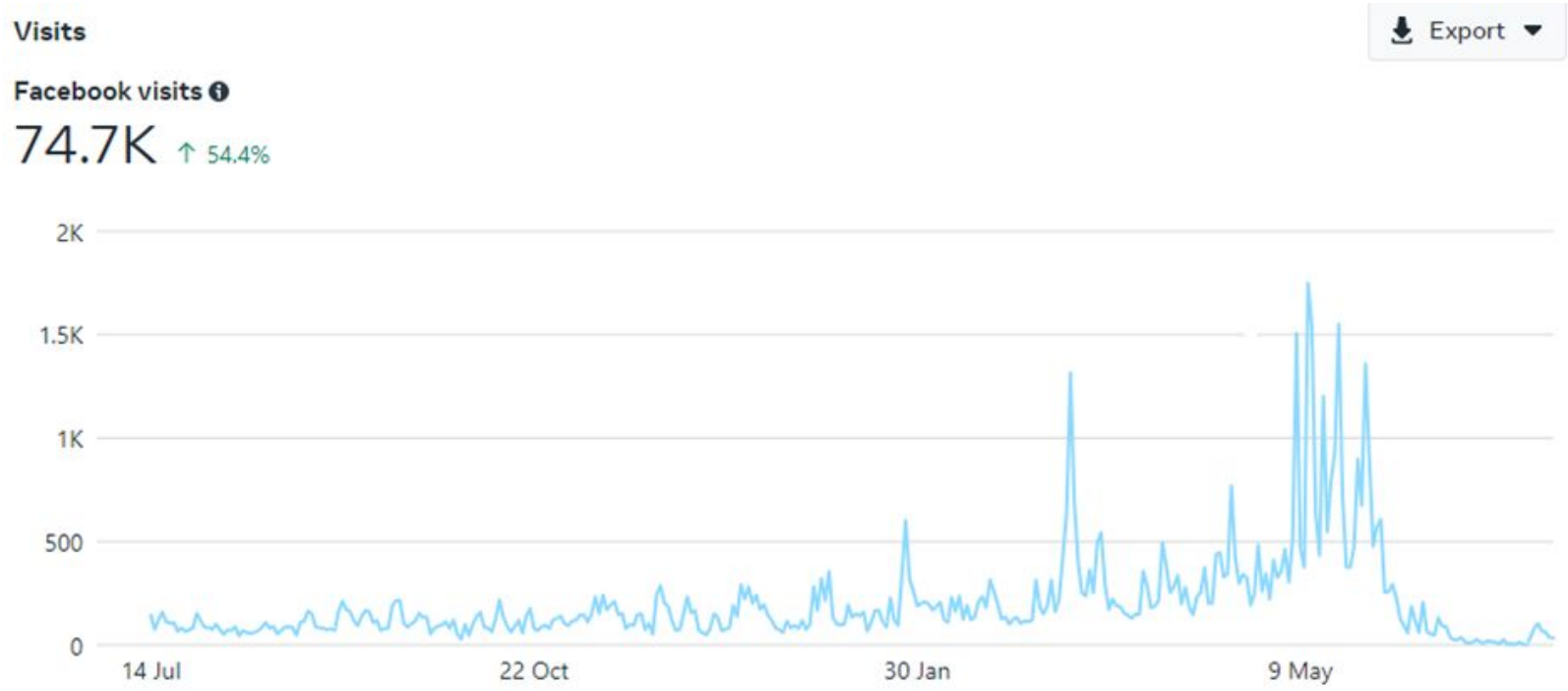

Social Media Posting Process

1. We want to share your content and help you get your message heard
2. Need a process to ensure we are fair and compliant with guidelines
3. Please tag us into posts you want us to share.
4. Use the #NorthumberlandRugby hashtag
5. 48 hour turnaround
6. We are only checking during office hours (Mon-Fri 9-5)
7. socialmedia@northumberlandrugbyunion.com

New Things Coming

1. Monthly newsletter
2. Social media inbox feedback loop
3. New social media accounts for Instagram and TikTok
4. Push on player recruitment and neurodiversity
5. Big focus on the county teams and players and creating more content
6. Revamping and improving memberships.

Thank You

Get in touch with us via the County Office or use our new inbox

socialmedia@northumberlandrugbyunion.com