

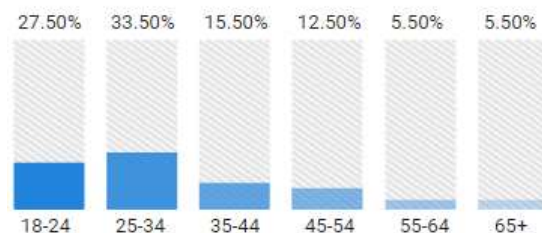
WEBSITE TRENDS

Most popular pages by month and number of external views

	259,460 % of Total: 100.00% (259,460)
1. Ice Skating - Parks - City of Madison, Wisconsin	29,802 (11.49%)
2. Tenney Park - Ice Skating - Ice Skating - Madison Parks - City of Madison, Wisconsin	19,459 (7.50%)
3. Cross-Country Skiing - Parks - City of Madison, Wisconsin	15,912 (6.13%)
4. Elver - Skiing - Cross Country Skiing - Madison Parks - City of Madison, Wisconsin	11,285 (4.35%)
5. Madison Parks - City of Madison, Wisconsin	9,908 (3.82%)
6. Elver Park - Madison Parks - City of Madison, Wisconsin	7,135 (2.75%)
7. Vilas Park - Ice Skating - Ice Skating - Madison Parks - City of Madison, Wisconsin	6,682 (2.58%)
8. Find a Park - Madison Parks - City of Madison, Wisconsin	6,593 (2.54%)
9. Elver Park - Ice Skating - Ice Skating - Madison Parks - City of Madison, Wisconsin	6,013 (2.32%)
10. Odana Hills - Skiing - Cross Country Skiing - Madison Parks - City of Madison, Wisconsin	4,591 (1.77%)

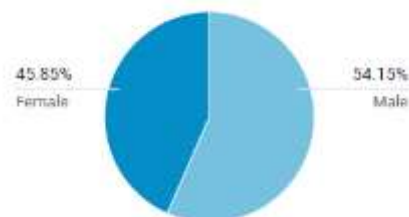
WHO IS OUR AUDIENCE

- New to the website
- Finding us through an organic search*
- Located in Madison
- Male aged 25 and under
- Spending 10 seconds or less on a page
- Using an Apple product and browsing with Chrome



Organic Search - Google

- “ice skating Madison wi”
- “city of Madison parks”
- “Madison ice rinks”
- “Tenney park ice skating”



E-NEWSLETTER

In prepping for the upcoming implementation of the new email program, the City's IT Department performed a maintenance cleanup of subscriber email lists dating back to 2008. Subsequently, the number of subscribers decreased and now reflect a true number.

Top Subscription Lists	Number of Subscribers (as of 3/26/19)	Number of Subscribers (as of 12/26/18)
Madison Parks News	3,193	4,772
Golf Madison Parks	2,364	3,766
WPCRC	3,293	4,708
Parks Winter Activities	2,832	3,954
Goodman Pool	3,068	3,238

SOCIAL MEDIA

Social Media Platforms	Total Followers (as of 3/26/19)
Facebook (January 2012) cityofmadisonparks	6,695
Twitter (est. June 2010) playmadison	5,040
Instagram (est. August 2018) madisonparkswi	1,145



Most engaging post

If you see something, say something.

3,230 people reached
925 engaged
73 people reacted
17 shares
5 comments



NEWSLETTER

Out & About: Madison Parks Quarterly Newsletter

Edition	Pages	Printed
Spring (March - May) 2019	8	850

Printed & Distributed February (through May) 2019

- Downtown Parks Office
- All Parks events
- WPCRC
- Golf Courses (4)
- All Madison Public Libraries (9)
- Public Meetings
- Destination Madison

BROCHURES & RACK CARDS

- Summer Fun
- Goodman Pool
- Madison Parks Foundation – Tributes & Memorials



MEDIA

- Snow removal around the square: WKOW
- Park overview story: Madison Magazine
- James Madison Master Plan: WSJ, WISC, Isthmus
- Breese Stevens: WISC