

Appendix I: Communications Report - 2021

WEBSITE TRAFFIC: 2020 & 2021 COMPARISON

All Website Traffic	2020: New Users	2021: New Users	2020: Sessions	2021: Sessions
Canadian Traffic	37,561	59,071	62,523	86,435
United States Traffic	3,979	4,934	4,790	6,648
International Traffic	11,928 1. India 2. China 3. Iran	20,906 1. China 2. India 3. Iran	16,813	35,925
	2020: Unique Pageviews	2021: Unique Pageviews	2020: Time on Page	2021: Time on Page
Undergraduate Program	28,938	28,996	00:08:43	08:34
Graduate Program	13,480	16,657	00:06:10	05:50
Certificate & Diploma	5,327	5,642	00:03:45	03:28



Sources of Traffic	2020	Sources of Traffic	2021
Direct	30,617	Google (organic)	46,705
Google	28,702	Direct	42,917
UBC	3,795	Google Ads	9,751
Google Ads	4,019	UBC	3,699
Facebook Ads	2,159	Facebook ads	3,028
BC Government	2,494	BC Government	2,427
Facebook mobile	1,854	Facebook mobile	2,096

Definitions

New Users: First-time website visitor

Sessions: Anytime a website visitor is on the site

Unique Pageviews: Number of times a new website visitor has been on the page

Time on page: Average length of time spent on page

SOCIAL MEDIA: JANUARY 1 TO DECEMBER 31 2021

Social Media Channel	Follower Count
Twitter	2,308
Facebook	999
Instagram	1,093



ENGAGEMENT

