



**ONLINE
REPORT
2020**

**ST MAGNUS WAY
ORKNEY**



ABOUT ST MAGNUS WAY

The St Magnus Way is a long-distance pilgrimage route starting on Egilsay and continuing through mainland Orkney. It follows the story of St Magnus and gives time and space for reflection on the journey. You are welcome to join us wherever you are in the world and wherever your path has taken you thus far.

THIS REPORT

It begins with a summary of the data, then takes a look at some of the highlights and key statistics. After spotlighting our accomplishments, it moves on to examine each aspect in detail, beginning with Facebook, then discusses our website and app respectively. Finally, it puts forth some recommendations for the coming year based on the evidence gathered.

SUMMARY

Over the past year, we have grown our Facebook page, increased the level of interaction people have with the St Magnus Way, and spread awareness of the route among locals and potential visitors after the pandemic. We have subtly improved our website in many respects by both tinkering and updating ourselves and working with the developers at NB Communication. The app has also undergone major improvements led by the Resources Subgroup, headed by Edward Mason and this is a continuing process that will hopefully be mostly completed later this year. Alongside our core offering, we are gathering material for and conceptualising the Virtual St Magnus Way, which will be a resource for would-be pilgrims who are unable to walk the route in person.

2020 HEADLINES

Facebook likes
increased by

27%

Website
acquisitions were
down by

5.64%

Average app session
lasted

2 mins 18 secs

OUR APPROACH

We developed/formatted several videos this year for our Facebook page, which generated a lot of views. Alternative media platforms could be worth exploring, for example, Twitter, which is an area of growth for referrals to the website.

Although by most measures 2020 has been a successful year on social media, it is difficult to quantify exactly how this translated into physical engagement with the Way.

Success can be measured in part with reference to contributions to our [Crowdfunding Campaign](#). That we were able to reach the final and be selected as one of the winners demonstrates the power of our social media presence.

Demographics and platforms

Many younger people are turning away from Facebook now and will be found on Twitter or Instagram, the former of which has demonstrably increased in referring people to our website.

iOS vs Android

More people are using iOS now than Android to interact with our app. We will look into improving the reliability and functionality of the app as well as developing resources.

Video content ✓

Measuring engagement ✓

Crowdfunding ✓

New platforms ✓

App reliability ✓



FACEBOOK SUMMARY



A breakdown of our Facebook performance for 2020.

Views in 2020 peaked in June 2020 where there were 90 in one day. December 2020 had the lowest views.

Most people were referred to the page by Facebook. Other sources were stmagnusway.com, then Google, then orkneynews.scot.

The number of page likes increased by 27% (378) from 1,382 to 1,760. There was a peak of likes on 17 September of 11. These mostly came from page visits, then the newsfeed.

There was a peak of 2, 573 people reached on 3 July 2020.
2, 127 on 20 August.
1, 351 on 16 May.
1, 207 on 17 September.
1, 191 on 16 November.
1, 023 on 15 July.

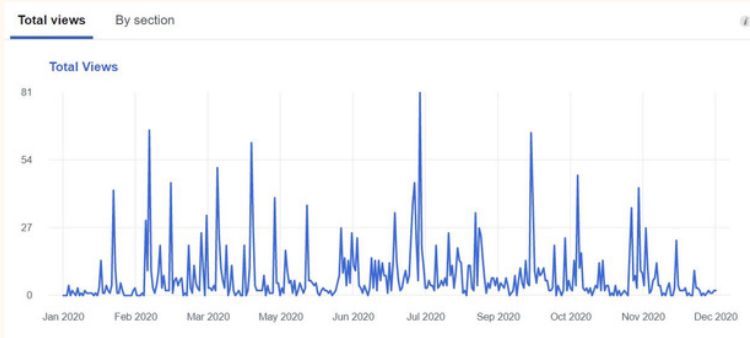
13 November (video) "Dr Sarah Jane Gibbon's comprehensive research...". 10.9k reach, 552 reactions/comments/shares.

19 July (photo) "This week a contractor...". 10.9k reach, 217 reactions/comments/shares.

FACEBOOK ANALYSIS

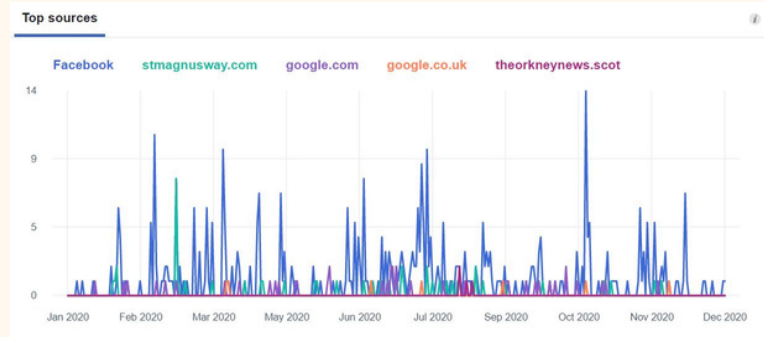


An in-depth look at key points of interest



Views

Sources



Likes



Reach



Top Posts

1/2020		It's Book Week Scotland! Since this year's events must comply with COVID rules, St Magnus Way and Orkney			8.7K		383 81
1/2020		Doctor Sarah Jane Gibbon's comprehensive research formed the route's historical rationale. Hear her talk about			10.9K		724 552
2/2020		Andrew Greig's poem 'Orkney, this life' hangs in a lofty position on Greeny Hill on the Birsay to Dounby route,			1.3K		56 59
2/2020		The home stretch of the St Magnus Way has hospitality at its heart. A nightcap is likely not necessary after the			1.2K		13 46
2/2020		Christina Costie (1902-1967) was a fine poet who wrote in her native Orcadian. You can find the poem "Nort Wind			2K		81 49

WEBSITE SUMMARY

A breakdown of our website performance for 2020



53.2% of website visitors arrived through search engines. Google was the most frequent referee (90%) followed by Bing.

The number of "new users" fell by 5.64%. Sessions overall grew by 2.45% and sessions per user increased by 8.57%

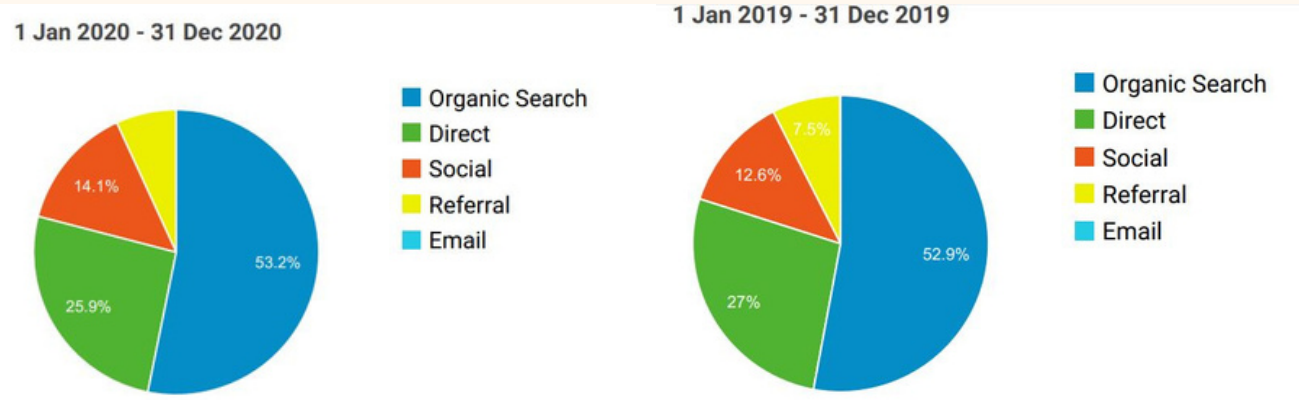
Languages (ranked): English (UK), English (US), Chinese, English (Au), Norwegian (Bk), English (Ca), Dutch etc.

Most popular pages to least:
Home, The Route, Resources, Evie (Gurness) to Birsay, Orphir to Kirkwall, Birsay to Dounby, Finstown to Orphir, Dounby to Finstown, Egilsay, Evie to Birsay, About, The St Magnus Way App, News & Events, Map (+121.37%)

Social media became more important in driving traffic to the site in 2020 going from 12.6% in 2019 to 14.1% last year. Facebook was the greatest referee (94%), followed by Twitter (5%) and others.

WEBSITE ANALYSIS

An in-depth look at key points of interest



Rank	Source	2020 Sessions	2019 Sessions	% Change
1.	Facebook	662 (94.17%)	638 (96.52%)	3.76%
2.	Twitter	37 (5.26%)	12 (1.82%)	208.33%
3.	Pinterest	2 (0.28%)	3 (0.45%)	-33.33%
4.	Instagram	1 (0.14%)	2 (0.30%)	-50.00%
5.	WordPress			

Source	2020 Sessions	2019 Sessions	% Change
google	2,404 (90.48%)	2,540 (91.17%)	-5.35%
bing	129 (4.86%)	143 (5.13%)	-9.79%
duckduckgo	36 (1.35%)	50 (1.79%)	-28.00%
yahoo	34 (1.28%)	39 (1.40%)	-12.82%
ecosia.org	30 (1.13%)	7 (0.25%)	

Page	2020 Sessions	2019 Sessions	% Change
St magnus way A 55 mile pilgrimage route through Mainland Orkney	5,412 (25.97%)	5,378 (26.49%)	0.63%
The Route St Magnus Way	2,181 (10.47%)	2,016 (9.93%)	8.18%
Resources St Magnus Way	2,066 (9.91%)	1,954 (9.62%)	5.73%
Evie (Gurness) to Birsay St Magnus Way	1,299 (6.23%)	0 (0.00%)	∞%
Orphir to Kirkwall St Magnus Way	1,167 (5.60%)	1,078 (5.31%)	8.26%

APP SUMMARY



A breakdown of our app performance for 2020.

The number of app users peaked in August where there were 83 active users (average 22/week) the low point was in April where there were only 12 (average 2/week).

In the average month, there were 27 active users of the app, in the average week there were 6.

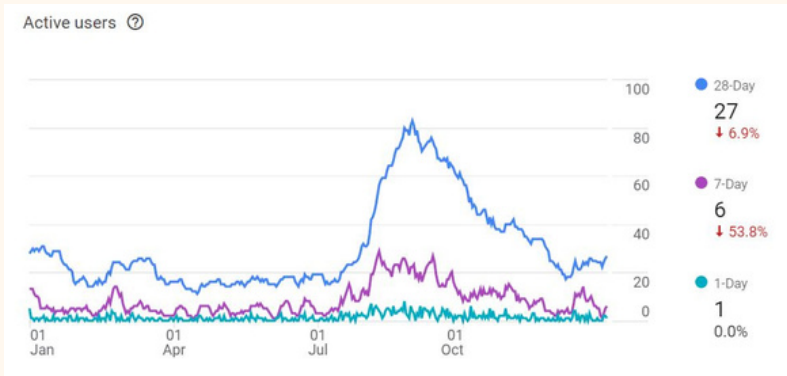
The average duration of engagement decreased to 2 minutes and 18 seconds.

Most downloaded the app directly via a link from the website or elsewhere (75) whereas the rest downloaded as a result of a Google Play search (26). The majority used the app from the UK (438), followed by the US (21) and three users from China.

34 per cent of users had the app on Android and 66 per cent on iOS.

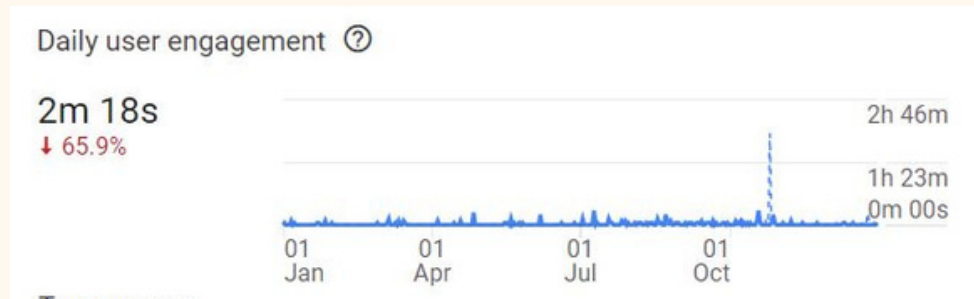
APP ANALYSIS

An in-depth look at key points of interest



Active Users

Engagement

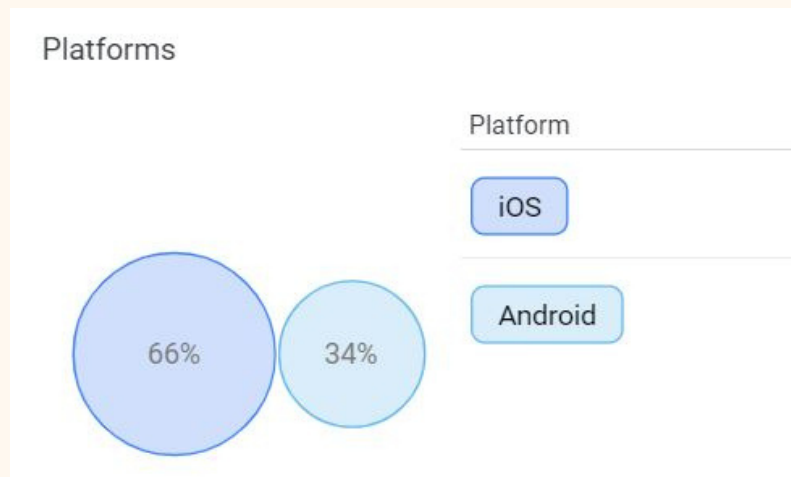


Acquisition

Source	first_open conversions
(direct)	75
google-play	26

Access

Platforms



2021 GOALS

Our goals for 2021

SOCIAL MEDIA

Post regularly, encourage website referral, explore platforms, continue video content.



WEBSITE

Increase searchability, integrate new Virtual Way experience, maintain and update.



APP

Continue to work on resources with a view to having revised the whole route by the end of the year. Raise awareness of the app and work being done by posting on the website and social media.

NOTES TO DATA GATHERED

Where the St Magnus Way accessed data used to make up report

1. Facebook

The data was collected through the Insights tab for the calendar year 2020.

2. Website

NB Communication provided website statistics for 2020.

3. App

App statistics were provided by Firebase.

