

2023 Digital Analytics Report



Social Media

CEC maintains a presence on
Facebook, Twitter/X, Instagram,
Threads, and LinkedIn



Official Marketing Channels



Facebook



Instagram



Twitter/X



Threads



LinkedIn

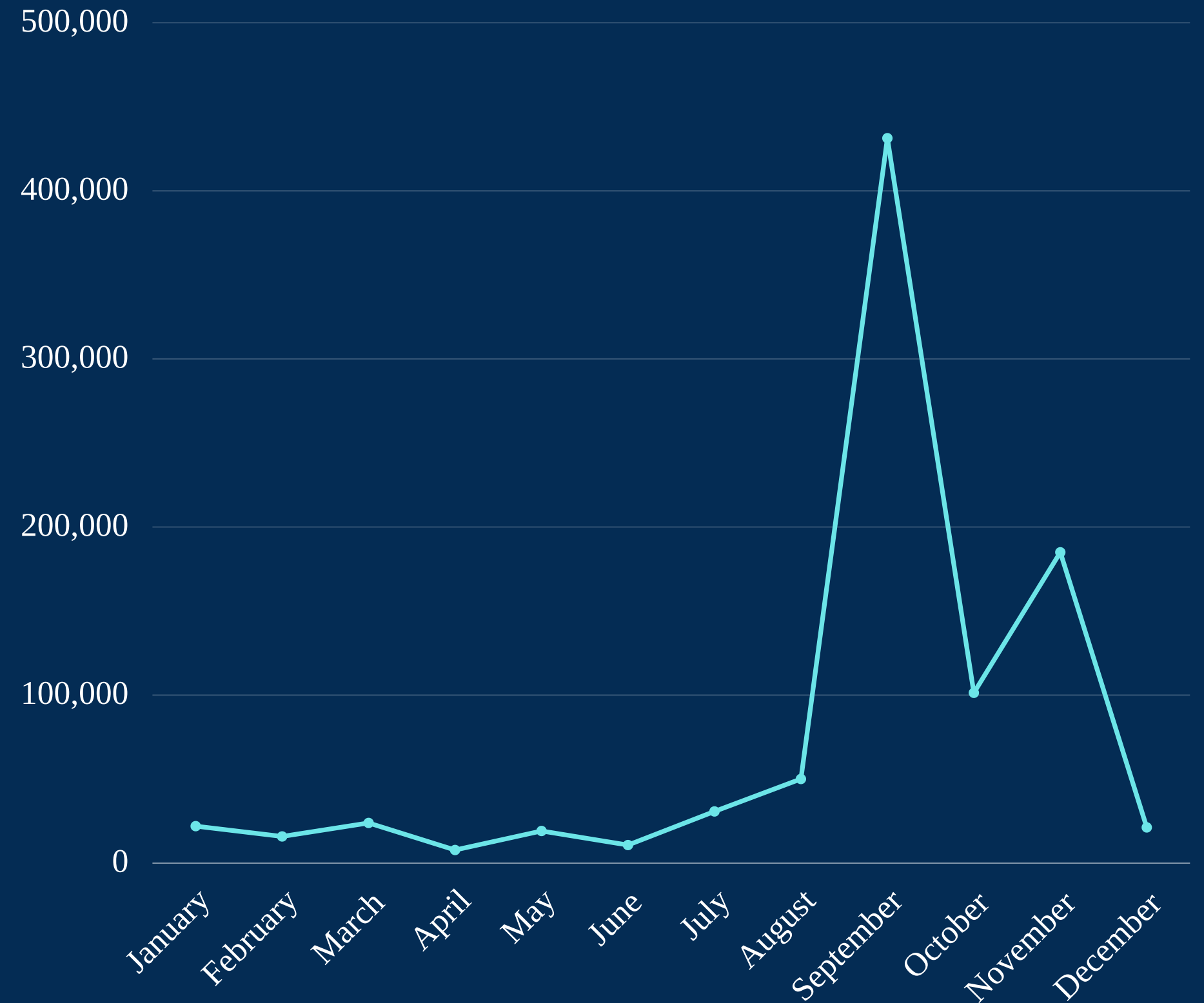
Overall Performance

Marketing Channel	Followers	Impressions	Engagements	Engagement Rate
Facebook	54,091	2,051,104	12,812	2.16%
Twitter/X	17,512	448,448	8,821	2.26%
Instagram	2,796	144,550	6,291	5%
LinkedIn	16,972	168,948	10,950	5.23%

Facebook

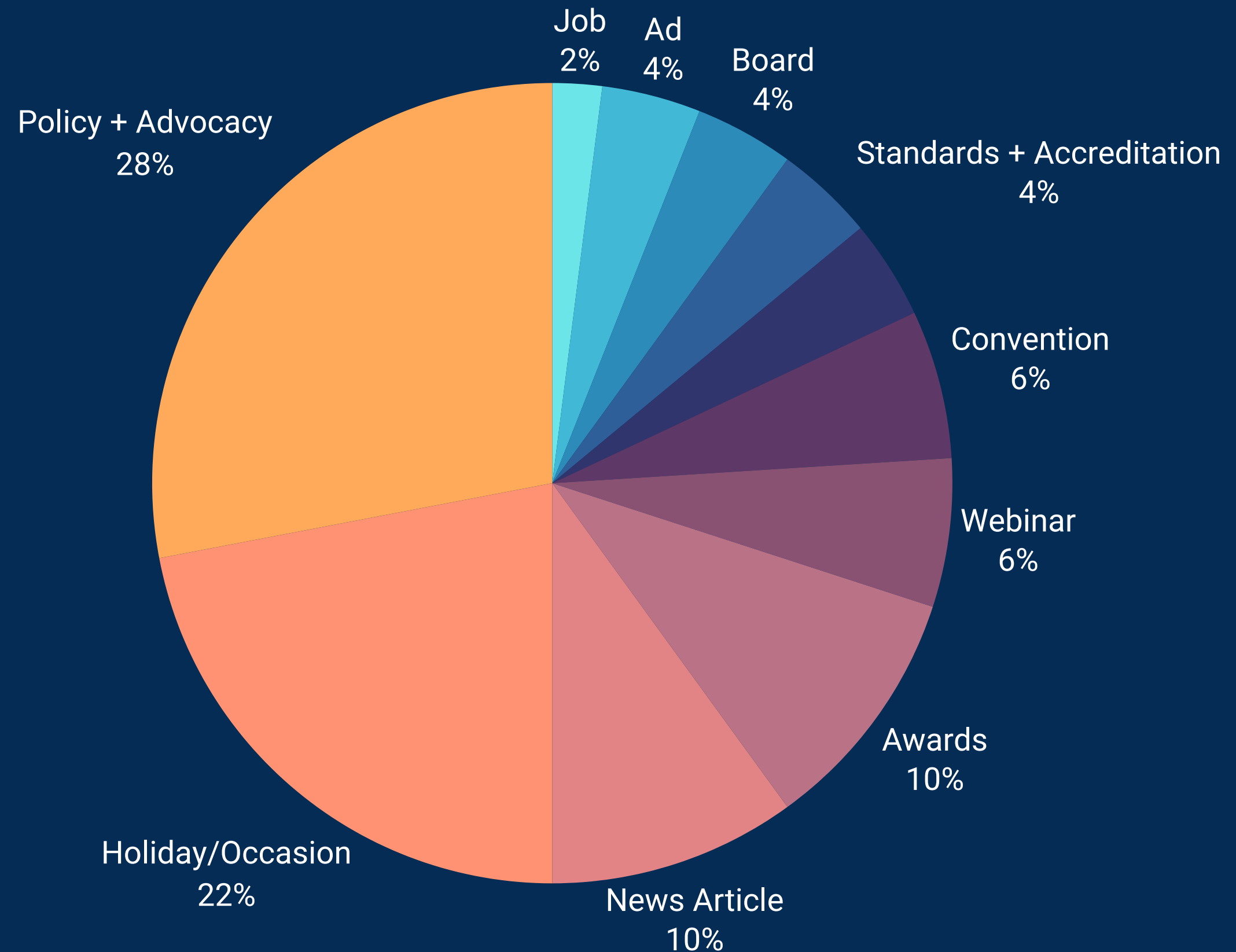
54,091
Followers

Reach



Facebook - Top Topics

1. Policy + Advocacy
2. Holiday/Occasion
3. News Article/Awards



Instagram

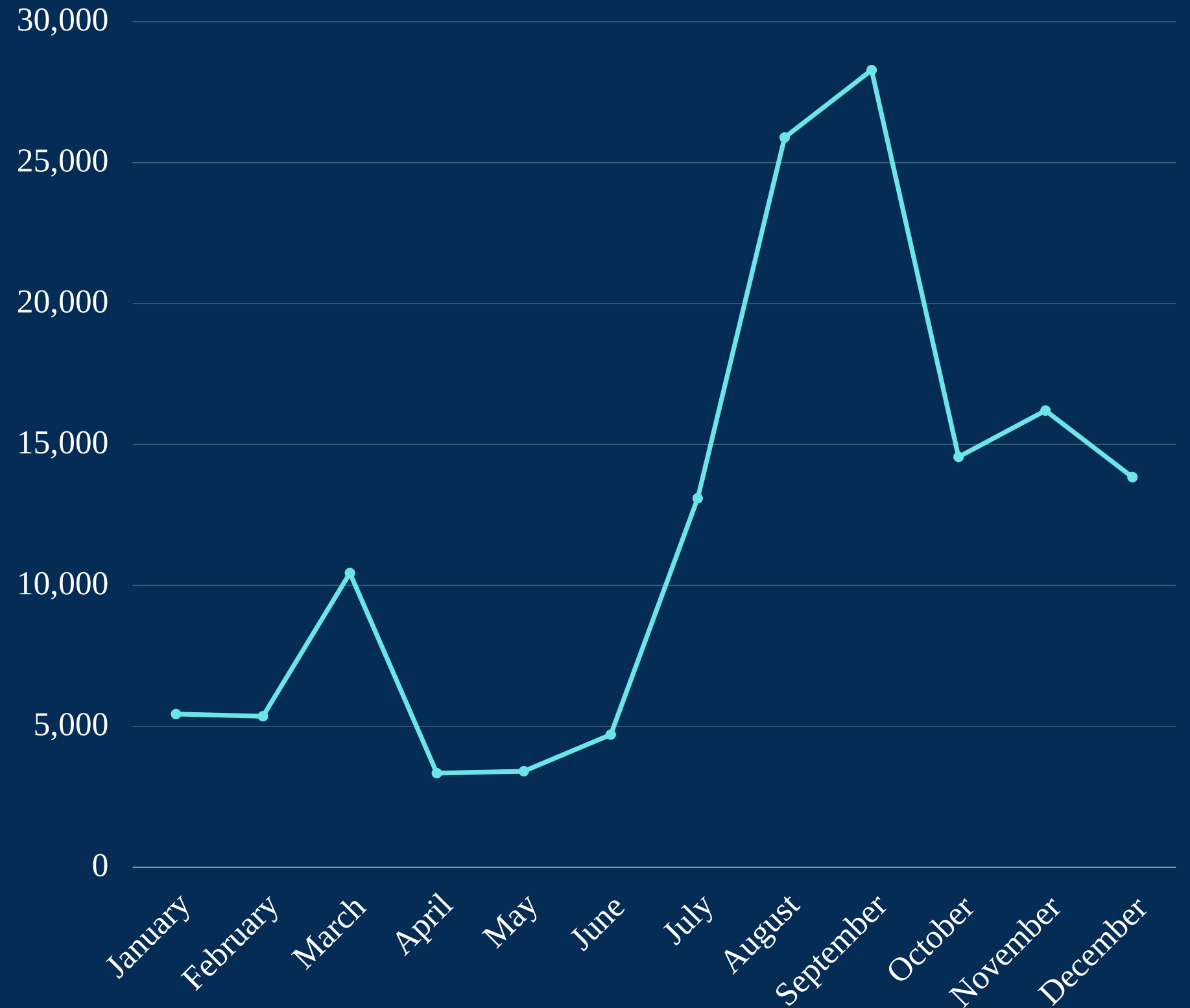
2,796

Followers

5%

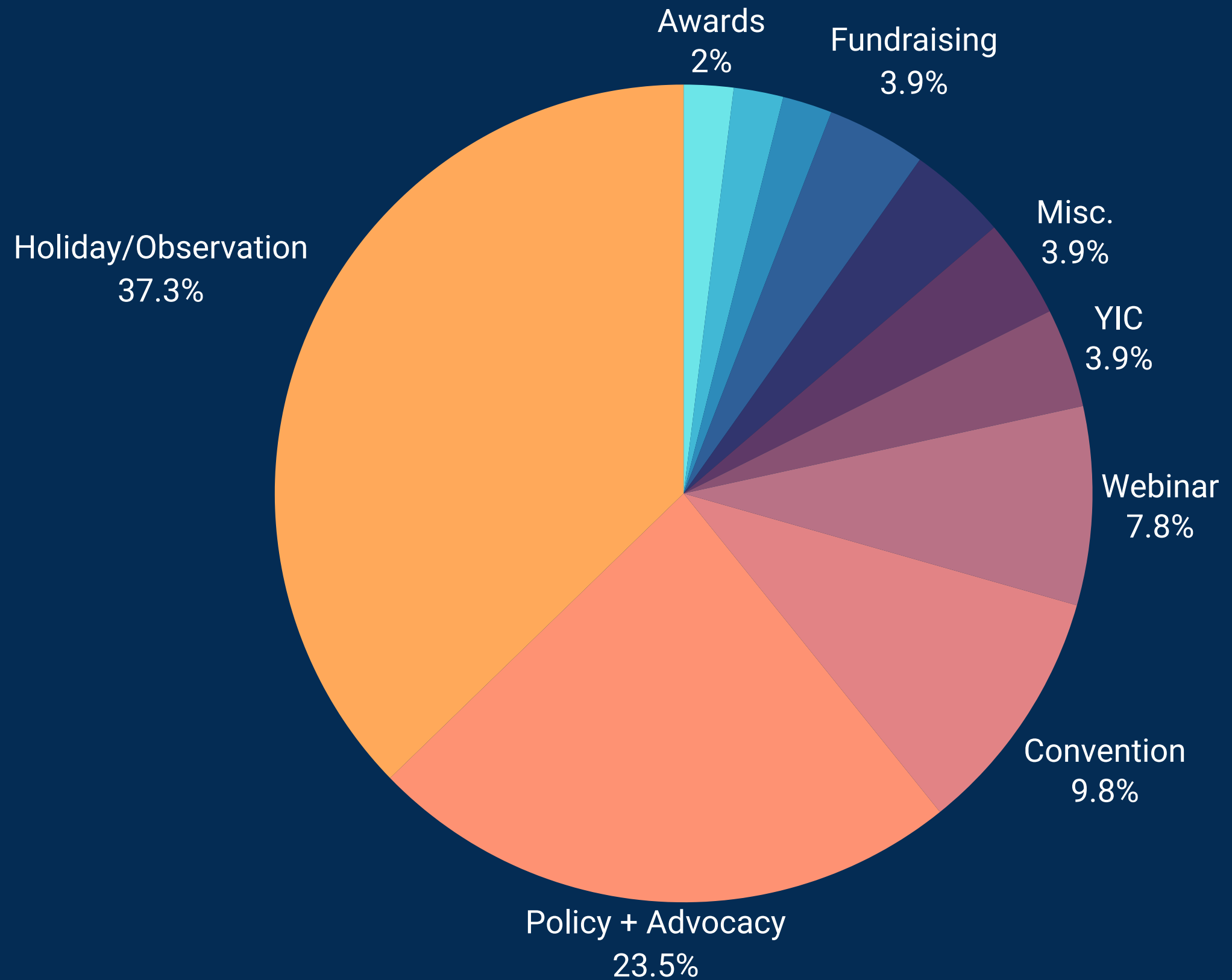
Average Engagement Rate

Impressions



Instagram - Top Topics

1. Holiday/Occasion
2. Policy + Advocacy
3. Convention



Twitter/X

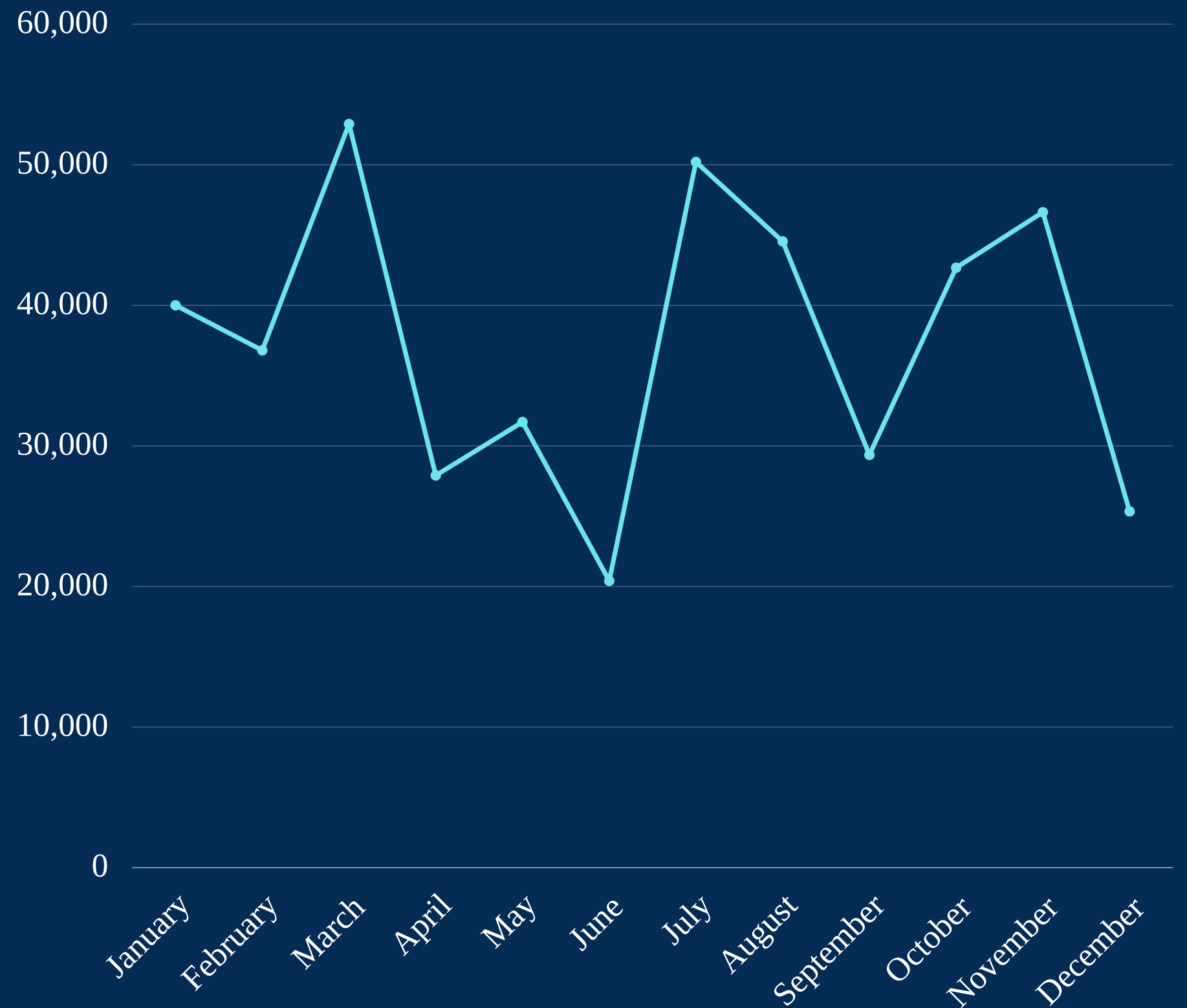
17,512

Followers

2.26%

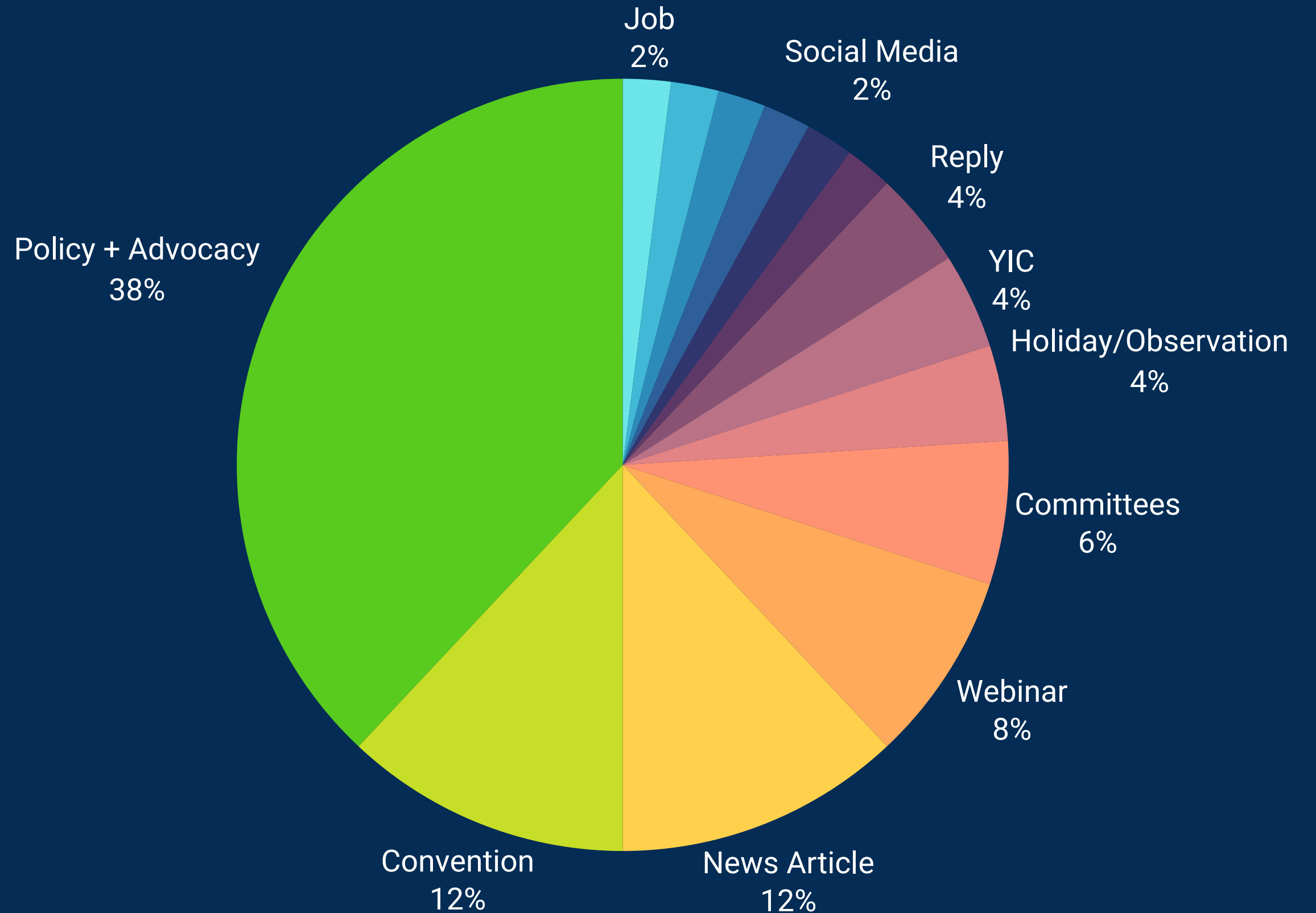
Average Engagement Rate

Impressions



Twitter/X - Top Topics

1. Policy + Advocacy
2. Convention
3. News Article



LinkedIn

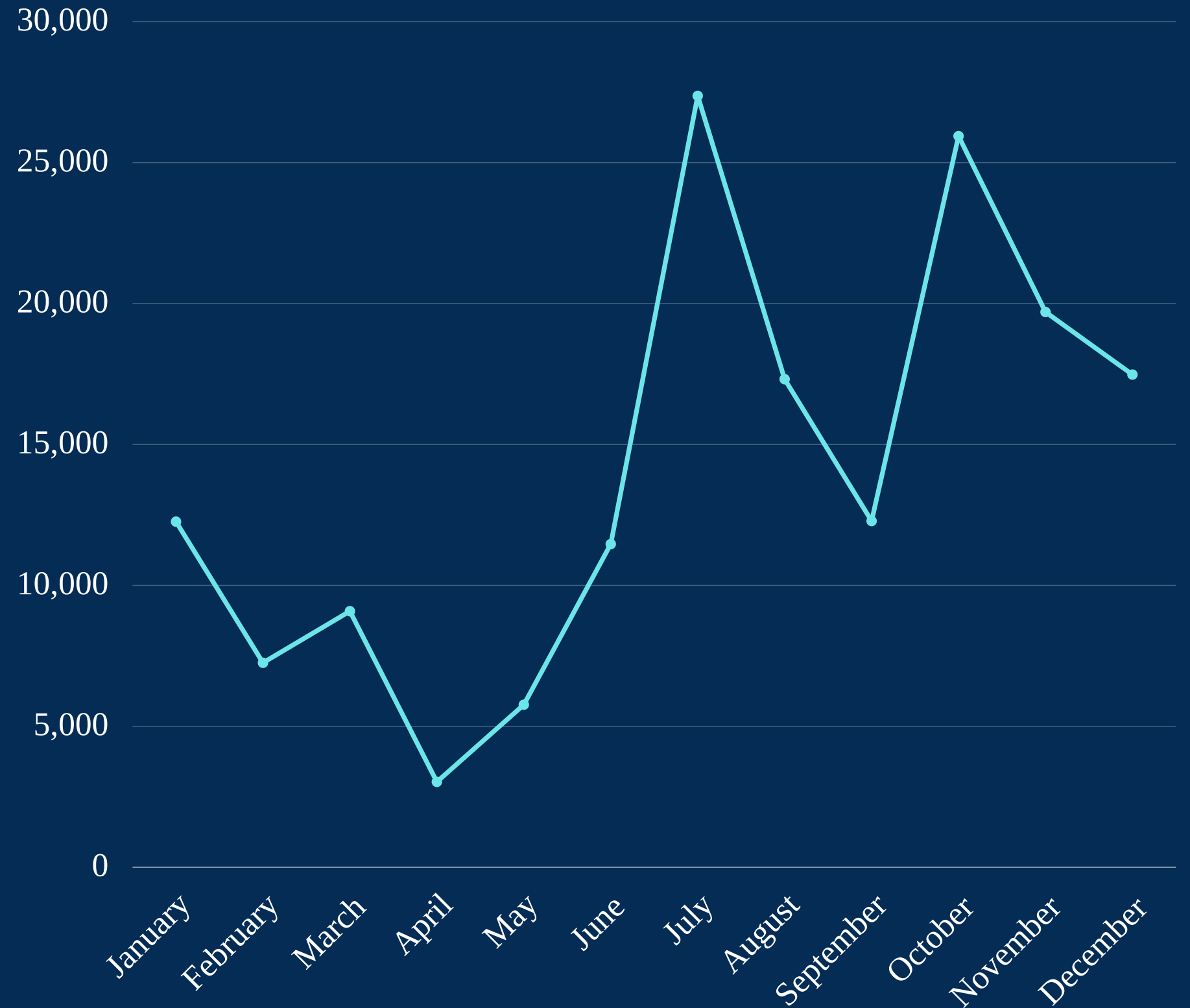
16,972

Followers

5.23%

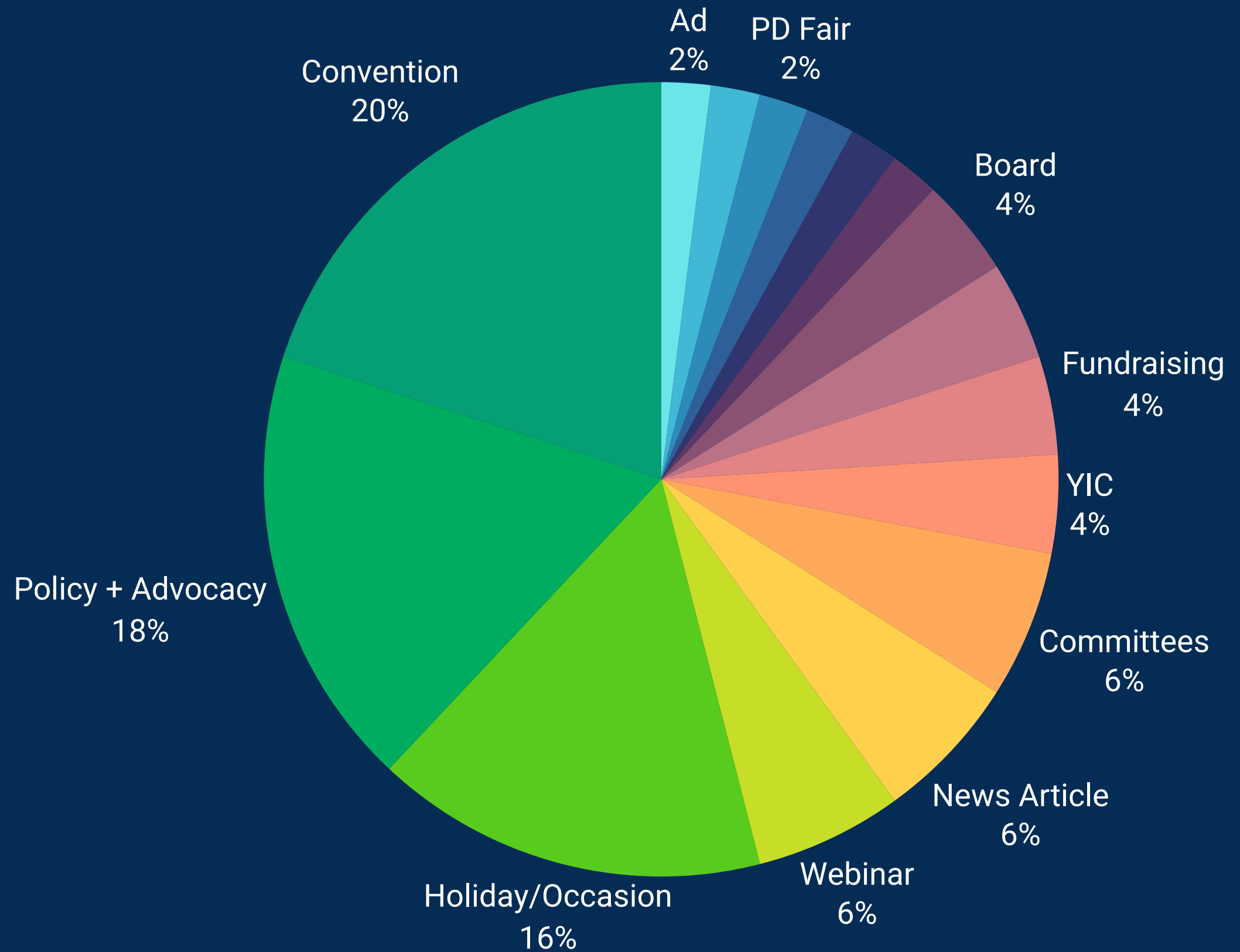
Average Engagement Rate

Impressions



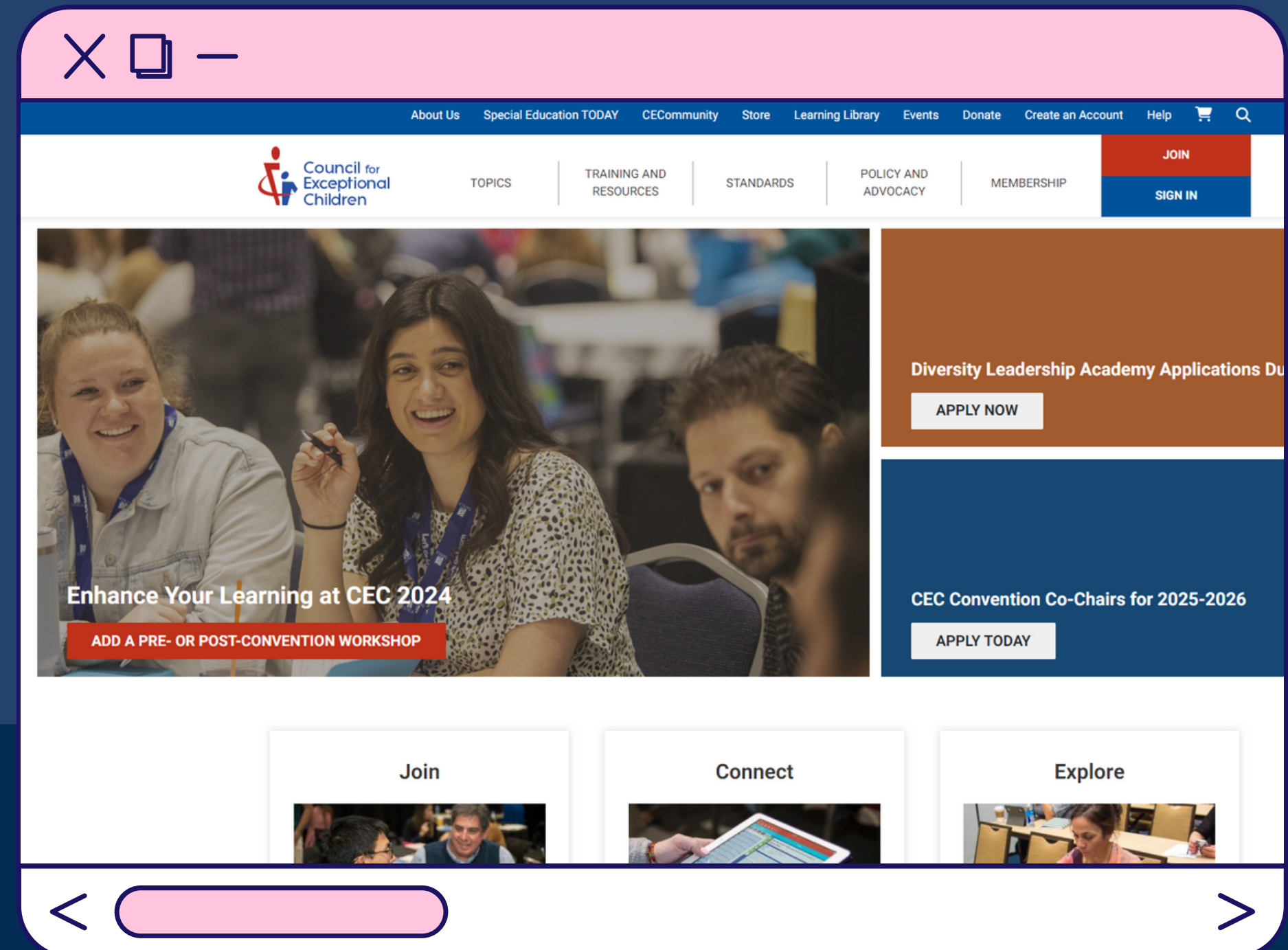
LinkedIn - Top Topics

1. Convention
2. Policy + Advocacy
3. Holiday/Occasion

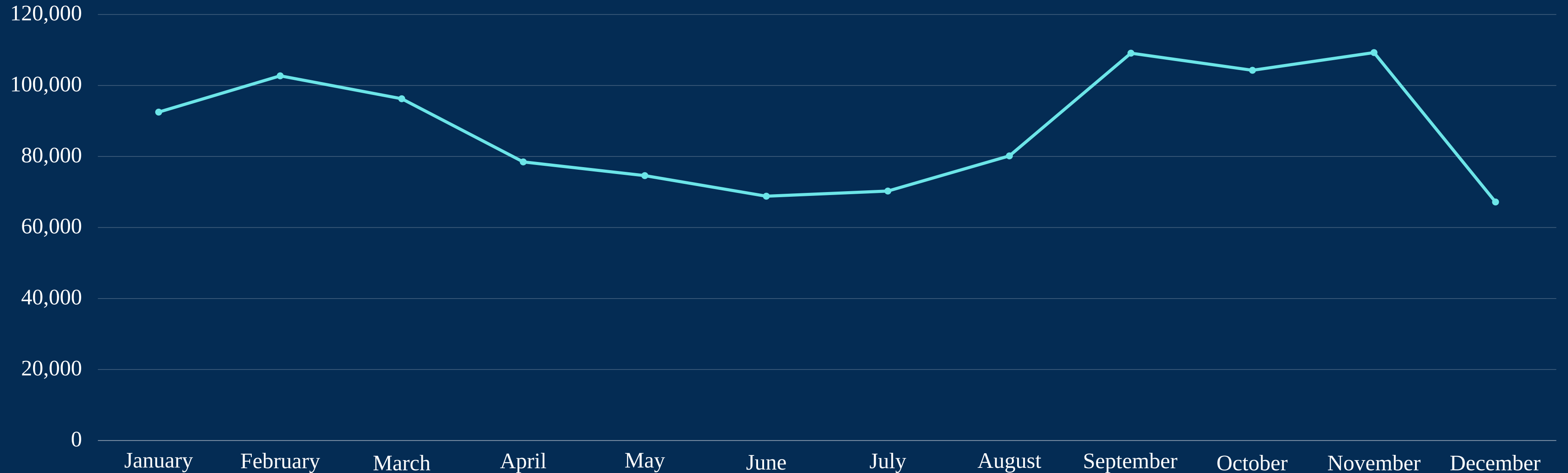


Website

CEC's website serves as the landing page for CEC's resources, news, information, and more.



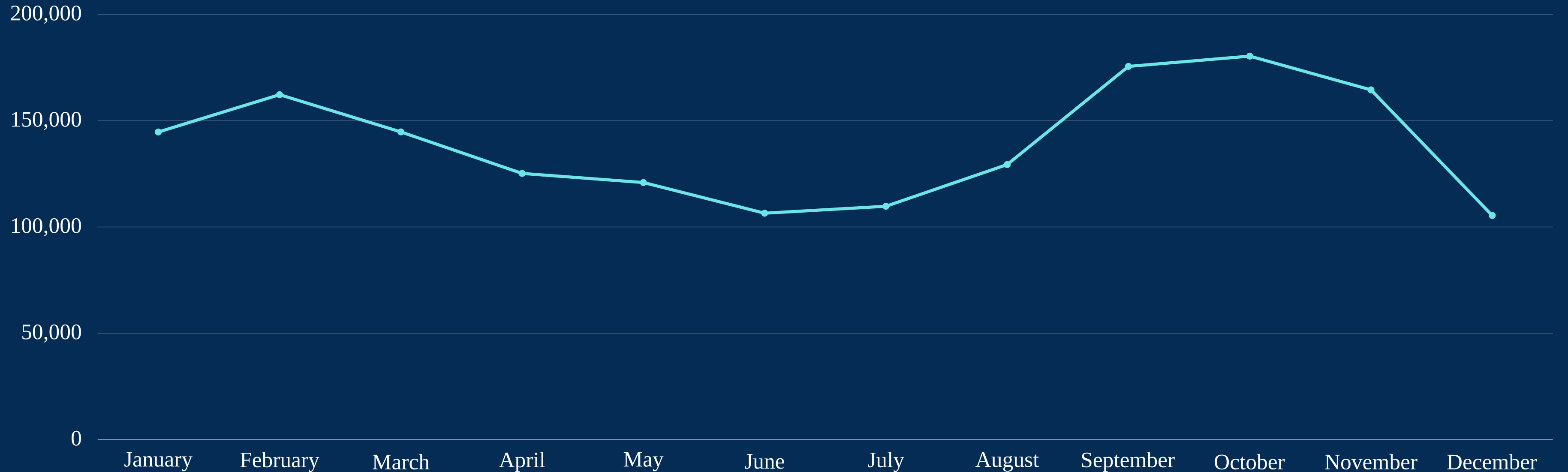
Users



1,053,635

Total Users

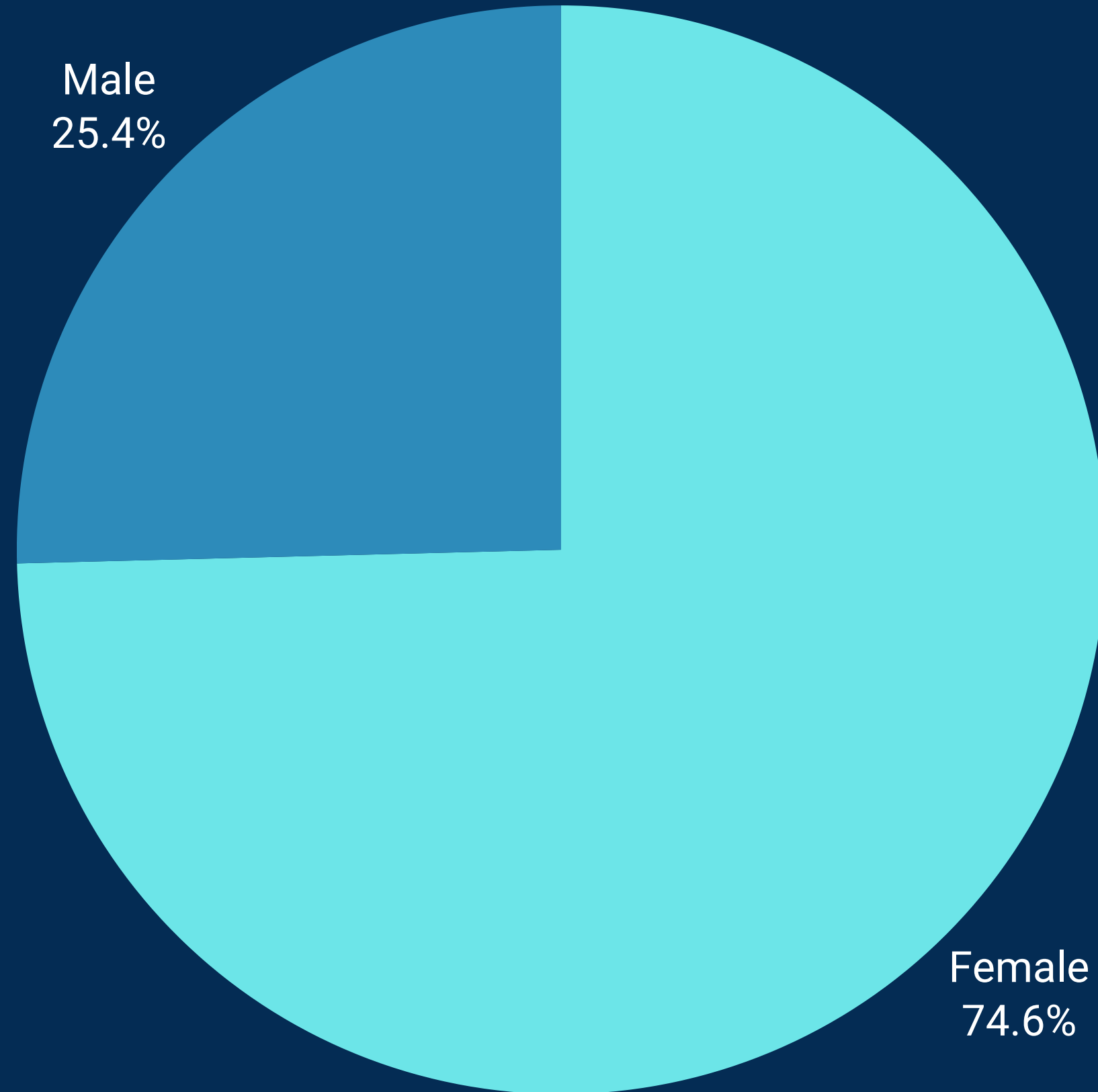
Sessions



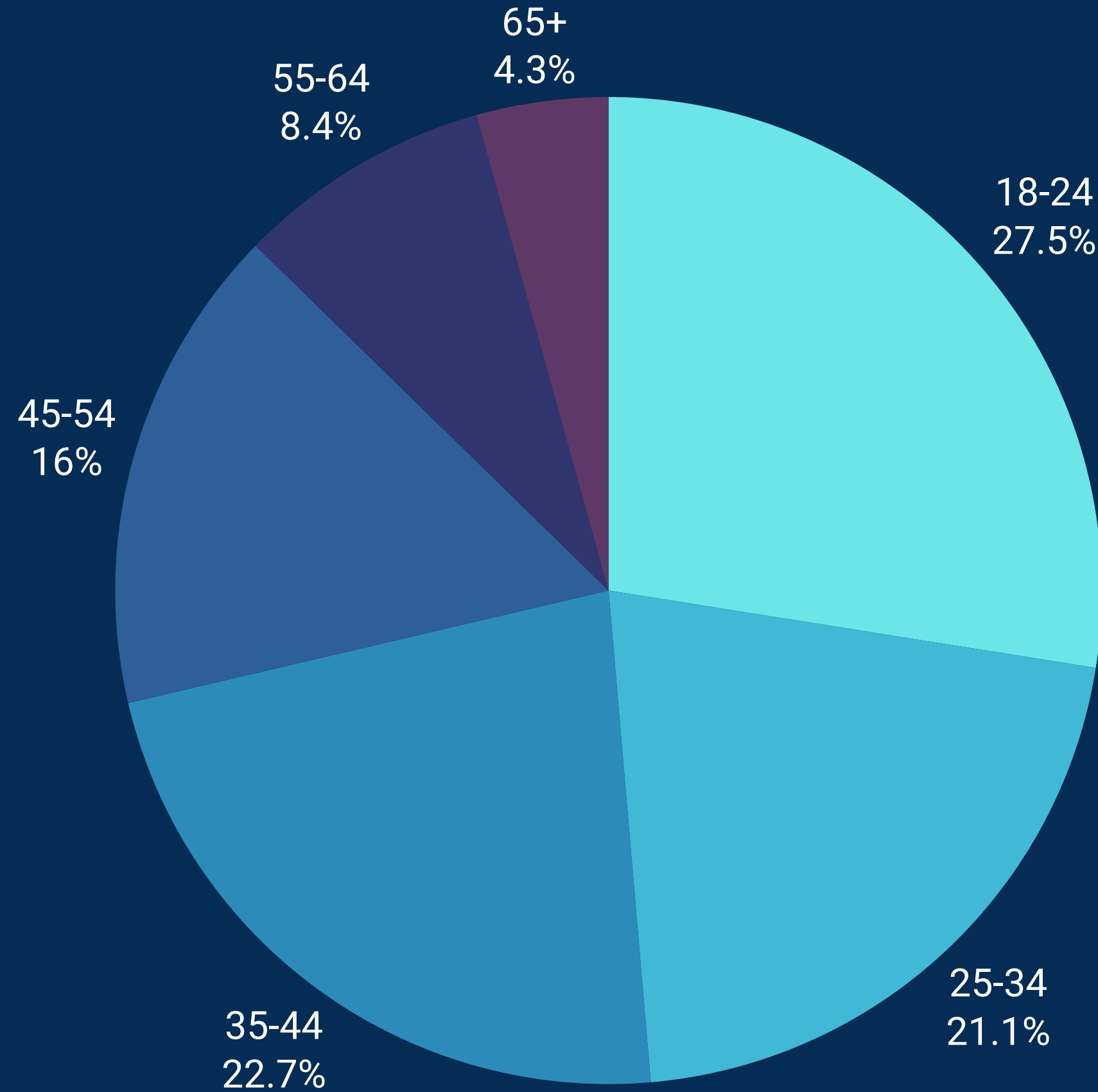
1,669,320

Total Sessions

Demographics - Gender



Demographics - Age



Most Visited Pages

Homepage	721,583 views
Sign-In	196,920 views
Search	122,322 views
Account	85,421 views
Ethical Principles and Practice Standards	70,538 views

Most Engaged Pages

2023 TN CEC Conference	8m 58s average engagement time
Division Reports	7m 56s average engagement time
Blog: "NCLD Report Examines Disproportionate Involvement of Youth with Disabilities with the Juvenile Justice System"	7m 50s average engagement time
Membership Form	5m 30s average engagement time
Convention - ProFAIR	4m 44s average engagement time

Acquisition Sources

