

VNCS WEB PRESENCE REPORT 2024

COVERS JANUARY 1ST 2023 TO DECEMBER 31ST 2023

Presented by Craig Mercer on behalf of the Web Presence Team.

vncs.ca, facebook.com/vnsc.ca, instagram.com/victorianikkei/



HIGHLIGHTS

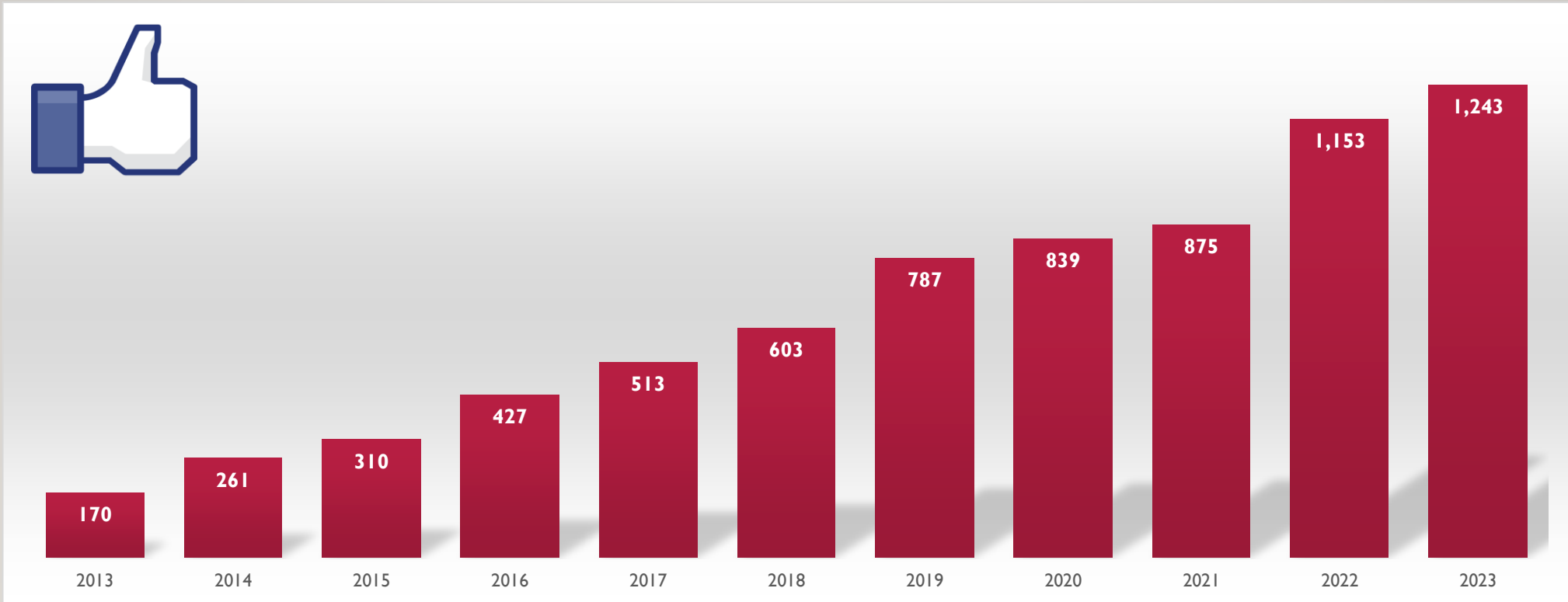
A good year with lots of interaction via our Facebook, Instagram and Web presence.

- **Facebook** saw an **8% increase** in Followers.
- **Instagram** saw a **42% increase** in Followers.
- **Website** saw a **37% decrease** in traffic (due to Google Analytics switching to a new format which resulted in a couple of months of data loss between August and October).



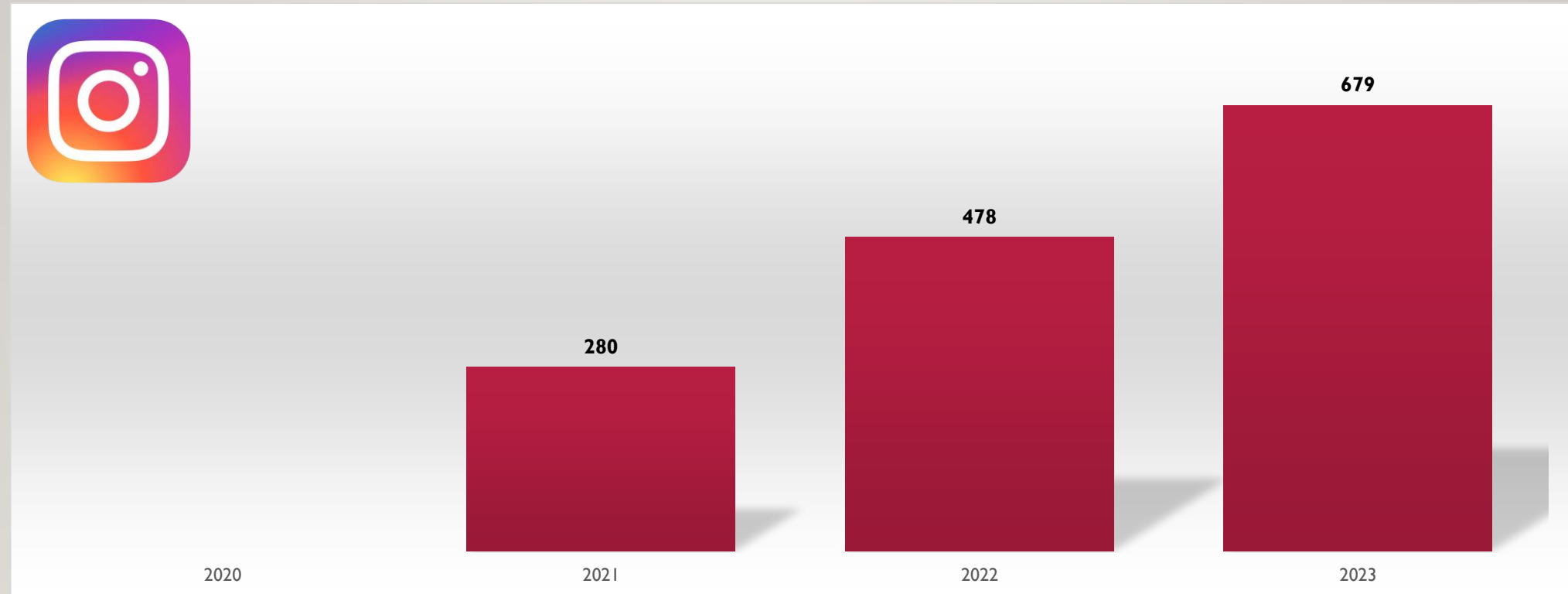
FACEBOOK FOLLOWERS BY YEAR

8% increase in Followers over 2021.



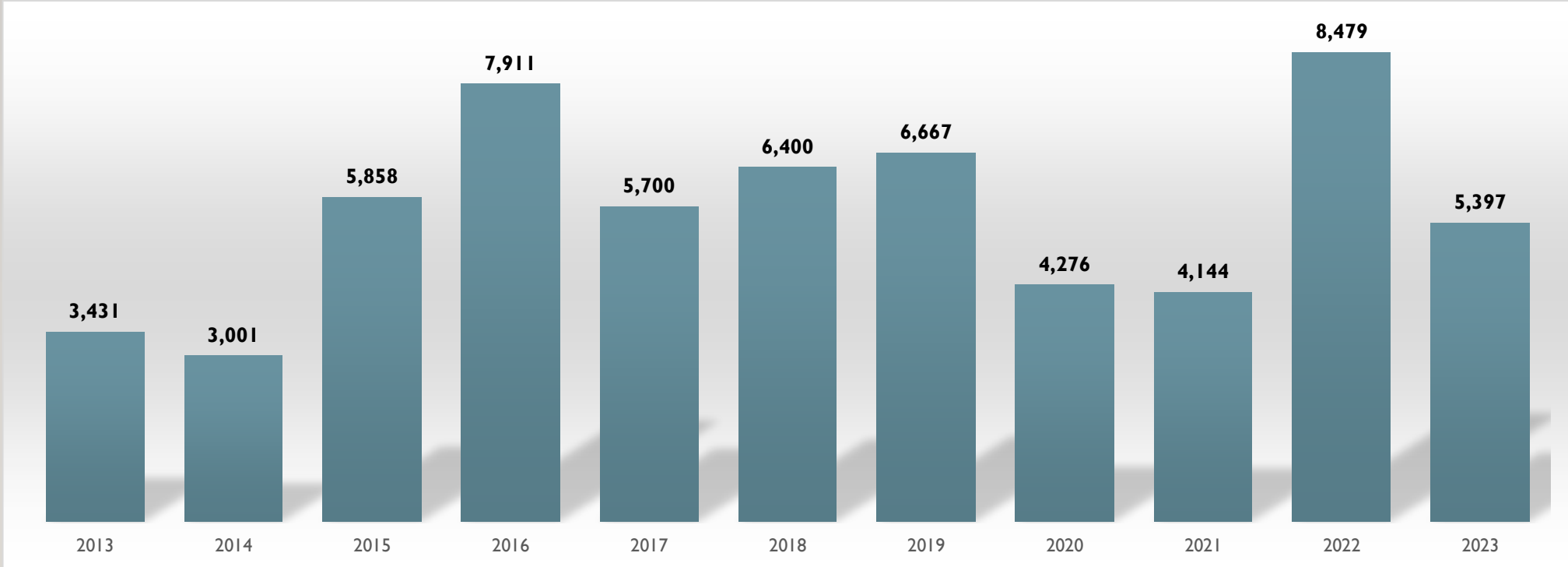
INSTAGRAM FOLLOWERS BY YEAR

42% increase in Followers over 2021.



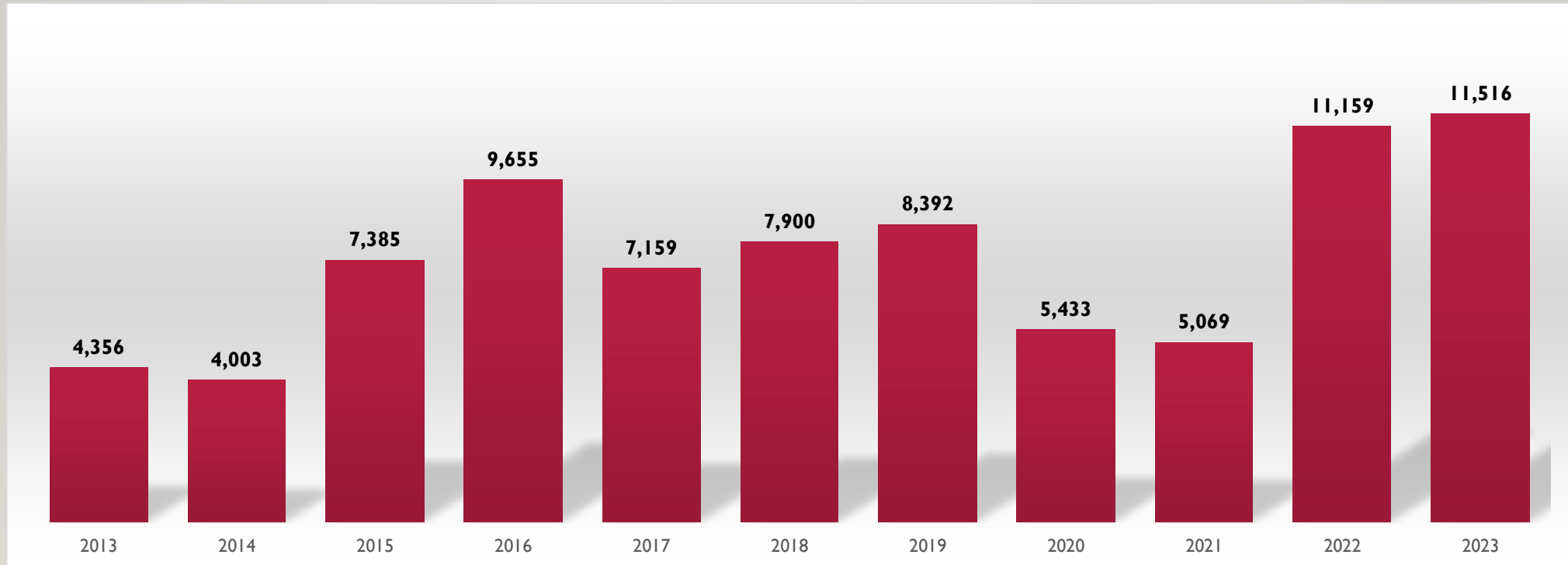
UNIQUE VISITORS BY YEAR

We saw a significant decrease in site visits in 2023, but this is due to Google Analytics switching to a new format which resulted in a couple of months of data loss between August and October.



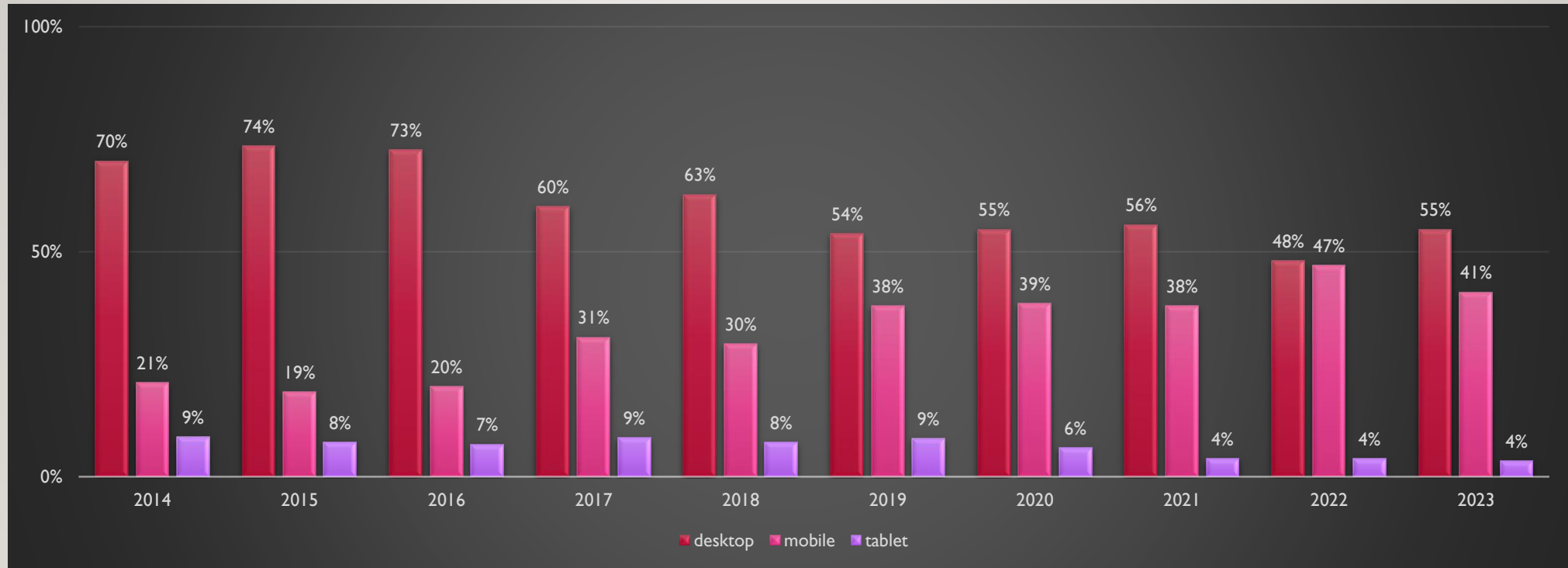
SESSIONS BY YEAR

Total sessions increased slightly but again Google Analytics switching to a new format which resulted in a couple of months of data loss between August and October.



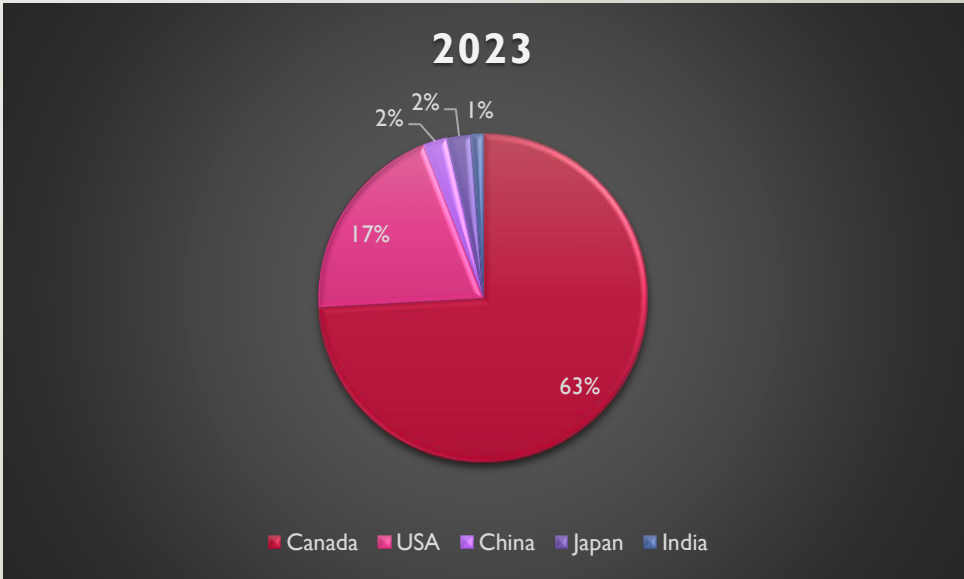
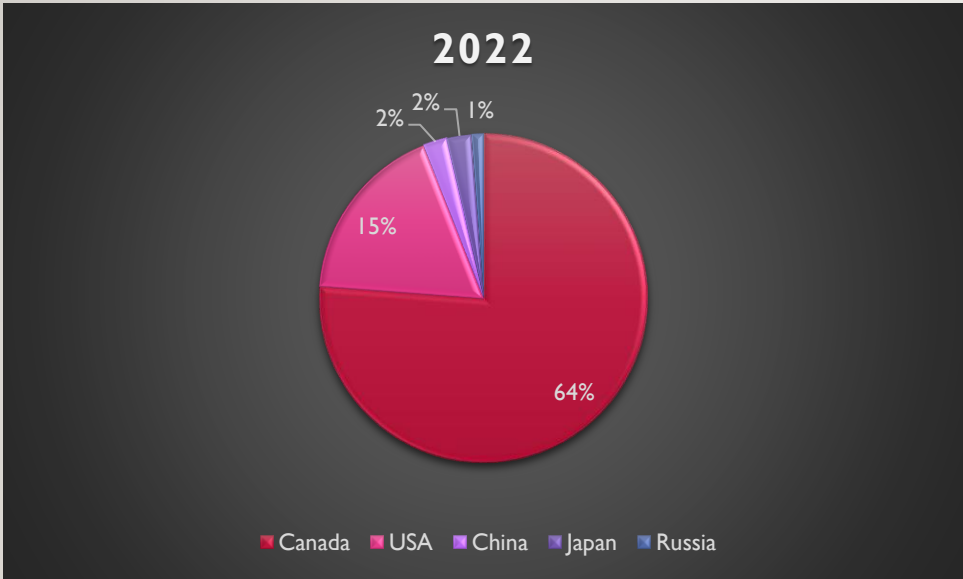
DEVICES BY YEAR

Desktop visitors saw an uptick in 2023, however, Google Analytics switching to a new format which resulted in a couple of months of data loss between August and October so the numbers could be off.



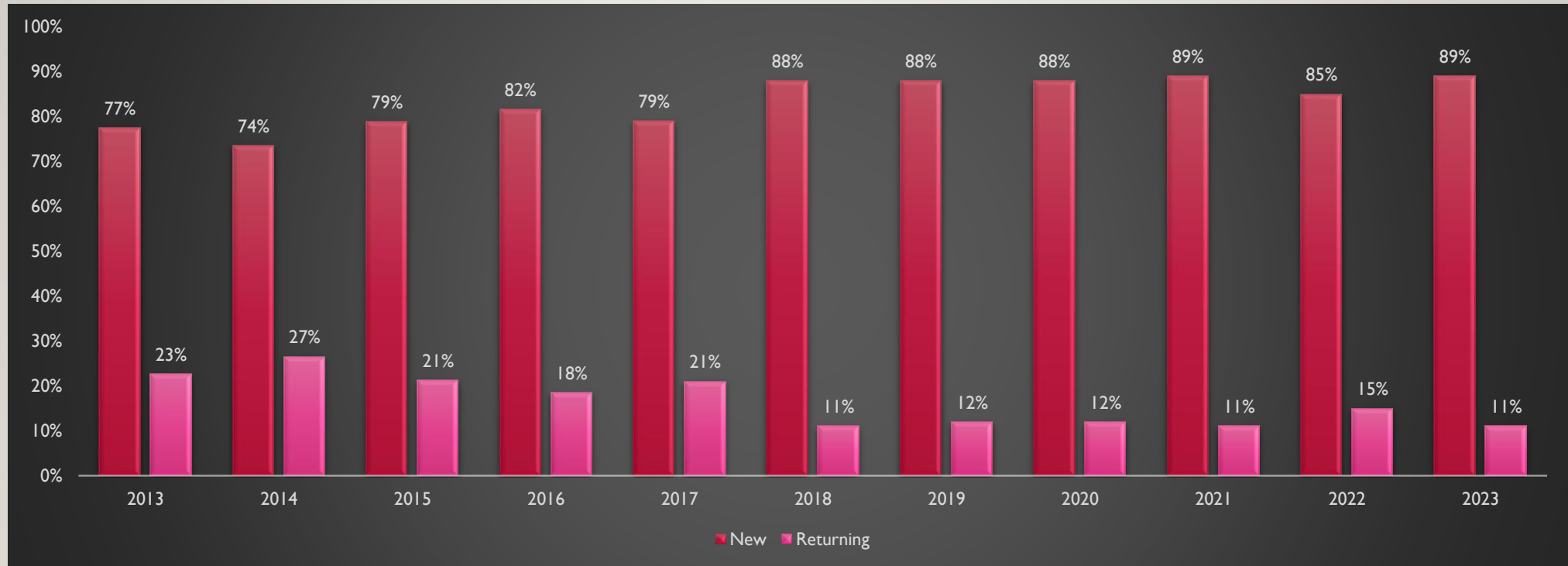
TOP 5 COUNTRIES

The majority (80%) of our visitors continue to be from Canada and the US. Even with Google Analytics switching to a new format which resulted in a couple of months of data loss between August and October, the Visitor Country % remains the same.



NEW VS. RETURNING BY YEAR

Returning saw a slight decrease in 2023.



VNCS WEB PRESENCE TEAM

- **Patty Ayukawa** (Facebook Administration)
- **Reyna Goshinmon** (Instagram Administration)
- **Craig Mercer** (Website Administration)
- **Yukari Peerless** (Director of Communications)



