

VNCS WEB PRESENCE REPORT 2025

COVERS JANUARY 1ST, 2024, TO DECEMBER 31ST, 2024

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

[instagram.com/victorianikkei/](https://www.instagram.com/victorianikkei/), [facebook.com/vnics.ca](https://www.facebook.com/vnics.ca), vnics.ca



HIGHLIGHTS

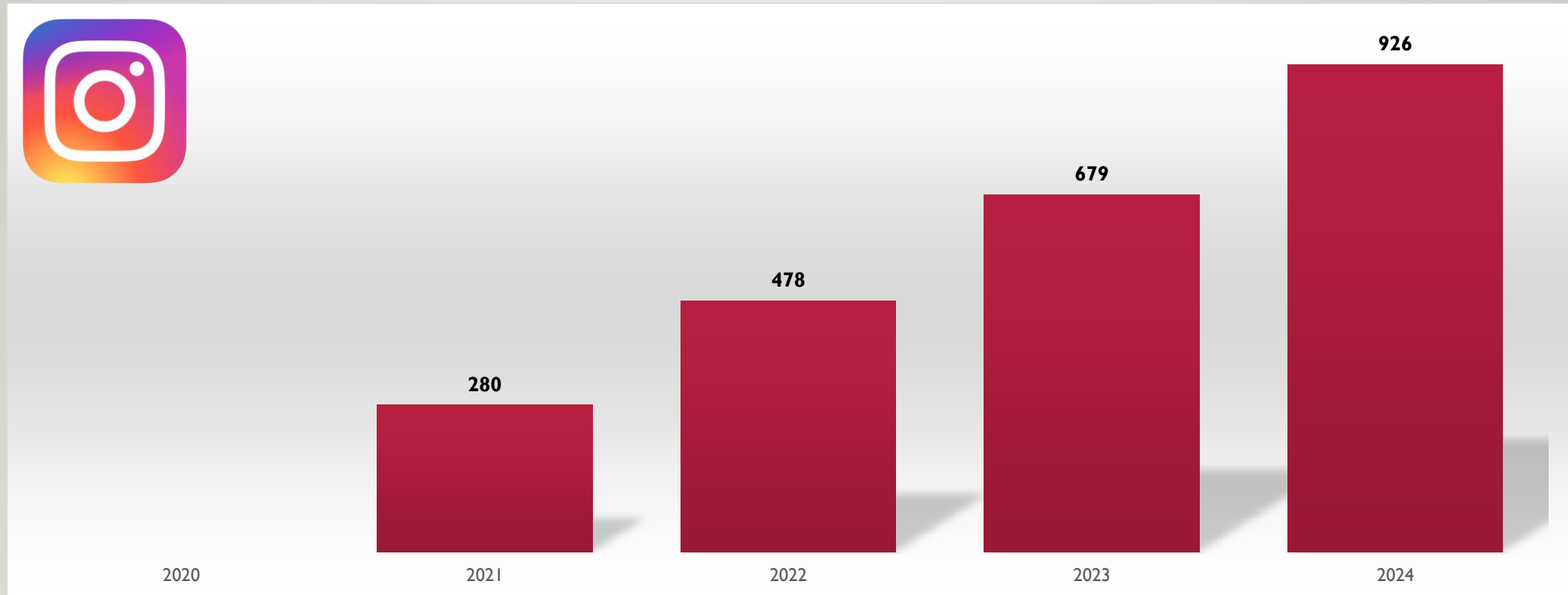
A good year with lots of interaction via our Instagram, Web, and Facebook.

- **Instagram** saw a **36% increase** in Followers compared to 2023.
- **Website** saw a **15% increase** in traffic compare to 2022.
- **Facebook** saw an **6% increase** in Followers compared to 2023.



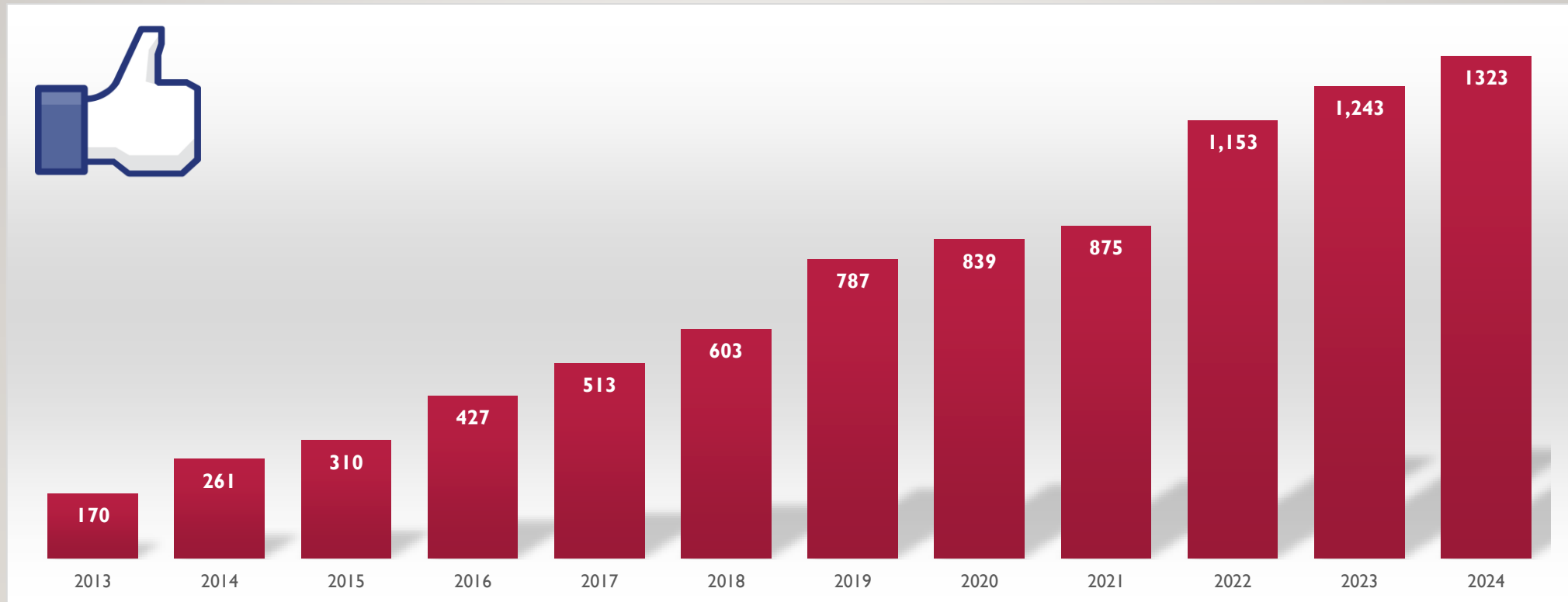
INSTAGRAM FOLLOWERS BY YEAR

36% increase in Followers over 2023.



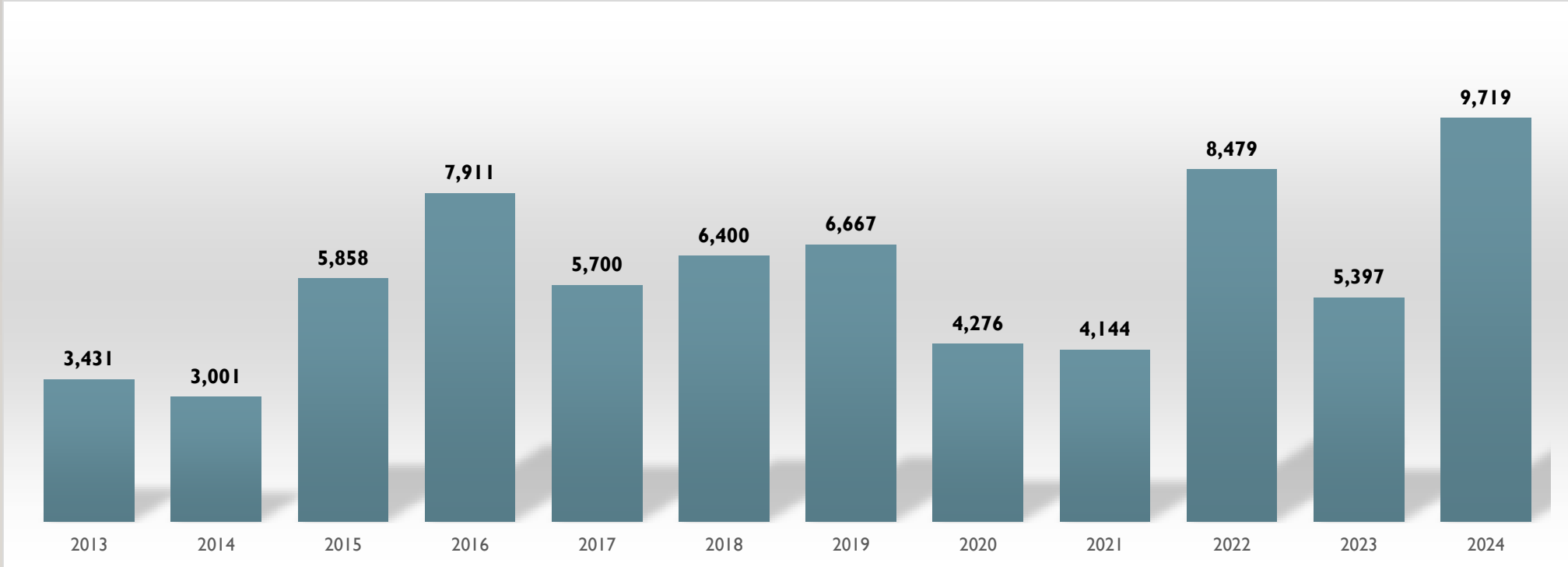
FACEBOOK FOLLOWERS BY YEAR

5% increase in Followers over 2023.



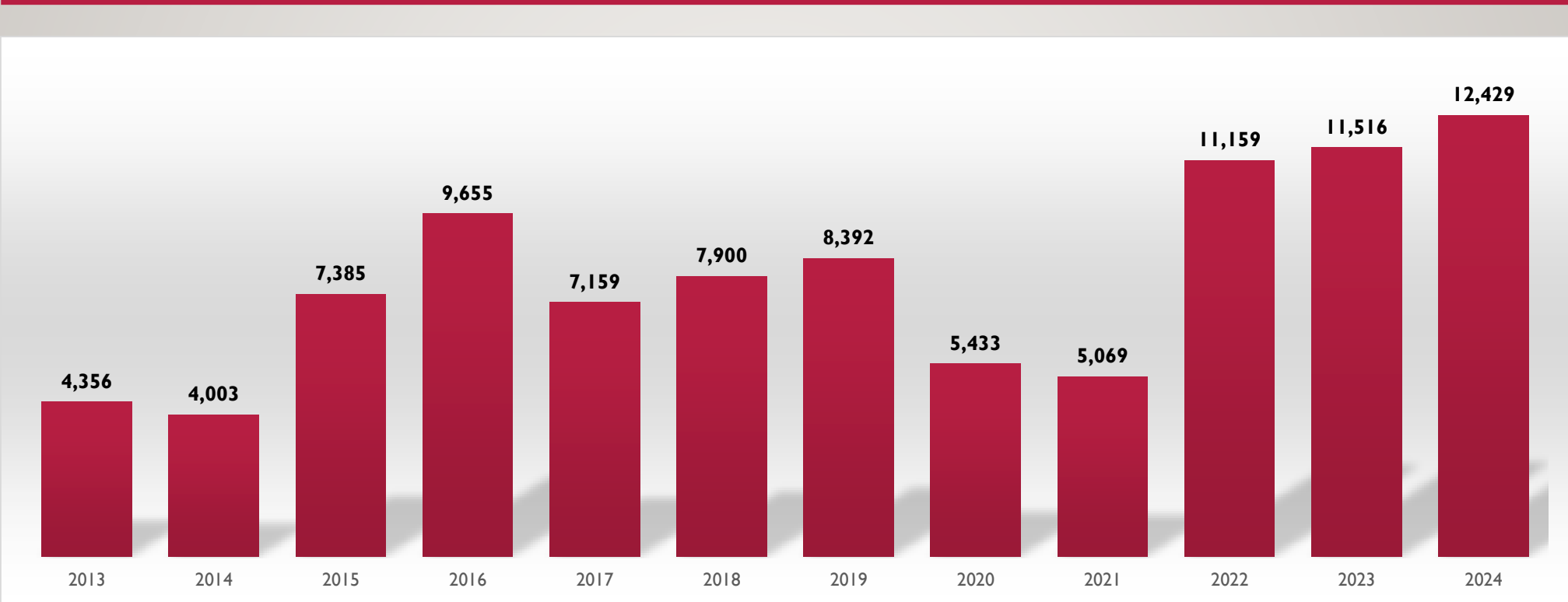
UNIQUE VISITORS BY YEAR

We saw a significant increase in site visits in 2024, which was to be expected as there was data loss in 2023. We did see a 15% increase over 2022 which is the last year we have total data for.



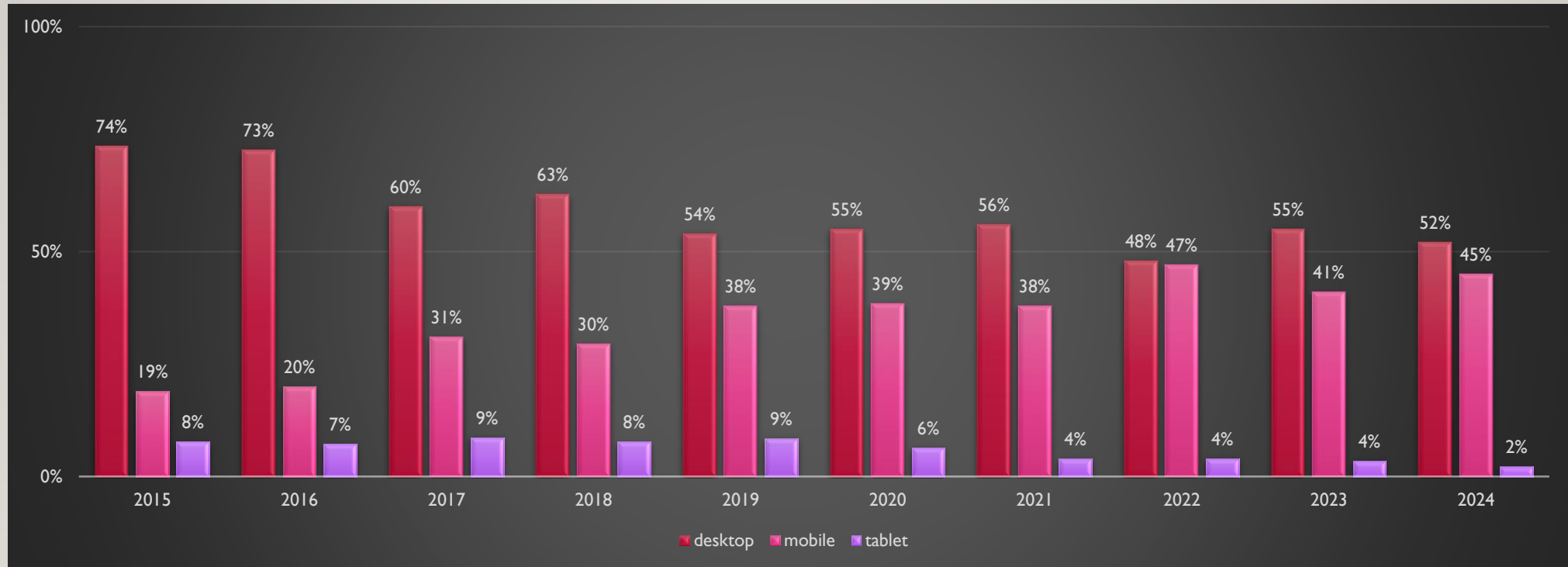
SESSIONS BY YEAR

Total sessions increased slightly year over year.



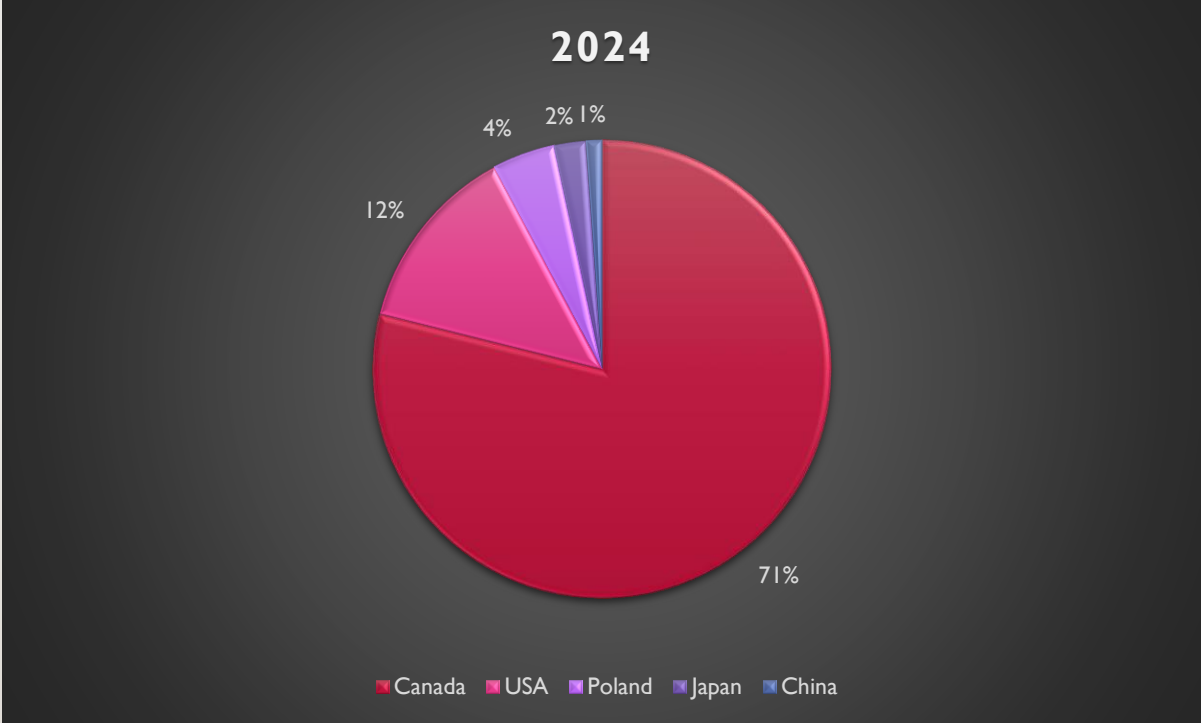
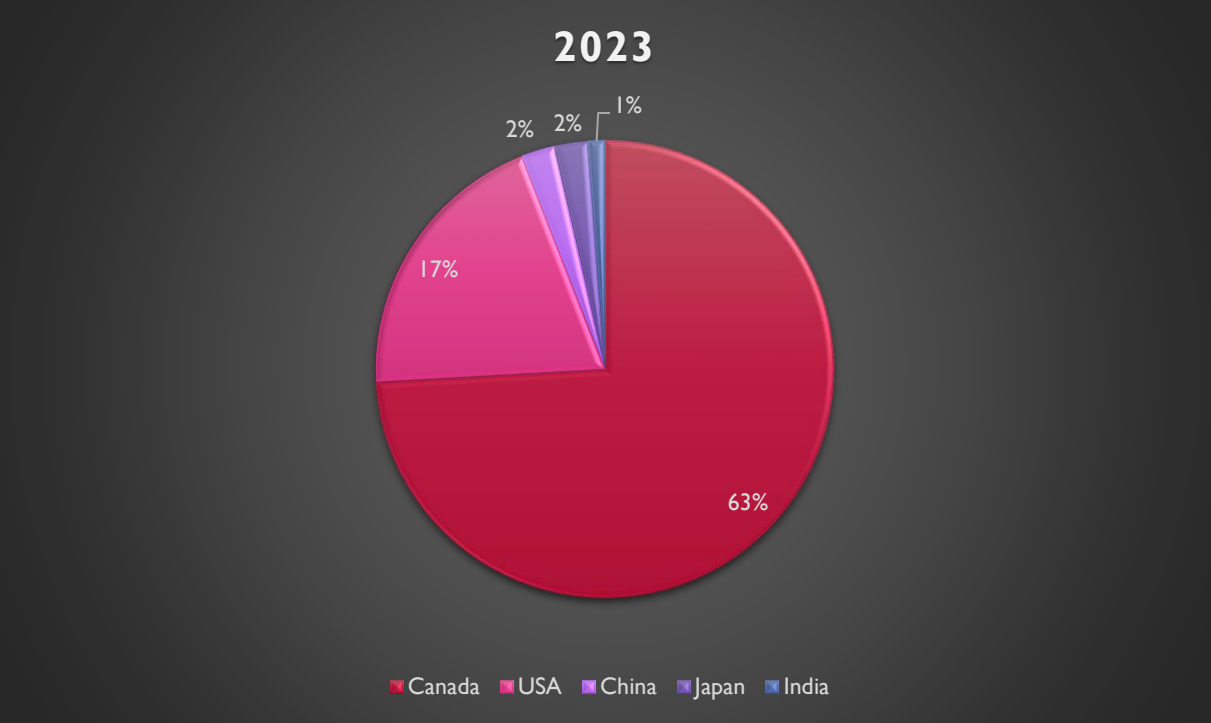
DEVICES BY YEAR

Mobile increase slightly year over year while Tablets and Desktops decreased slightly.



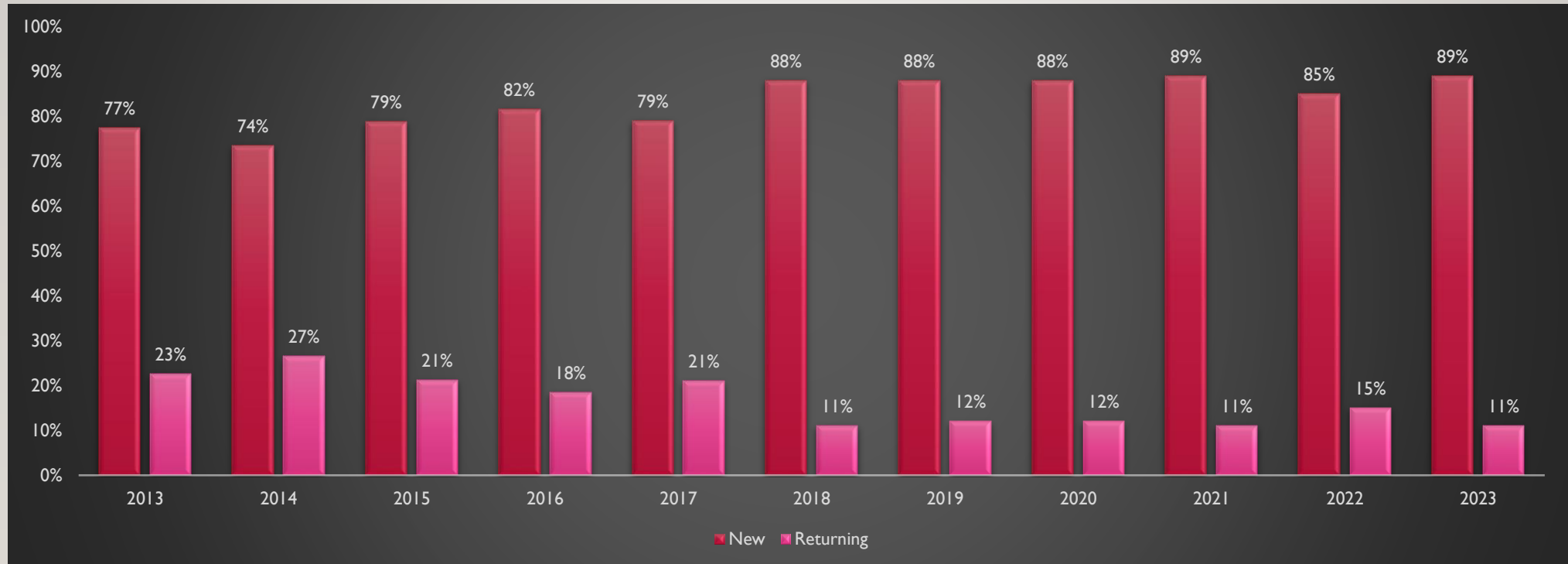
TOP 5 COUNTRIES

No major change in 2024 except for Poland which showed up in the stats this year with 4% of the traffic while all other countries basically stayed 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)





THANK YOU!

