



WEBSITE, REFLECTIONS, OCCASIONAL PAPERS REPORT 10th June 2020

Content Engagement

There has been an incredible overall increase in accessing all pages from the last report (10th January 2020) – from 1,755-page views to 14,821. There has been a large increase in new users, which is up by 65%, which increases steadily from March onwards.

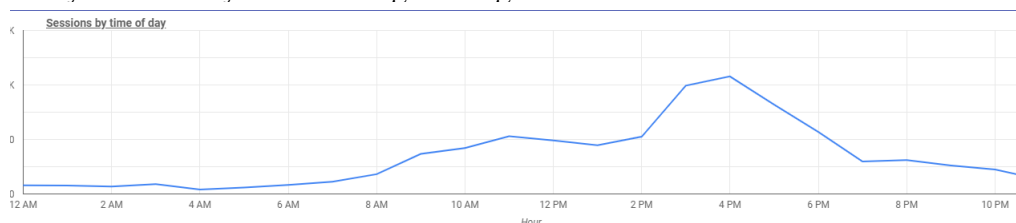
Website visitors are reading (in order of most read):

Title
Welcome to TACTYC
Home page / Archives
Membership
Conferences & AGM
Reports
Occasional Papers
Reflections
Journal
About
TACTYC Annual Conference and AGM 2020 Saturday 20th June
Latest news
Books & Reviews
Members Area
Cookies
Projects
#4152 (not found)
Profiles
Search the site
Consultations & Responses
Contact
PRESS RELEASE Young children as guinea pigs, the Reception Baseline Assessment Framework: A message from a newly qualified teacher (NQT)
First 1001 Days Movement
Invitation to tender for TACTYC Research Project 2020

Referrals and Return Visits

The main referrals are from Twitter, then Facebook. Return visits are prompted by a variety of websites, including google search, yahoo and a range of Moodle and BB sites. Apple devices followed by Samsung lead the usage.

Sessions by time of day is interesting reading:



TACTYC Blog

There are currently 10 Blog posts on the website, with engagement from 260 readers to date and 95 returning users. Blogs are highlighted on the 'news' and 'about' pages, tweeted and shared. Thanks to Viki and Penny for commenting and encouraging further reading.

Next Steps

Continue to tidy up pages, content and contemporary reports.

There have been a few issues with the website, changes and updates are on-going and this has impacted on a few key pages, membership in particular as this needed to be redrafted from the beginning on a more recent platform to accommodate the changes.

Ensure that the posts are effective for readership – Apple/Samsung devices.

Create themes for blog posts?

Consider book review section on the website? This is often requested.

Facebook /Twitter

We continue to be represented on Twitter and on Facebook (both by Jane Payler). Twitter is used and engaged with most frequently. We have 2712 (an increase of 700) Twitter followers - engagements with tweets regularly link readers back to the website.

Occasional Papers

Occasional Paper 15 'The re/constructed role of nursery schools as local community hubs in the current context of austerity', written by Dr Kate Hoskins, Dr Alice Bradbury and Mr Lewis Fogarty: Brunel University London is our newest paper. Occasional papers are the most shared links on the website. We currently have 2 papers published this year in accordance with our pledge to publish two per year.

Reflections Papers

Reflections papers continue to be a popular part of the website, offering a space to share research and debate issues. Reflections papers for 2020 are:

2020 Reflections

- **The importance of mixed-age play** – Asia Trigonopoulos
- **Mirrors that make us** – Rachna Joshi
- **An internal conflict: policy, practice and pedagogy** – Lauren Emery

This year's Student Reflections Award is now open for submissions; the closing date will be July 31st.