



WEBSITE, REFLECTIONS, OCCASIONAL PAPERS REPORT 18th June 2021

Content Engagement

There has been a large increase in accessing all pages from the last report (20th June 2020) with 23,222-page views, 10,507 unique users and 10,392 new users, with 114 returning users.

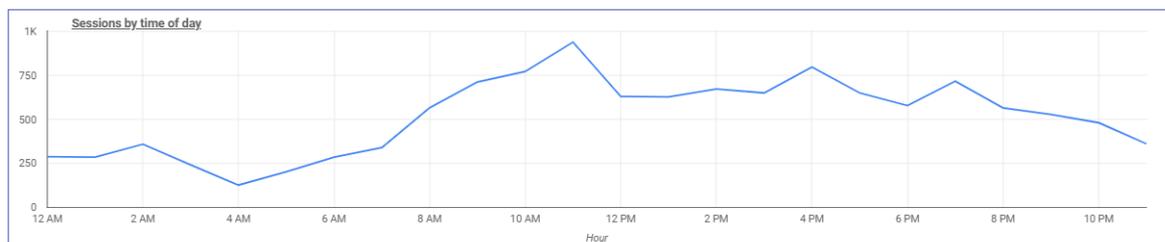
Website visitors are reading:

| Sessions | Page | Sessions | Users | % Exit | Bounce Rate | Returning Users |
|----------|----------------------|----------|-------|--------|-------------|-----------------|
| 7,616 | /default.asp | 3,867 | 3,427 | 50.28% | 57.62% | 332 |
| 2,978 | /reflections/def... | 712 | 748 | 72.09% | 79.78% | 249 |
| 608 | /research-repor... | 574 | 613 | 55.42% | 64.98% | 132 |
| 361 | /journal/default... | 437 | 814 | 45.5% | 60.18% | 481 |
| 224 | /who-can-join/d... | 420 | 571 | 35.65% | 43.57% | 217 |
| 157 | /occasional-pa... | 346 | 487 | 51.31% | 69.94% | 244 |
| 97 | /conferences/d... | 324 | 516 | 49.34% | 68.83% | 256 |
| 73 | /profiles/default... | 297 | 364 | 55.42% | 66.33% | 133 |
| 47 | /about/default... | 294 | 732 | 37.6% | 50.34% | 494 |
| 42 | /projects/defau... | 249 | 316 | 53.93% | 64.26% | 91 |

Referrals and Return Visits

The main referrals are from HEI websites, ECEC websites, Facebook, Twitter, The Conversation and Yahoo search engines.

Sessions by time of day is interesting reading and constantly changes to enable us to support our important news sharing:



TACTYC Blog

There are currently 11 Blog posts on the website, with engagement from an average of 70 readers to date for each blog. Blogs are highlighted on the 'news' and 'about' pages, tweeted and shared.

Next Steps

Penny is currently planning a series of new Blogs and Vlogs.

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. We are planning a website review to support our members.

Facebook /Twitter/LinkedIn

We continue to be represented on Twitter and on Facebook. Twitter is used and engaged with most frequently. We have 3,388 (an increase of 924) Twitter followers - engagements with tweets regularly link readers back to the website. Facebook and LinkedIn accounts are currently being centralised with one account to support our 'supporting' and 'informing' objectives.

Occasional Papers

Latest publication is Occasional Paper 16 - Questioning the relationship between pre-compulsory education and school by Victoria Bamsey: University of Plymouth, Lewis Fogarty: Brunel University, Dr. Mabel Encinas: London Metropolitan University, Mandy Andrews: University of Plymouth.

We currently have 2 papers published this year in accordance with our pledge to publish two per year. Please do get in touch if you wish to contribute.

Reflections Papers

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

2021 Reflections

- An Action Research approach to implementing Early Education programmes: a case study of the Early Years Foundation Stage in England – Joelle Feudjo Maneze
- In pursuit of pleasure in the Early Years – Lenka Gondekova
- It's simply '30 hours free child care' – isn't it? – Ruth Beck

Student Reflections process for 2021 has already been shared via Twitter, Facebook and the website. The closing date for this year's award will be July 31st, 2021.