

BIRMINGHAM TALKING NEWSPAPER ASSOCIATION

WEBSITE & SOCIAL MEDIA REPORT – AGM 2019

PODCASTING

We have recently made the North and South weekly news editions plus the weekly magazine and history recordings available as a set of podcasts. This was partly in response to Stephanie Sergeant's suggestion for use with her "In Your Pocket" voice operated smart phone. It may also be of benefit to new listeners who are familiar with other podcasting services.

If you already use a podcasting app, try searching for "Birmingham Talking Newspaper" and let us know if there are problems with it.

The web address "btna.org.uk/feed/podcast" shows links to the recordings in playable and downloadable forms. This service is still in its infancy so it is too early to tell how much use is being made of it.

WEBSITE

BTNA Website Statistics (to March 2019)

Monthly Totals

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2015	423	351	529	362	373	232	350	344	352	367	301	415	4,399
2016	640	326	271	271	209	194	256	256	252	214	276	153	3,318
2017	242	218	329			194	218	194	211	246	164	170	2,186
2018	238	197	196	167	241	239	212	165	155	243	319	238	2,610
2019	280	245	216	281	240	269							

Average per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2015	14	13	17	12	12	8	11	11	12	12	10	13	12
2016	21	11	9	9	7	6	8	8	8	7	9	5	9
2017	8	8	10			6	7	6	7	8	5	5	7
2018	8	7	6	6	8	8	7	5	5	8	11	8	7
2019	9	9	7	9	8	9							

(As reported previously there are no statistics for April and May 2017 owing to the automated removal of the tool that collects the data during a website software update which was outside our control. However, the tool was reinstated at the end of May 2017 so data has been available again since June that year.)

Daily average rates of access to the website have been fairly consistent since mid 2016 though there has been a slight increase since November 2018.

