

Q2 Metrics Report



Bench Mark Q1 2025

Constant Contact	21,700										
Instagram	3,429										
Facebook	4,697										
X	4,500										
Listserv	1,174										
LinkedIn	561										

Date Range (April 1 - June 30,2025)

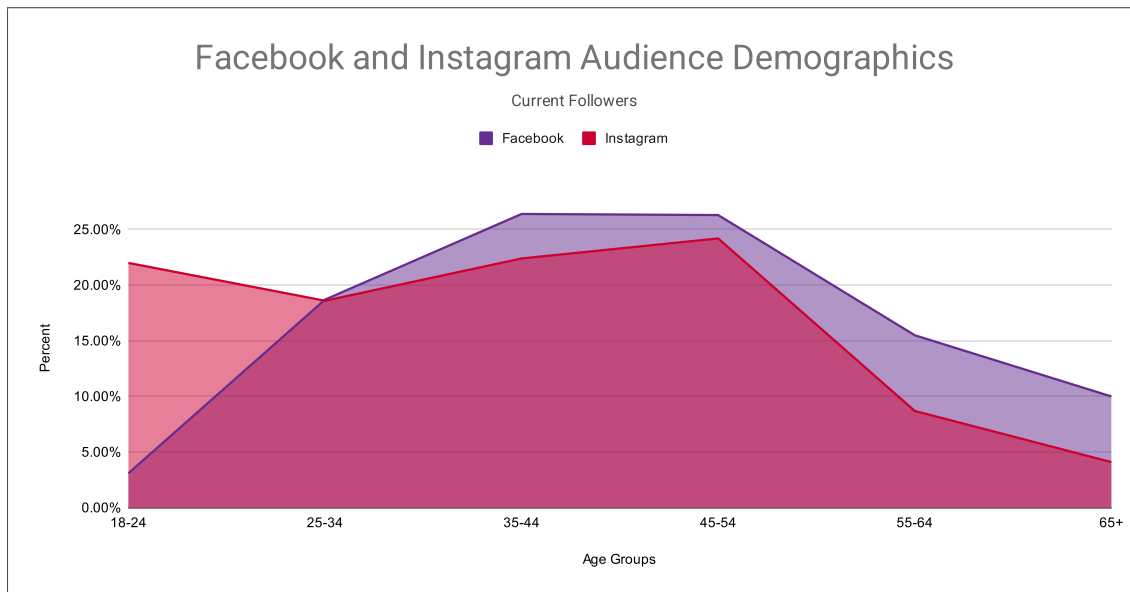
Platform	Followers / Subscribers	Likes / Reactions	Sends	Opens	Number of Posts	Views	Comments	Shares / Saves	Clicks	Most Engagement	Least Engagement
Constant Contact	21,715	N/A	36,103	15,429	10	N/A	N/A	N/A	570	Members Newsletter	Advisers Institute Reminder
Instagram	3,646	6	N/A	N/A	98	235,511	150	1087	N/A	Student Media Alert	JEA Junior High/Middle School National Media Contest
Facebook	4,756	4,160	N/A	N/A	78	99,513	411	168	3,167	Iowa JOY	Break with a pro
LinkedIn	616	45	N/A	N/A	4	971	1	1	227	NHSJC wrap up	Certification Reflection
Linktree*	N/A	N/A	N/A	N/A	N/A	788	N/A	N/A	575	N/A	N/A

*Linktree free version tracks data from March 1-28

X 4,490 Twitter analytics unavailable in free version.

Significant findings

Follower Demographics



Facebook
Women 69.50%
Men 30.50%

Instagram
Women 70%
Men 30%

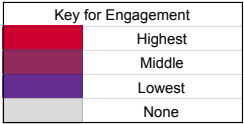
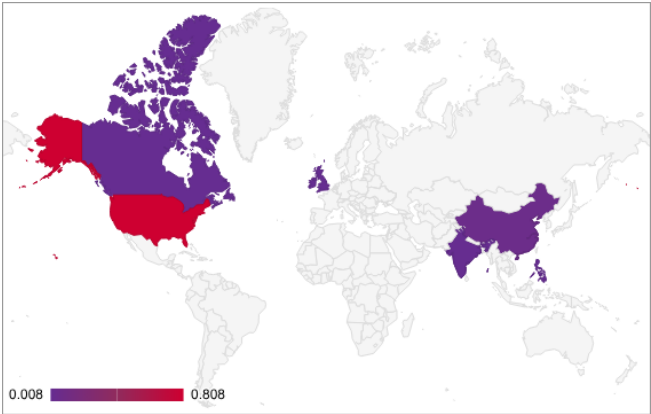
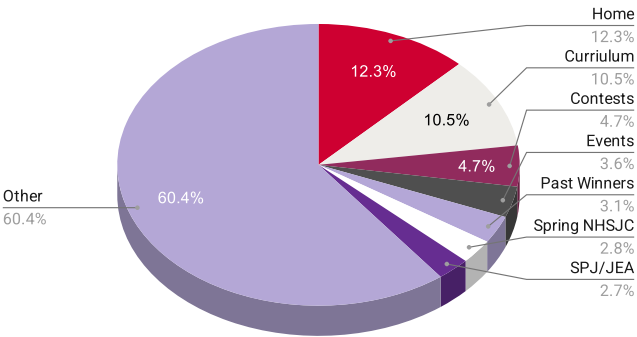
JEA Website Tracked via Google Analytics (April 1 - Jun 30,2025)

Visits (sessions) (views)	88,611										
Avg. Time on Site	1 Min 21 Sec										
User Engagement	79,617										
First Visit	26,326										
Clicks	10,112										
Page Rankings (most viewed to least viewed)	All	Home	Curriculum	Contests	Events	Past Winners	Spring NHSJC	SPJ/JEA Essay Contest	Other		
Views	88,611	10,908	9,285	4,154	3,154	2,786	2,455	2,370	53,499		
Percent	100%	12.31%	10.48%	4.69%	3.56%	3.14%	2.77%	2.67%	60.38%		
Traffic Source	Windows	Macintosh	iOS	Android	Chrome OS	Linux					
Views	9,457	7,717	6,740	2,476	950	676					
Top Countries	United States	China	India	Hong Kong	Philippines	UK	Ireland	Canada			
	80.80%	6.01%	1.14%	1.10%	1.09%	0.96%	0.80%	0.75%			

JEA Website Traffic

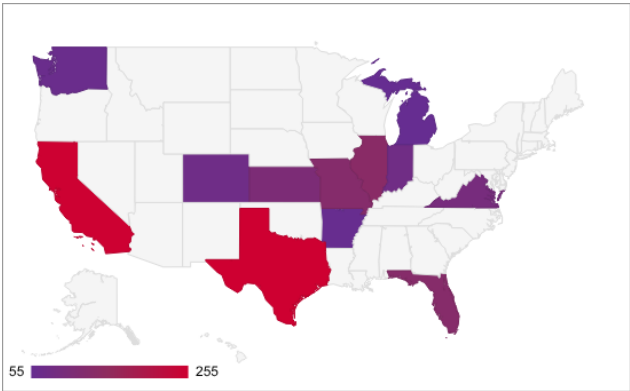
JEA Website Traffic

Traffic 04/01/2025-06/30/2025

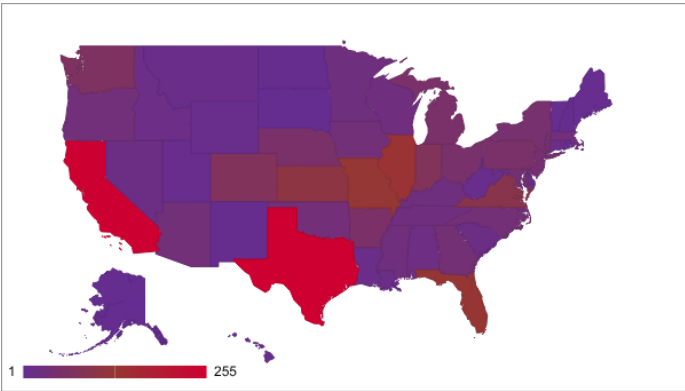


Membership Drill Down

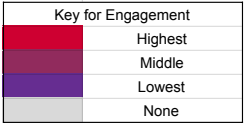
Texas	California	Illinois	Florida	Missouri	Kansas	Virginia	Indiana	Colorado	Washington	Arkansas	Michigan
255	253	137	130	128	107	94	78	75	65	58	55



States with the highest membership (Top 12 States)



Membership for the entire US



JEA Program Reports

Committee Members

https://docs.google.com/spreadsheets/d/1LBTDEFJfILUJPL4EeQ6FSNY9VvkYEEfG3qEx_k1CDw/edit?gid=147094574#gid=147094574

Membership Report

<https://docs.google.com/spreadsheets/d/1fzefa7yg35B-2ozMjkYBd5jzCt6FD1YlyxRsqUPesuo/edit?gid=1260385604#gid=1260385604>

Convention Report

<https://docs.google.com/spreadsheets/d/1anEPyZXFeRnmU2wPskJ24H7L2C4B8wXAQwLaxVCa0pc/edit?gid=1385501700#gid=1385501700>

Mentee/Mentor Pairings Report

<https://docs.google.com/spreadsheets/d/156LJaAYsTZlrKHjrHloeTXjtRjxduHjr08P5sfeRzeo/edit?gid=441981679#gid=441981679>

Digital Media Library Report

<https://docs.google.com/spreadsheets/d/1FI6nW-NePo6SnhM8S49F3G2Fpfgj5s1JUoeHZvjeVc/edit?gid=0#gid=0>

Certification Report

<https://docs.google.com/spreadsheets/d/15PW0Q-akLgT4iOirkxSVkCb5z1xn5fwUxvS5JUsndjU/edit?gid=282569815#gid=282569815>

C:JET

TBD

Curriculum

https://docs.google.com/document/d/1yxg6qaijoruJPZYl88D5z94_SsKWGyWGiehK_NKQyE/edit?tab=L0

Partner Project

TBD

Chart info

United States 80.80%