

# Duke Votes Communication Report 2022



## Site Metrics November 12 – December 11, 2022

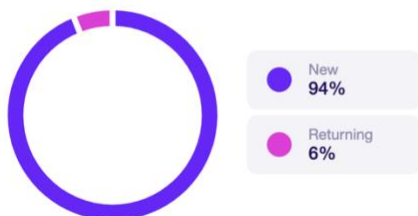
240,000+ sessions

Top Pages:

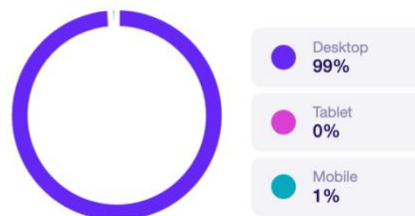
- Home page
- Voting in North Carolina
- Volunteer with Duke Votes



### New vs. Returning Visitors ⓘ



### Device Breakdown ⓘ



### Top 10 Referrals <sup>1</sup>

1.	nasher.duke.edu	28
2.	dukehub.duke.edu	13
3.	duke.edu	7
4.	linktree	3
5.	today.duke.edu	3
6.	facebook.com	2
7.	duckduckgo.com	1
8.	accounts.google.com	0
9.	baidu.com	0
10.	canva.com	0

[View All Referral Sources](#) →

### Top 10 Countries <sup>1</sup>

1.	Philippines	22,214
2.	Bangladesh	21,638
3.	Mexico	10,071
4.	India	8,772
5.	Indonesia	8,708
6.	Brazil	7,995
7.	Thailand	7,740
8.	Peru	7,430
9.	Nepal	5,963
10.	Turkey	5,928

[View Countries Report](#) →

### Top Posts/Pages <sup>1</sup>

Show: 10 results ▾

1.	Welcome to Duke Votes - Voting Information for the Duke Community	106,301
2.	(not set)	50
3.	Voting in North Carolina - Votes	48
4.	Volunteer with Duke Votes - Votes	14
5.	Voting in Your Home State - Votes	12
6.	Resources - Votes	10
7.	Welcome to Duke Votes - Voting Information for the Duke Community	4
8.	Welcome to Duke Votes - Voting Information for the Duke Community	4
9.	Welcome to Duke Votes - Voting Information for the Duke Community	4
10.	Welcome to Duke Votes - Voting Information for the Duke Community	4

## Toolkit & assets

Produced videos with Jon Scheyer and Kara Lawson on the Duke Votes website

**21** assets downloaded **12** times

- Digital graphics: 5
- B-roll: 5
- Photography: 11
- Print graphics:
  - o 250 table tents
  - o 3000 two-sided flyers for dorm storm

## Duke Today Coverage

- [Duke Experts Offer Takeaways from the Midterm Elections](#)
- [Where to Turn for Duke Experts on Post-Election Analysis](#)
- [Federal Funding in Action: Sunshine Hillygus and National Voting Studies](#)
- [In 2022 Midterms, as NC Goes, So Goes the United States, Duke Experts Say](#)
- [No Bull! These Students, Community Members Voted on Democracy Day](#)
- [Curtis Bram: This Is The Most Important Election Of Your Lifetime. Or Is It?](#)
- [Scholars: Midterm Elections Critical for Progress on Climate Change](#)
- [Democracy Day Seeks to Motivate the Duke Community to Vote](#)
- [University Message on Voting at Duke This Fall](#)
- [Young Voters are Motivated, But Still Face Obstacles](#)
- [Whither Democracy? What the Midterm Elections Mean for the Nation](#)
- [Important Things to Know About Early Voting in 2022](#)
- [Register On Campus to Vote on Nov. 8](#)
- [Where to Register to Vote for the Midterms on Campus This Week](#)
- [Election Today! North Carolina Voters Select Party Candidates for National, State and Local Races](#)
- [Early Voting for NC Elections Ends Saturday](#)