

IEEE 802 July 2020 Public Visibility Standing Committee Report

**IEEE 802 July 2020 Plenary
IEEE 802 EC Closing Meeting
July 24, 2020**

Social Media Related Tools

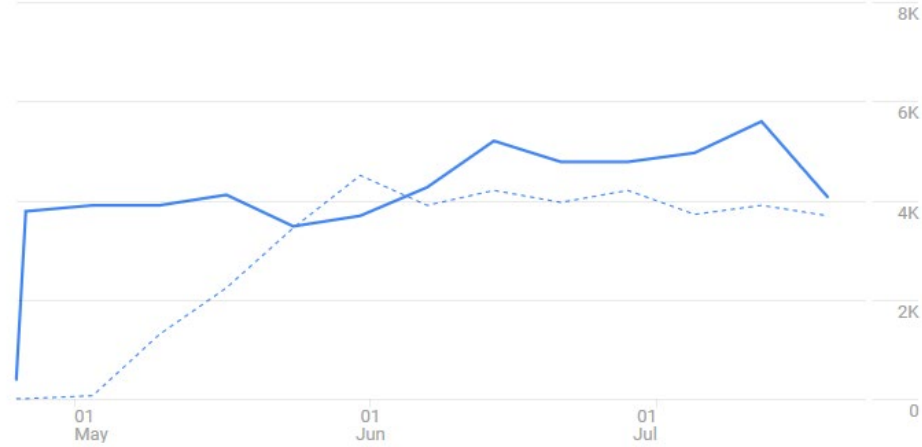
- Twitter (@IEEE802)
 - 150 followers
 - 2 tweets last 28 days
- LinkedIn
 - Company page set up July 24 - <https://www.linkedin.com/company/ieee802>
 - Under construction
- Google Analytics
 - Nearly all 802 WGs / TAGs set up
- IEEE-SA 802 Webpage
 - <https://standards.ieee.org/featured/802/index.html>
 - <https://bit.ly/802GetInvolved>

Next Steps

- Promotion of 802 Social Media Channels
 - Inform members / add followers
 - Add social media info to 802 webpages
- Content
 - Less technical content resonated with audience
 - Need Need Need!
 - IEEE Educational Activities “Tech Talk” Opportunity
 - Regular webinar series discussing 802 standards related issues
 - <https://bit.ly/32TwGTU>
- Cross-linkage between various channels
- Drive towards use of <https://bit.ly/802GetInvolved>
 - Will be incorporated into press releases / blogs going forward

Google Analytics – 802 (as of July 24)

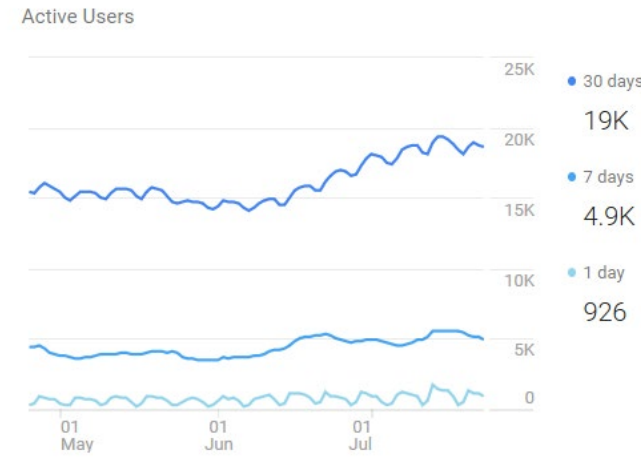
Users 47K ↑38.6%
Sessions 81K ↑55.7%
Bounce Rate 66.17% ↓2.5%
Session Duration 2m 03s ↑7.6%



Last 90 days [AUDIENCE OVERVIEW](#)

Page	Pageviews	Page Value
/3/	24,489	\$0.00
/	23,350	\$0.00
/11/	11,755	\$0.00
/tsn/	5,222	\$0.00
/groups/802/11/	3,891	\$0.00
/3/index.html	3,732	\$0.00
/15/	3,377	\$0.00
/active-ballots/	2,789	\$0.00
/tsn/iec-ieee-60802/	2,391	\$0.00
/email-lists/	2,366	\$0.00

Last 90 days [PAGES REPORT](#)



Last 90 days [ACTIVE USERS REPORT](#)

Sessions by country

