

## Engaged Segments

Return Sessions	December 2014	change from prior month		
Return Sessions	2,588,284	-360,525	▼	-12.2%
Pages per Session	3.51	0.08	▲	2.4%
compare to All Sessions	6,547,695	-1,107,824	▼	-14.5%
Pages per Session	2.83	0.05	▲	2.0%

## User Actions on EPA site

Contact	December 2014	change from prior month		
Clicked to Email EPA	10,063	-1,036	▼	-9.3%
Viewed Contact Us Page	103,603	-8,176	▼	-7.3%
Social Media	December 2014	change from prior month		
Shared EPA content	1,869	-591	▼	-24.0%
Total links shared	1,035	-217	▼	-17.3%
Exited to EPA social site	5,927	-1,295	▼	-17.9%
Other Actions	December 2014	change from prior month		
Accessed External Link	348,870	-54,216	▼	-13.5%
Shares by Social Network	December 2014	change from prior month		
Facebook	702	-316	▼	-31.0%
Gplus	430	-104	▼	-19.5%
Twitter	302	-113	▼	-27.2%
Ck-A	152	-32	▼	-17.4%

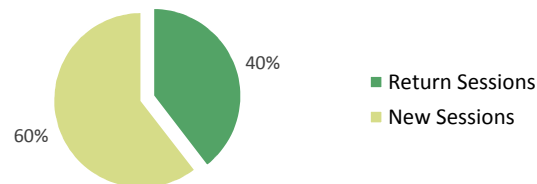
## Facebook

EPA page on Facebook	December 2014	change from prior month		
Monthly Views	944,575	-1,287,956	▼	-57.7%
Monthly Viewers	131,990	-432,973	▼	-76.6%
Monthly News Feed Stories	11,815	-7,364	▼	-38.4%
Total Lifetime Likes	135,840	3,418	▲	2.6%

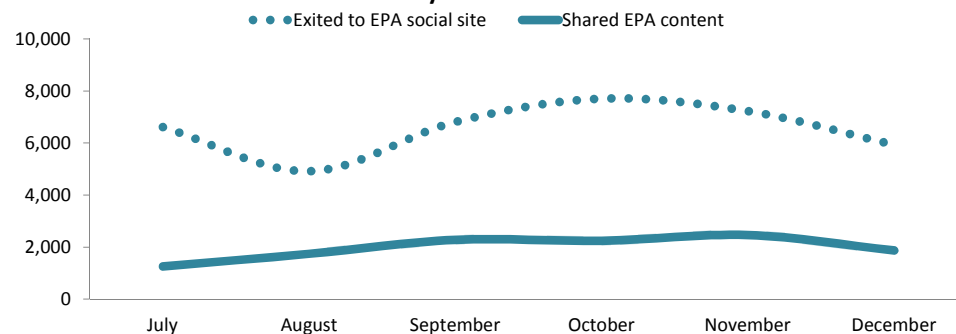
## YouTube Channel

Video Views	December 2014	change from prior month		
Monthly Views	41,486	-12,871	▼	-23.7%
Monthly Shares	123	18	▲	17.1%
Monthly Comments	68	-65	▼	-48.9%
Net Subscribers Gained	100	-44	▼	-30.6%

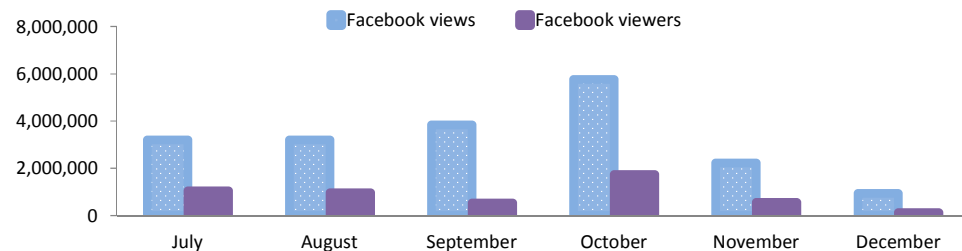
## Return Sessions vs. New Sessions



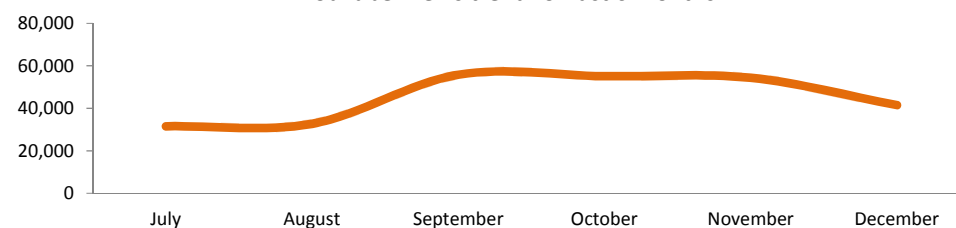
## Social Activity trend for last 6 months



## Facebook trends for last 6 months



## YouTube Views trend for last 6 months



## Agency Web Traffic: Engagement Report

Top 10 Contact Us Pages	by Pageviews	December 2014	Top 10 Pages for Email Contact	by email Clicks	December 2014
Contact EPA   EPA Home   US EPA		14,448	How to Comment on the Clean Power Plan Proposed Rule   Carl		483
Contact Us about EPA's Organization and History   Ab		5,449	State Asbestos Contacts   Asbestos   US EPA		322
State Radon Contacts: Pennsylvania   Radon   US Env		2,939	State Tier II Reporting Requirements and Procedures   Emergen		139
State Radon Contacts: California   Radon   US Environ		2,902	Server Error   US EPA		135
State Radon Contacts: Illinois   Radon   US Environme		2,556	Staff Directory   Region 5 Office of Regional Counsel   US EPA		117
State Asbestos Contacts   Asbestos   US EPA		2,432	Vehicle, Engine, and Equipment Recalls   Cars and Light Trucks		107
ENERGY STAR Contact Us : ENERGY STAR		2,376	Generic Chemical   ACToR   US EPA		95
State Radon Contacts: Michigan   Radon   US Environ		2,172	Contact Us about EPA's Organization and History   About EPA		92
State Radon Contacts: Virginia   Radon   US Environm		2,054	Search Results   Adopt Your Watershed   US EPA		85
State Radon Contacts: New York   Radon   US Environ		1,995	Media Contacts   Newsroom   US EPA		85
Top 20 Shared URLs				by number of Shares	December 2014
epa.gov/osw/conserve/tools/iwarm/widgets/3rwidget.htm					78
www2.epa.gov/sites/production/files/widgets/iwarm-tall.html					74
epa.gov/epawaste/comments.htm					27
www2.epa.gov/education/environmental-education-ee-grants					22
epa.gov/waste/hazard/dsw/rulemaking.htm					17
www2.epa.gov/aboutepa/love-canal-tragedy					16
www2.epa.gov/cfl/cleaning-broken-cfl					16
epa.gov/mold/moldguide.html					15
www2.epa.gov/emergency-response/exxon-valdez-spill-profile					14
www2.epa.gov/coalash/coal-ash-rule					13
epa.gov/radon/pubs/citguide.html					12
www2.epa.gov/enforcement/costco-wholesale-corporation-clean-air-act-settlement					12
www2.epa.gov/recycle/composting-home					12
epa.gov/climatechange/basics/index.html					11
www2.epa.gov/cfl					11
www2.epa.gov/enforcement/criminal-enforcement					11
www2.epa.gov/safedinkingwater40					10
www2.epa.gov/bedbugs/do-it-yourself-bed-bug-control					10
epa.gov/nscep/index.html					10
cfpub.epa.gov/surf/huc.cfm?huc_code=03090204					10
Top 10 External Links				by link Clicks	December 2014
http://search.earth911.com/					5,901
http://www.bestbuy.com/site/null/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					2,808
https://www.federalregister.gov/articles/2014/06/18/2014-13726/carbon-pollution-emission-guidelines-for-existing-stationary-sources-electric-uti					2,644
https://www.usajobs.gov/studentsandgrads					2,432
https://www.sam.gov/portal/public/sam/					2,136
http://www.regulations.gov/					2,087
https://www.usajobs.gov/search/rssfeed/4811737					2,044
http://fueleconomy.gov/feg/taxcenter.shtml					1,707
http://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					1,505
http://sosradon.org/test-kits					1,320