

# research OUTREACH

Connecting science with society



IMPACT  
ANALYSIS

Issue RO 120

Graham Welch



# researchoutreach.org website analysis

## Optimising well-being and development through music

Graham Welch  
University College London

<https://bit.ly/2OUtlQ9>

### Demographics

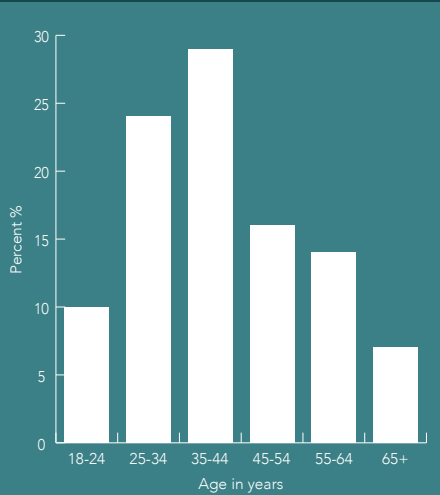


Male 49%

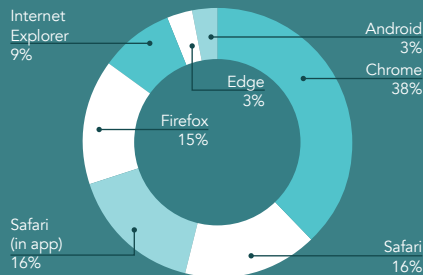


Female 51%

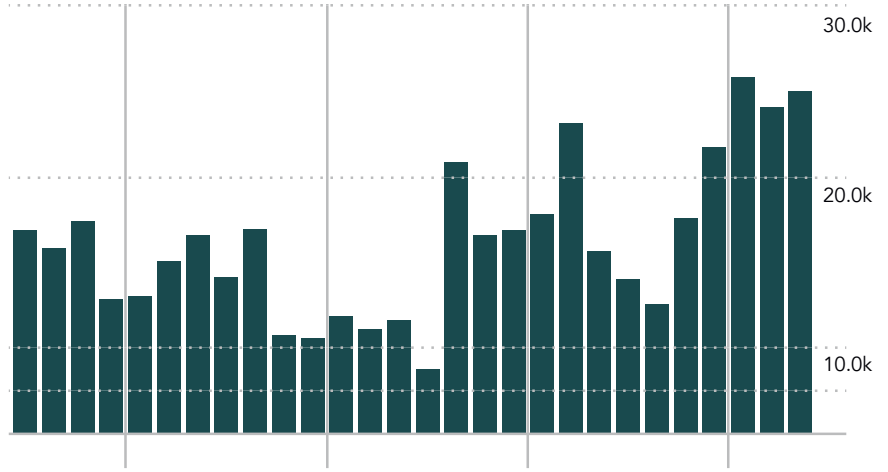
### Age range



### Browser stats



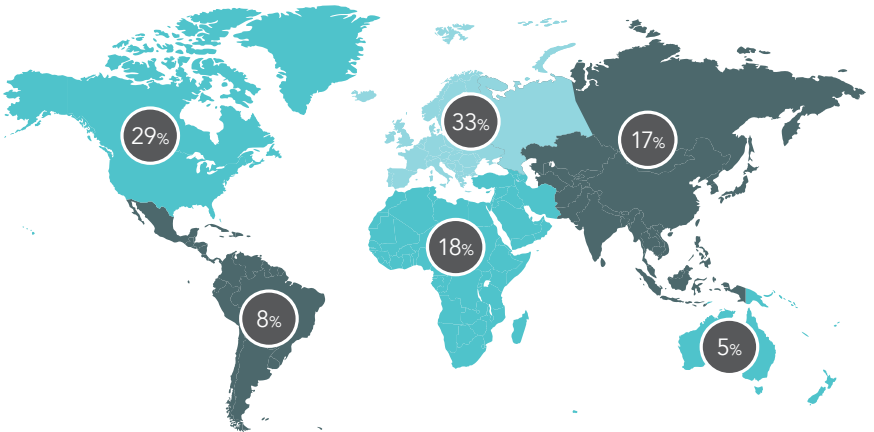
### Number of visits for Research Outreach website



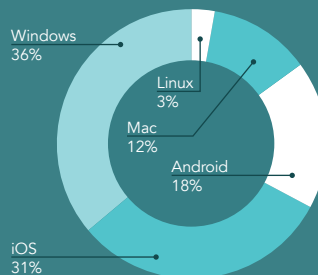
Total number of sessions	99,204
Total number of page views	134,592
Total number of users	82,553
Total number of pages/session	2.92



### Geographical location of web viewers



### Platform and device stats



Tablet 30%



Desktop 43%



Mobile 27%



# Twitter @ResOutreach analysis

**Research Outreach**  
@ResOutreach

Professor Graham Welch and the music education research team at University College London have conducted extensive work to evaluate and document the benefits of music for children



Optimising well-being and development through music - Research Outreach  
Exploring the benefits of music for supporting optimal health, well-being and development in children and young people.  
researchoutreach.org

8:00 PM · Apr 5, 2021 · Twitter for Advertisers

View Tweet activity

53 Retweets · 1 Quote Tweet · 430 Likes

## The link to your Twitter post

 <https://bit.ly/3cSS9AS>

## Device stats



iOS 59%



Android 34%



Desktop 7%

## Demographics



Male 62%



Female 33%



Unknown 5%

## Key metrics for all content promoted on Twitter



Audience

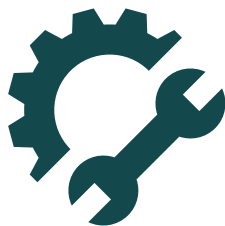
33462



Engagements

1035

## Top interests



Technology

68%



Biology

53%

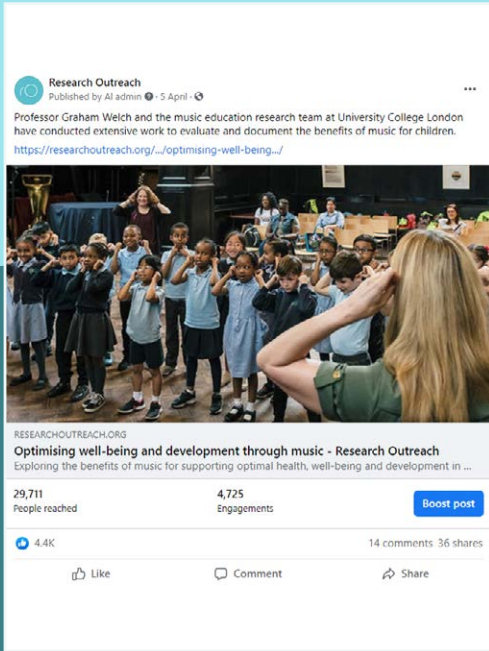


Healthcare

48%



# Facebook.com/ResearchOutreach



## The link to your Facebook post

 <https://bit.ly/3smbu30>

## Device stats



iOS 4%



Android 73%



Desktop 23%

## Demographics



Male 60%



Female 40%

## Key metrics for all content promoted on Facebook



People reached

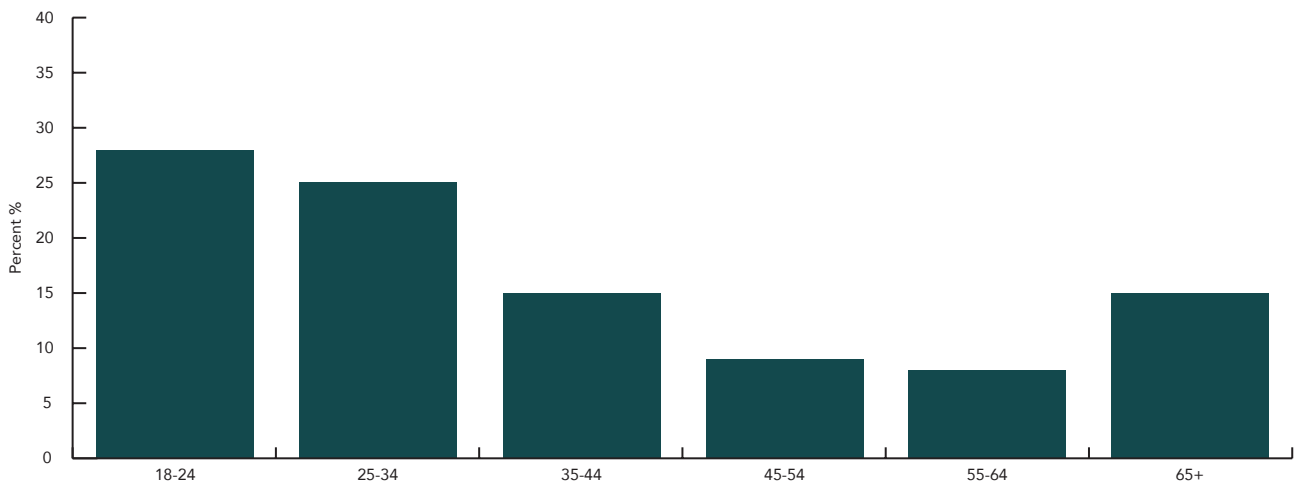
29711



Engagements

4725

## Age range





## OUR SERVICES

Research Outreach offer a range of media services to assist scientists and research teams from all disciplines to achieve next-level communication goals.

- **Research Outreach Publication**  
Our publication connecting science with society
- **researchoutreach.org**  
Online portal and catalogue of content
- **Web Design**  
From bespoke complex sites to a simple single page
- **ResearchPod.org**  
Podcasts explaining research for a general audience
- **Video Abstracts**  
1-minute video summaries of a single paper or project
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Careers and guest contributions: [emma@researchoutreach.org](mailto:emma@researchoutreach.org)



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