



OCEAN  
OBSERVATORIES  
INITIATIVE

# Program Metrics

John Trowbridge

OOIFB Meeting  
October 14, 2020





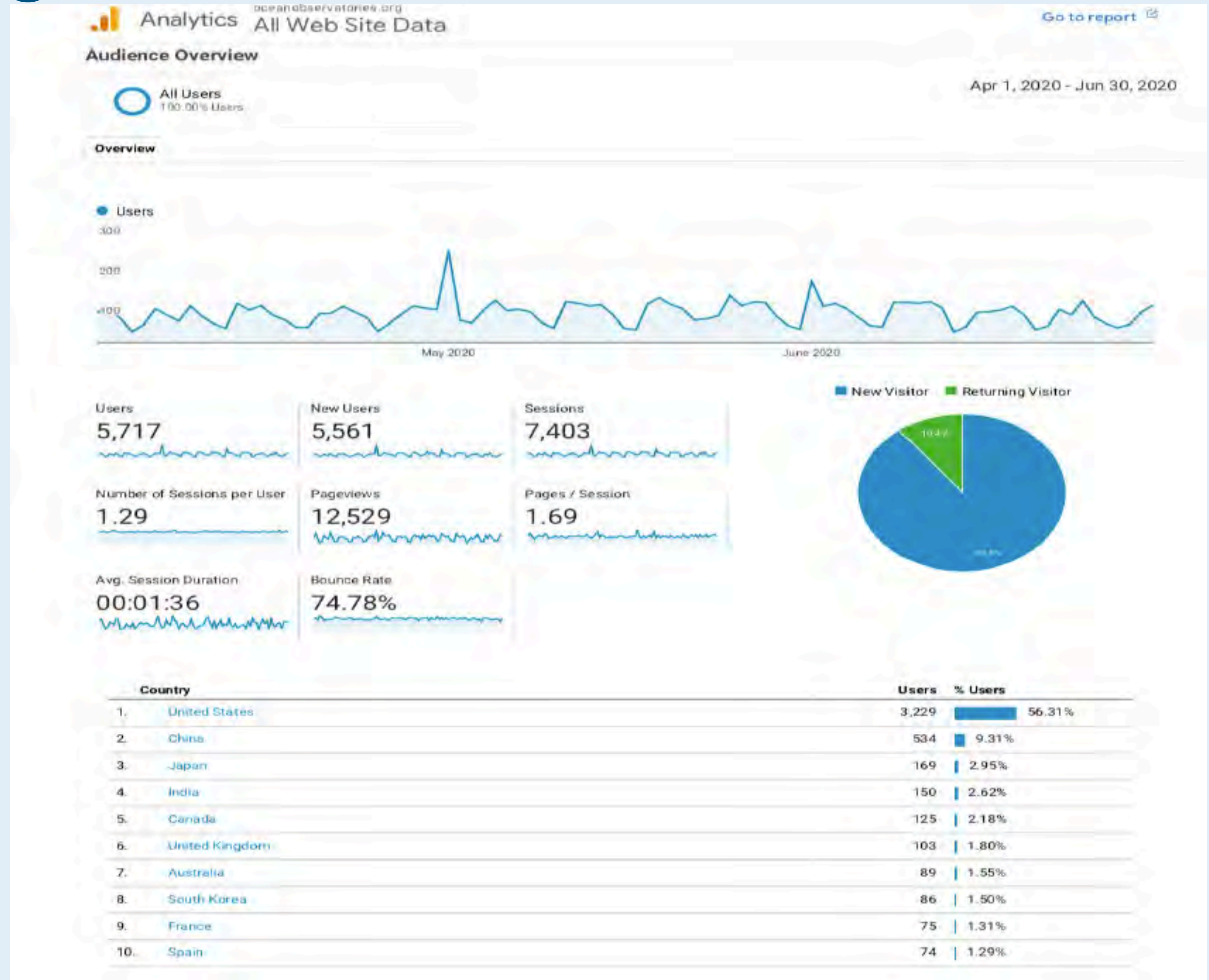
# Metrics Reported Quarterly

- Google Analytics (Website and Data Portal):
  - Behavior Analysis
  - Audience Analysis
  - Flow Analysis
- Data Usage Statistics
- Social Media & Communications Analytics (Instagram, Twitter, Facebook, LinkedIn, Newsletter)
- Refereed Journal Publications & Citations
- Funding (NSF awards supporting use of OOI data or infrastructure)



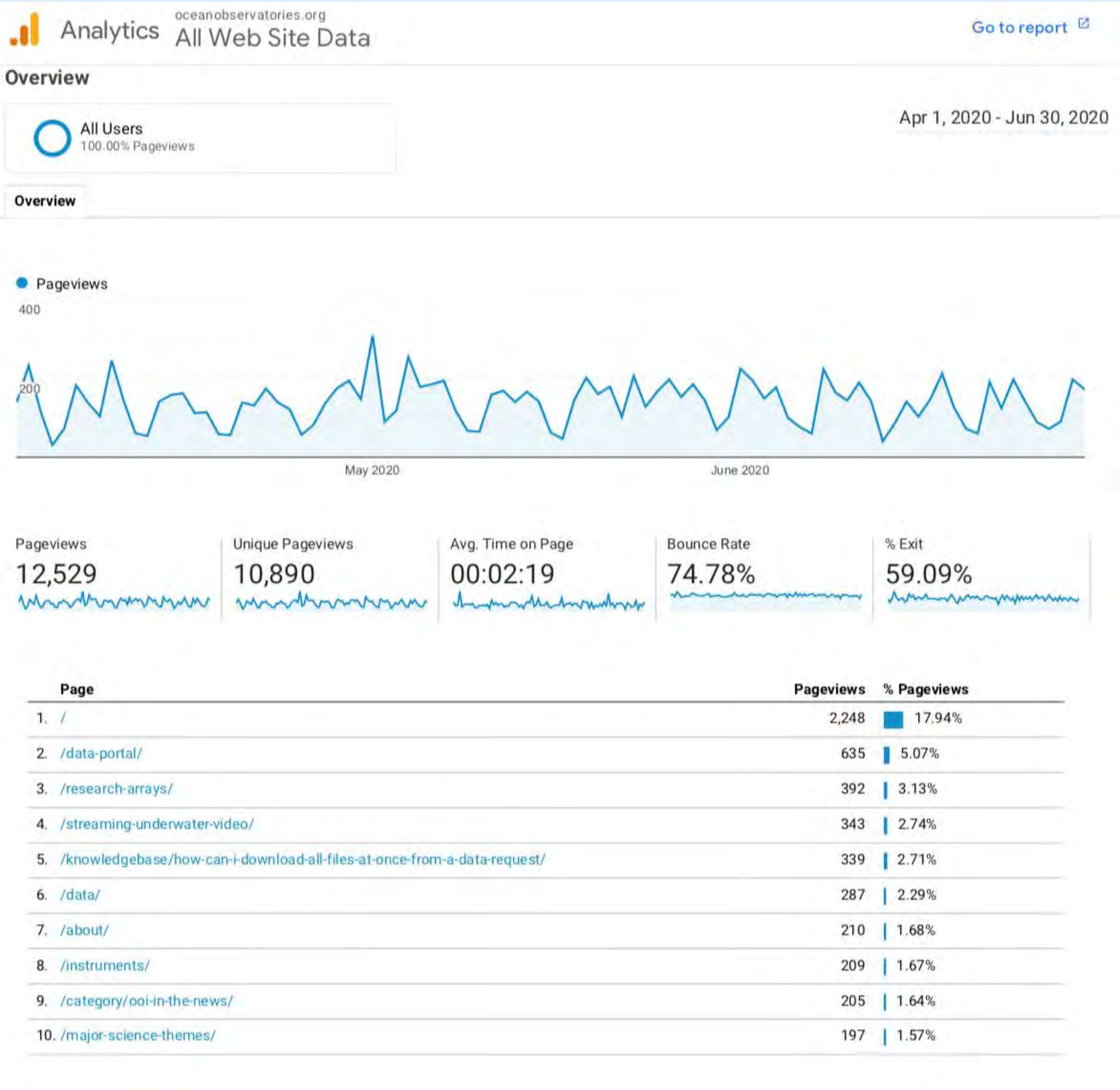


# OceanObservatories.org Audience Analysis





# OceanObservatories.org Behavior Analysis





# OceanObservatories.org Behavior Flow Analysis

## Behavior Flow

Apr 1, 2020 - Jun 30, 2020

All Users  
100.00% Sessions





# Data Usage Statistics

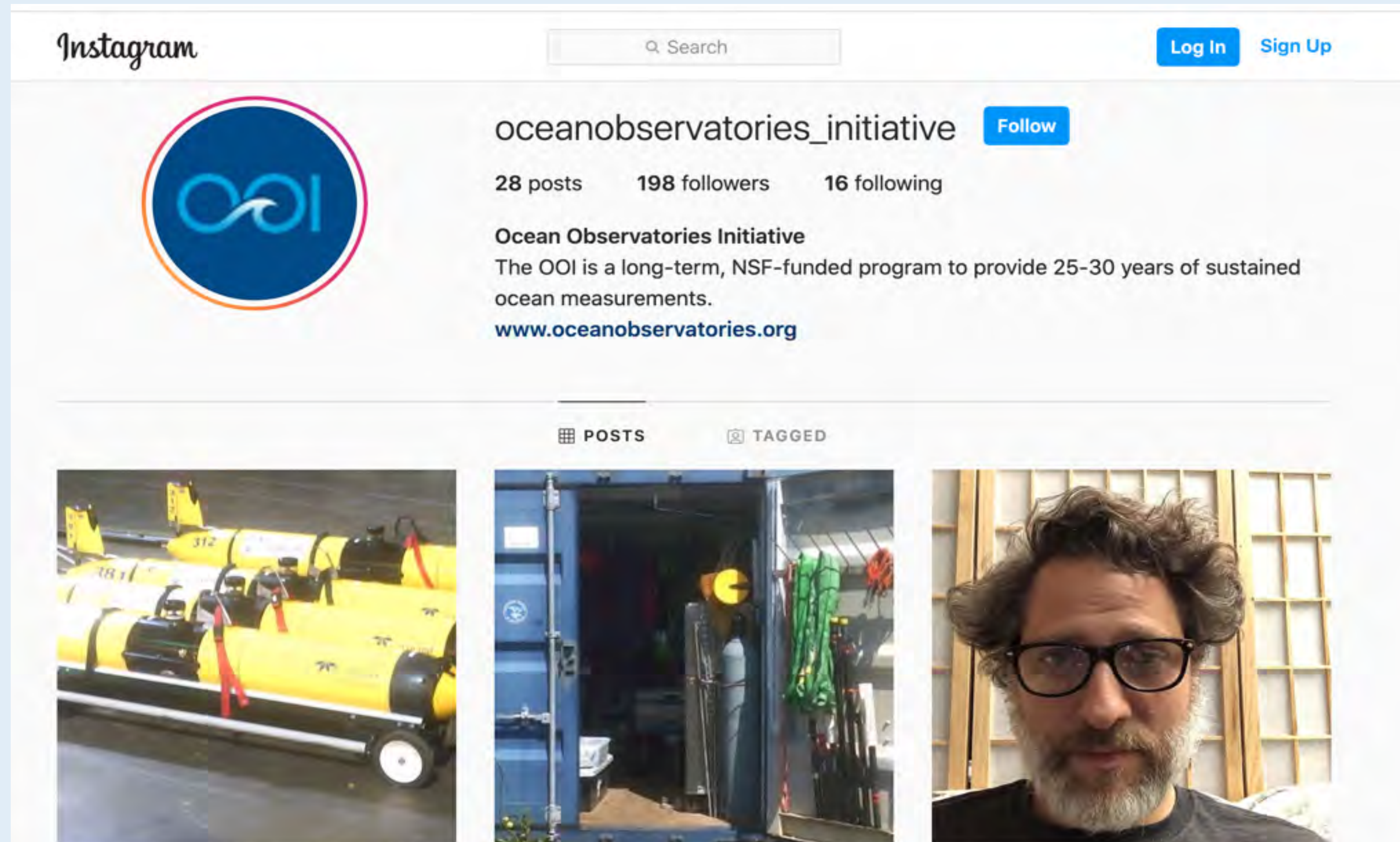
Year	Month		# of Requests	Amount Downloaded	Number of Distinct Users
2020	April		17,069,269	9,057,156,750,726	76
2020	May		5,132,627	9,213,895,554,139	86
2020	June		13,402,991	8,360,818,947,361	76





# Instagram

- Launched May 2020
- 28 posts
- 198 new followers



The screenshot shows the Instagram profile for 'oceanobservatories\_initiative'. At the top left is the 'Instagram' logo. To its right is a search bar with a magnifying glass icon and the text 'Search'. Further right are 'Log In' and 'Sign Up' buttons. The profile header features a circular logo with a blue infinity symbol and the letters 'OOI' in white, set against a dark blue background with a red and white border. To the right of the logo, the username 'oceanobservatories\_initiative' is displayed in a bold, sans-serif font, followed by a blue 'Follow' button. Below the username, the profile statistics are listed: '28 posts', '198 followers', and '16 following'. The bio text reads: 'Ocean Observatories Initiative' followed by 'The OOI is a long-term, NSF-funded program to provide 25-30 years of sustained ocean measurements.' and the website 'www.oceanobservatories.org'. Below the bio, there are two tabs: 'POSTS' (selected) and 'TAGGED'. The main content area displays three images: a row of yellow autonomous underwater vehicles (AUVs) on a trailer, the interior of a blue shipping container with various equipment, and a portrait of a man with a beard and glasses.



# Twitter

- Tweeted 89 times Jan-June
- Equivalent of new follower every tweet

Jun 2020 • 30 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 1,381 impressions

OOI celebrates World Ocean's Day by heading out to sea to the Pioneer Array to ensure it continuously provides data to help scientists monitor and understand the changing ocean.

@NSF\_GEO, #NSFfunded, @WHOI, @ooifb, @OSUCEOAS, @UWOcean  
[pic.twitter.com/2kmVc8OPH7](https://pic.twitter.com/2kmVc8OPH7)



**Top mention** earned 120 engagements



#COVID19 is forcing @oceanobserv to sail on @rv\_neil with a reduced #science team, so they're streaming data to shore in real-time for members of the Northeast U.S. Shelf #NESLTER team who normally accompany them. @USLTER #LTER @NSF\_GEO #NSFfunded  
[go.who.edu/jvYh3V](https://go.who.edu/jvYh3V)  
[pic.twitter.com/BKAWP3RJYp](https://pic.twitter.com/BKAWP3RJYp)



## JUN 2020 SUMMARY

Tweets	23	Tweet impressions	17.6K
Profile visits	404	Mentions	14
New followers	17		



# Facebook

- Q3 – 49 posts
- 22 likes
- 96 new followers

June 2020

JUNE 30

Ocean Observatories Initiative



Six semi-trailer trucks are moving ocean observing equipment from OSU to Newport for a 16-day cruise to service the Coastal Endurance Array to keep it relaying ocean data to shore. Photo: David Nieman

@ US.NSF, #nsffunded

JUNE 29

Ocean Observatories Initiative



Pandemic hair, plus two weeks of quarantine prior to the departure of R/V Thomas G. Thompson, is modeled by Jon Fram, chief scientist of the upcoming expedition to service the Endurance Array.

National Science Foundation (NSF)



# LinkedIn

- Launched May 2020
- Q3- 25 posts
- Gained 48 followers

Ocean Observatories Initiative Admin view [View as member](#)

Home Content **NEW** Analytics Activity **25** Admin tools

**Ocean Observatories Initiative**  
Research · Woods Hole, Massachusetts · **51 followers**

Providing sustained data to power your research

[+ Follow](#) [Visit website](#)

**Analytics**  
Last 30 day activity

<b>25</b>	▲ 38%
Unique visitors	
<b>26</b>	▲ 160%
New followers	
<b>933</b>	▲ 513%
Post impressions	
<b>3</b>	▼ 50%
Custom button clicks	

**Start a post**

**Updates** Filter by: Page updates

Get more impressions by notifying coworkers. [Notify Employees](#)

Posted by Darlene Trew Crist · 7/8/2020 · [Sponsor now](#)

**Invite Connections To Follow** 100/100 credits available

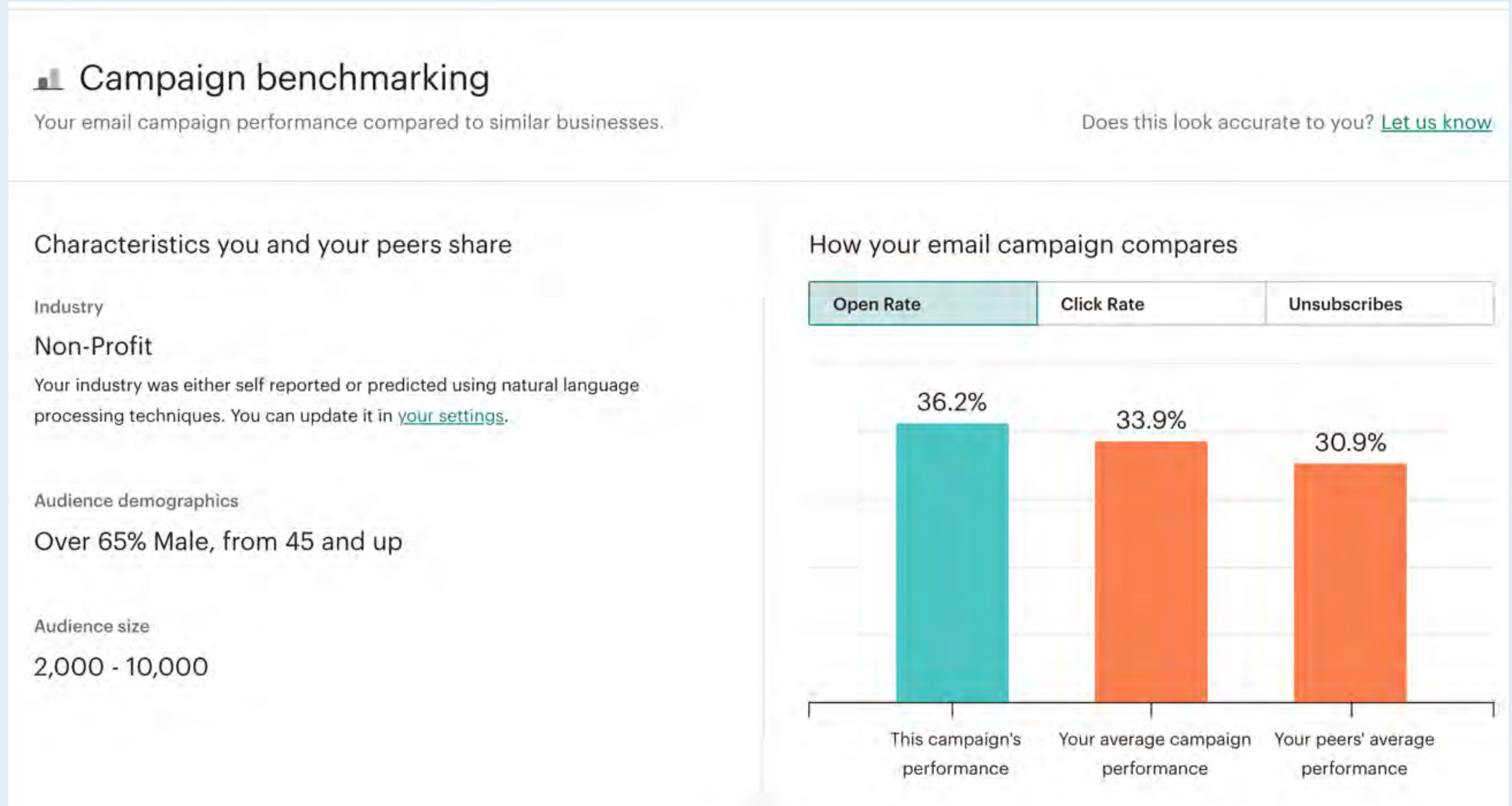
- Wendy Korjeff Bellows** Research Assoc./Safety Office... [Invite](#)
- Victoria Reinecke** HR/Financial Assistant at Bigelow Laborato... [Invite](#)



# Newsletter Subscribers/Open Rates

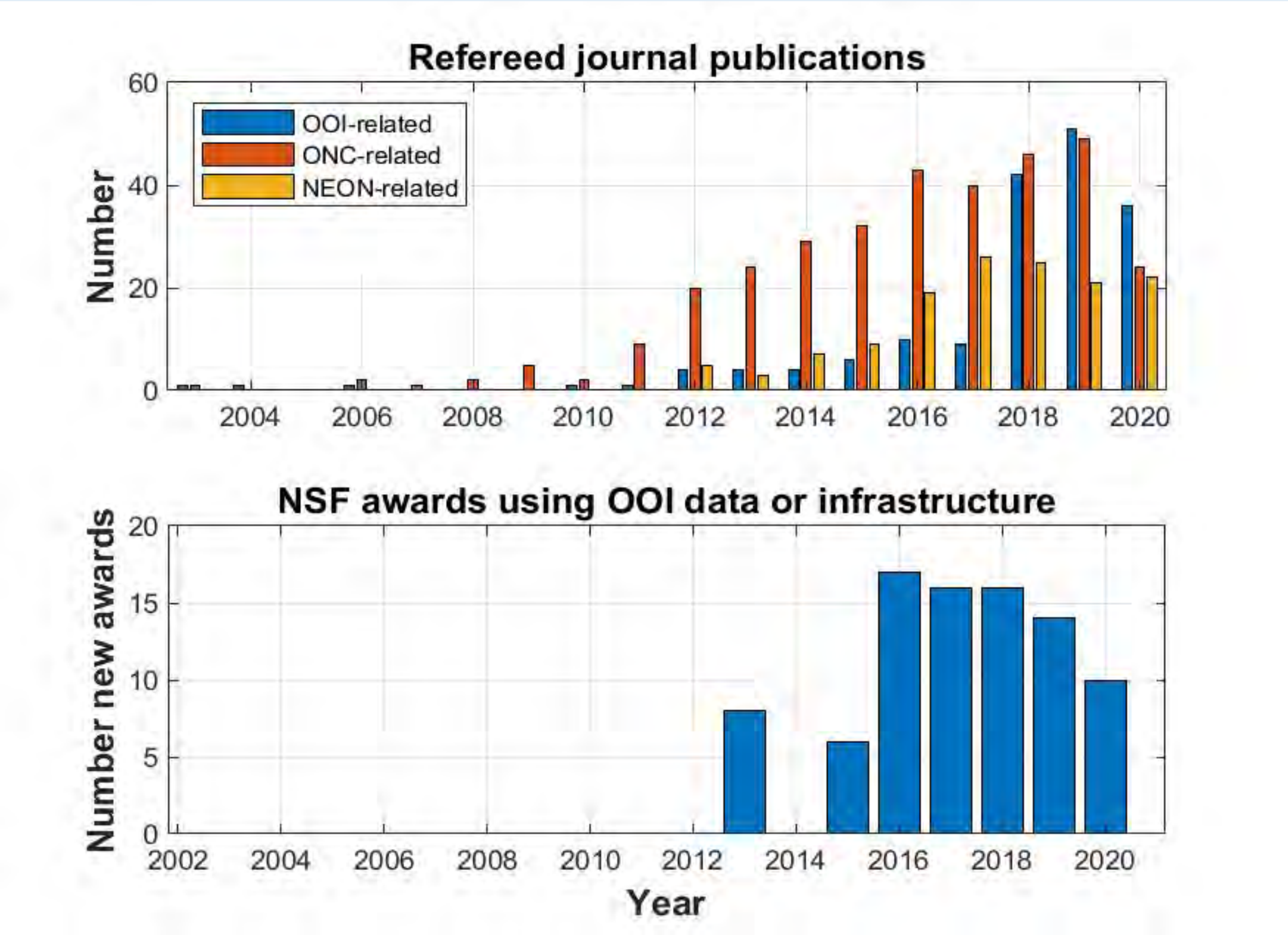


- Launched May 2020
- 2500 subscribers
- Q3 avg open rate 39.2%





# Publications & Funding





# Additional metrics moving forward

- Abstracts
- Conferences & workshops
- Third-party data usage: IOOS, IRIS, Interactive Oceans, NDBC, GOOS
- Education: Ocean Data Labs







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Questions?



OCEANOBSERVATORIES.ORG

