



# **Website and Social Media Annual Report**

## **Conservation Namibia Website and NCE Social Media Platforms**

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2024

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## Introduction

The 2024 annual report for the Conservation Namibia (CNam/NCE) website indicates the growth of this platform and provides important information on our audience. The Conservation Namibia website was launched in 2020 and currently comprises 99 magazine articles (including the 2024 edition shortly to be launched), 70 blog posts, ten special publications, nine factsheets, and links to 21 related videos.

The primary social media platforms in use are Facebook, LinkedIn and Twitter, while a regular newsletter is used to keep our subscribers up to date. In September 2024, a new website was launched for the Namibian Youth Chamber of the Environment (NYCE) that uses Instagram and WhatsApp to reach their audience. The NYCE website site is not covered in this report, but during the first two months of operation, it has had 386 visitors and 1135 page views.

This report has been prepared using data from Plausible Analytics and where available, the Google Search Console, and appropriate social media analytics platforms. All charts have been produced using the R statistics package. This annual report was prepared for NCE AGM on 28 November 2024 and covers the period 1 November 2023 - 31 October 2024, with comparisons made to the previous 12-month period.

## Website Performance

### Visitor numbers

**Total visitors:** 34,532 (previous year: 23,227), **total page views:** 51,133 (previous year: 37,293)

The total page views are always equal or higher than the number of visitors, since each visitor will view one or more pages on each visit to the site. A more detailed breakdown of numbers is available in the following charts. For an explanation of the terminology used throughout this report please refer to *Appendix 1*.

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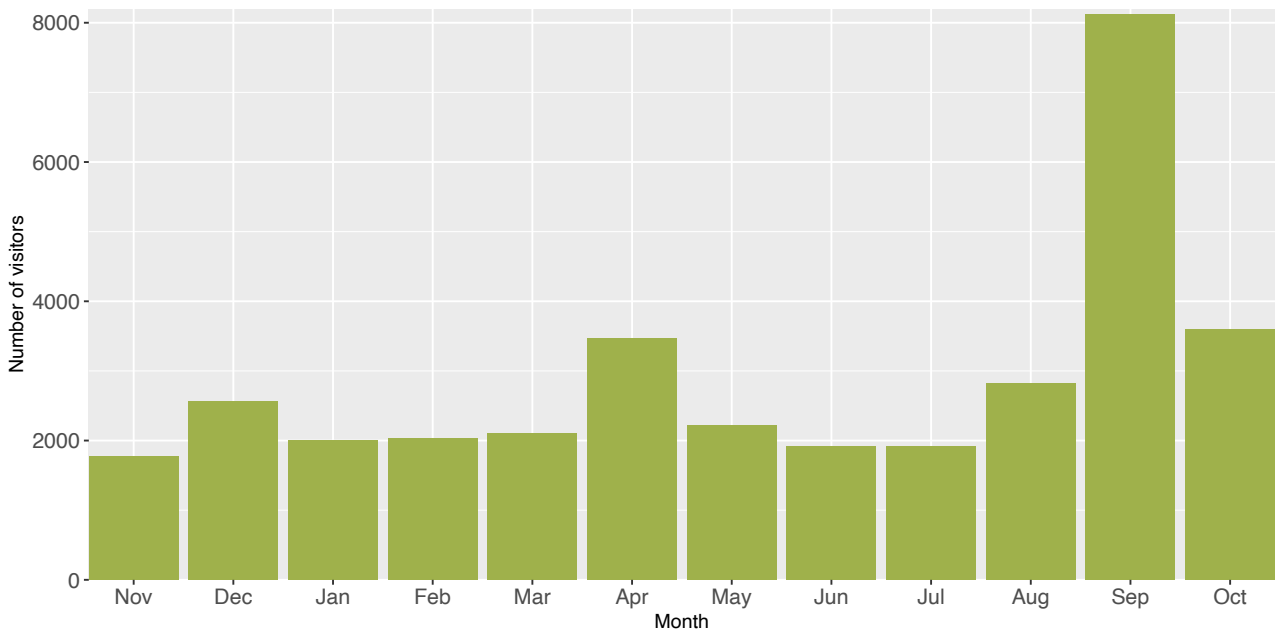


Figure 1: Number of visitors per month (Nov 2023 - Oct 2024)

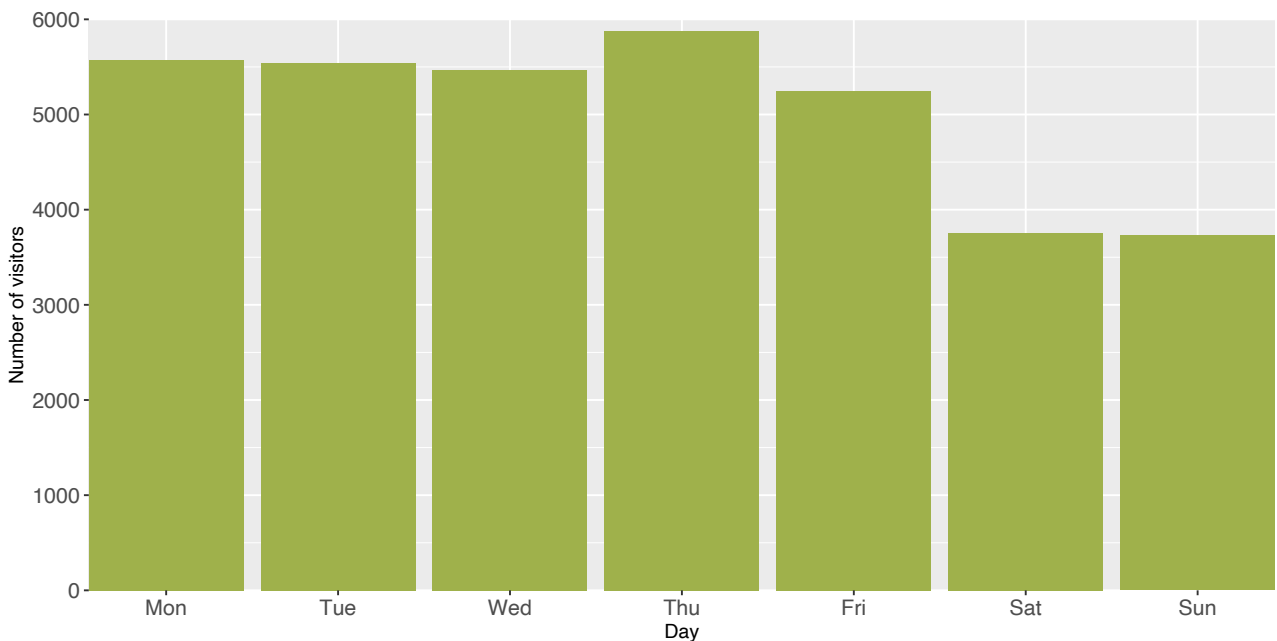


Figure 2: Number of visitors per day of the week.

The spike in September coincides with the release of this year’s most popular article on the Namibian cull (see page performance below). The spike in April coincides with highlighting the results of the KAZA elephant survey (a magazine article) and posting a blog about Beytell’s bullfrog, which was the second most popular blog post this year. Posts on social media and through the Mailchimp newsletter service are often (not always) on Thursday afternoons, which explains the slight spike on that day (Figure 2).

## Visitor origins

Two types of origin (or source), are recorded. The first are the digital platforms that lead people to the CNam/NCE site. For example, social media sources are posts shared on Facebook, LinkedIn, Twitter etc., that when clicked, send a user to the site. The column labelled “Direct”, indicates visitors where the digital source cannot be determined and includes, the newsletter, web-browser bookmarks, manually entered page addresses, internal links from another page or menu on the site, shares on mobile devices via WhatsApp/Telegram etc., and links in certain PDFs or other offline documents. Only those sources that produce at least 0.5% of the year’s traffic are shown on the plot, while all of the data are summed in the table.

Table 1: Summary of source types

Type of source	Visitors	Bounce (%)	Last year	Change
Search engine	18715	82	12527	+6188
Direct or unknown	11315	78	7557	+3758
Social media	3733	86	2202	+1531
Other website	846	75	305	+541

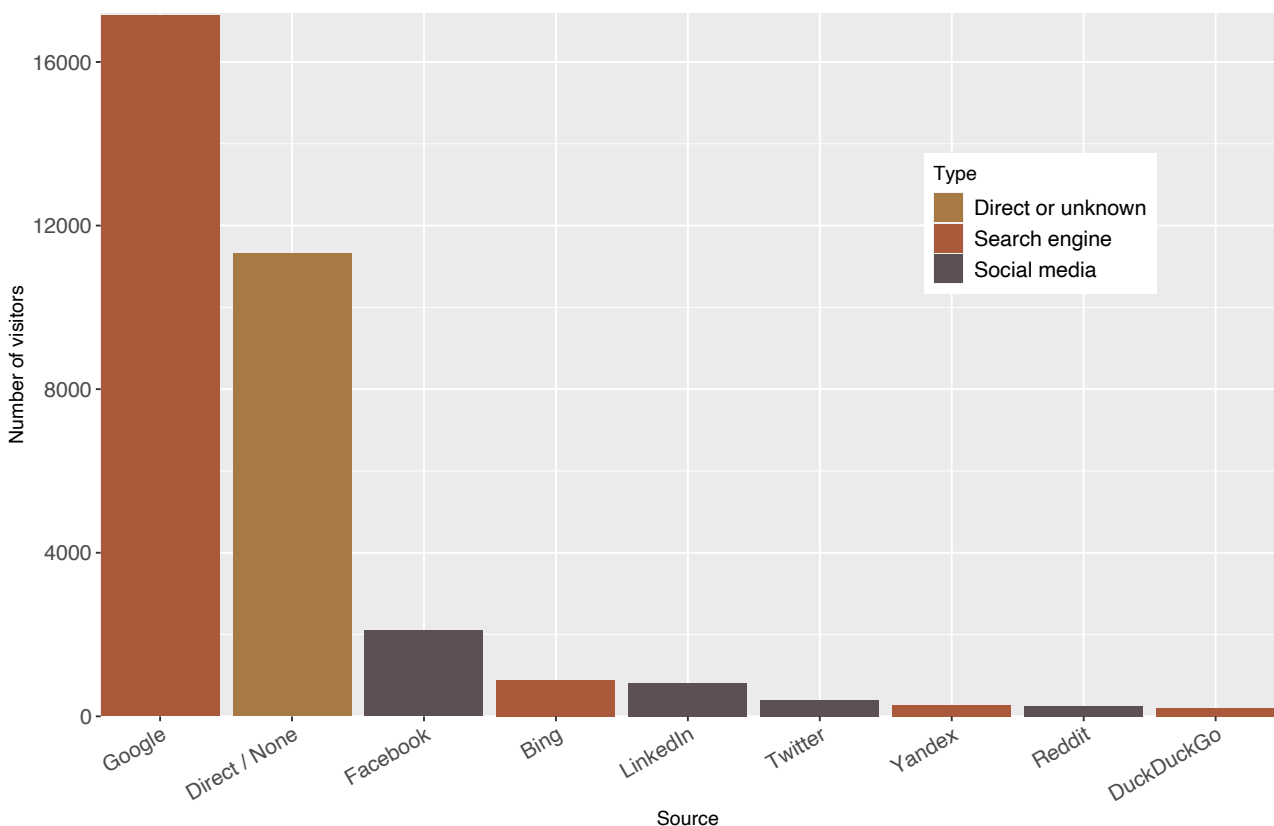


Figure 3: The digital sources that bring at least 0.5% of total visitors.

The second type of origin is the physical location in which the computer, phone, tablet, etc., is

located when connecting to the CNam/NCE site. In some cases this is recorded as a region or city, but since this finer scale information can be inaccurate, we have opted to report at the level of countries. While there is no way to tell if this is the visitor’s home country, that is likely to be the case for most people. Only those countries that produce at least 0.5% of the year’s traffic are shown on the plot, while the table provides additional details for the top ten countries.

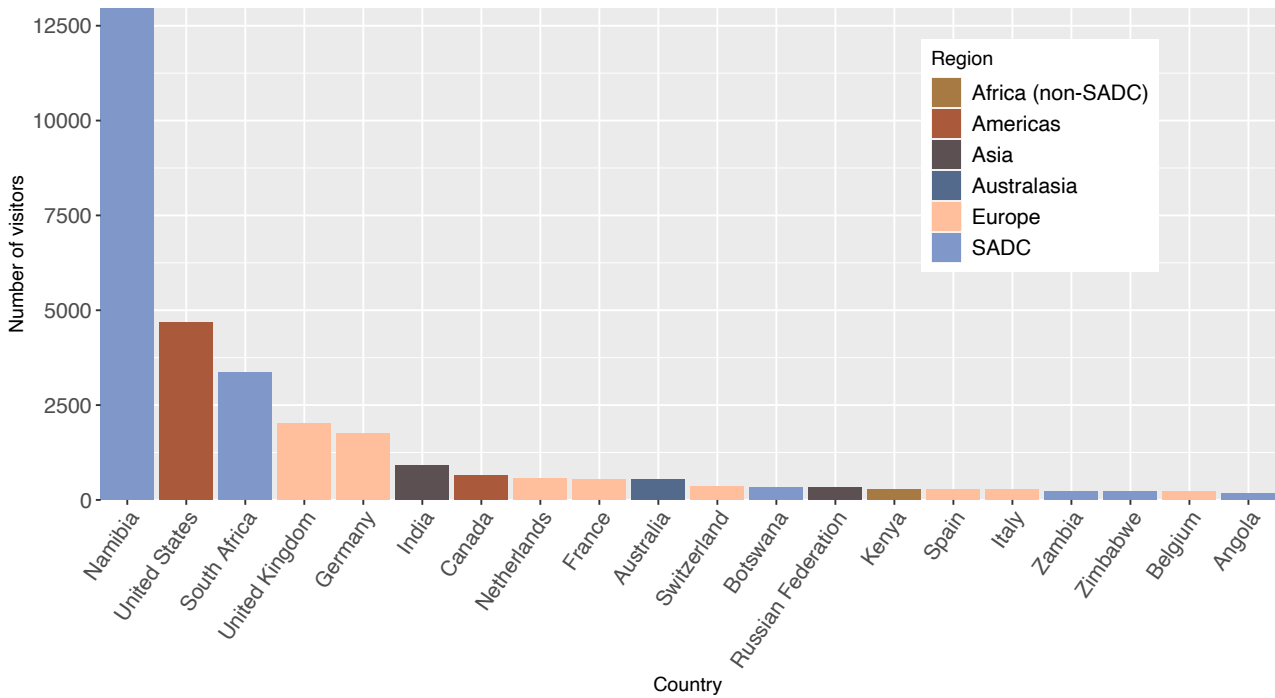


Figure 4: Visitor countries of origin that contribute at least 0.5% of visitor traffic.

Table 2: Country data (top 10)

Country	Visitors	Percentage of total	Bounce (%)
Namibia	12960	37.6	78
United States	4674	13.6	85
South Africa	3359	9.7	82
United Kingdom	2018	5.9	82
Germany	1761	5.1	81
India	904	2.6	89
Canada	635	1.8	84
Netherlands	577	1.7	82
France	542	1.6	82
Australia	529	1.5	88

Unsurprisingly, Namibia is by far our largest source of visitors, although significant numbers come from the USA, South Africa, the UK and Germany. There have been connections from a total of **178** countries and overseas territories. Ranking highly on Google Searches is clearly an important means of attracting an audience, as surprisingly few visitors come from social media channels.

## Page performance

Table 3: Best performing pages (top 10).

Visitors	Page views	Title (truncated)	Section and year
5755	6964	Namibias decision to cull 723 wild animals...	Blog (2024)
1785	2273	Home page	Home page
1256	1608	Climate Change in Namibia Part 2: Current ...	Blog (2021)
1189	1386	First-ever systematic lion population surv...	Magazine (2023)
1138	1393	Namibian Communal Conservancies	Factsheet
1002	1201	The Lions of Etosha: A Brief History	Blog (2023)
873	991	Brandberg Lion Attack	Blog (2021)
812	936	Namibias elephant numbers confirmed by reg...	Blog (2023)
795	978	The Nyae Nyae Pangolin Project: benefittin...	Magazine (2023)
773	966	Newly described Beytells bullfrog underlin...	Blog (2024)

Two of this year’s blogs and two of last year’s magazine articles feature in the top 10 pages, but many older posts continue to garner significant interest. We continue to share and link to our older articles for exactly this reason, and the more an article is liked and shared, the more likely it is to place highly on search engines such as Google.

The top ten most popular articles this year focused on elephants (cull article and KAZA survey), lions (survey in northwest, Etosha lions, lion attack) and pangolins (Nyae Nyae project). The popularity of the Beytell bullfrog post was somewhat unexpected, although see Google Queries section below. The climate change blog from 2021 continues to perform well, while the communal conservancies factsheet is an important explainer for what conservancies are and how they work. Many of the pages are also available to download as PDFs, and some reports, such as the annual “State of Community Conservation” report are provided solely in this format. The following table lists the most popular files downloaded this year. The PDFs listed with a filename that starts with “fs-” are from the Factsheets collection.

Table 4: PDF files downloaded from the site (top 10)

Filename	Visitors	Downloads
fs-communalconservancies.pdf	45	51
lion-survey-2023.pdf	41	45
bush-opportunities-2023.pdf	32	34
fs-communityforests.pdf	31	32
namibia-national-report-wildlife-protection-and-law-enforcemen...	25	27
fs-conservationhunting.pdf	21	22
smart-rangers-2023.pdf	21	23
mefn-nacso-state-of-community-conservation-2019.pdf	20	22
mefn-nacso-state-of-community-conservation-namibia-2022.pdf	19	19
namibia-climate-2023.pdf	19	21

## Technology

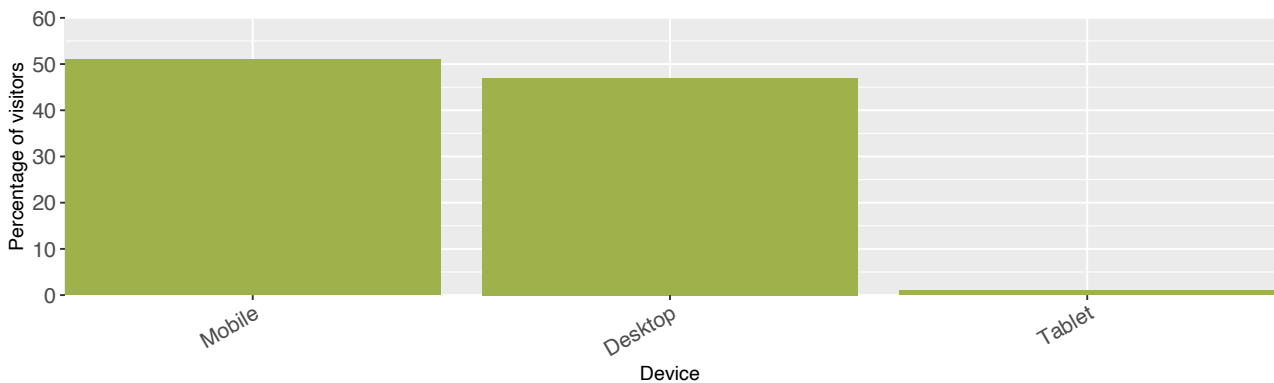


Figure 5: The percentage of visitors using each hardware device type.

The chart provides an insight into the technology that is used to access the site. In recent years there has been a growing trend towards viewing websites on mobile rather than desktops or laptops. It is important therefore that websites are designed to display equally well on large high-resolution desktop systems (usually in landscape) and small mobile phone screens (often in portrait).

## Google Search Queries

**Total clicks:** 17,493 , **total impressions:** 1,067,202

When data are available, we list the search terms entered into the Google search engine during the reporting period that has resulted visitors to the site. In most cases these figures will be lower than the totals above since Google anonymises queries that it believes may contain sensitive data, and these are omitted from the detailed results. In some cases this may result in zero search terms being listed despite clicks having been generated. Unfortunately Google does not provide any information on which type of queries are anonymised.

“Impressions” are the number of times that the site appears in a search listing, while “Clicks” is the count of the occasions someone goes to the site from the Google search window. The last column in the table, “Position”, is the approximate placement in the search results - pages with positions between 1-8 typically appear on the first page of results.

The widespread media on the cull resulted in many Google searches for ‘namibia culling’ and similar terms. The high placement of our article (2-3) on this topic led to many people visiting the site to find out more about the situation. The article on Betell’s bullfrog was rated 2nd for searches using the term “bullfrog”, partly explaining the unexpectedly high number of hits for this article, although it also performed well before being picked up by Google.

Table 5: Number of clicks and impressions per search term (top 30).

Query	Clicks	Impressions	Position
fairy circles namibia	146	4170	7
conservation namibia	132	312	1
climate change in namibia	76	889	4
namibia conservation	71	417	2
culling	62	1131	9
namibia culling animals	56	261	2
namibia animal culling	49	365	3
namibia elephant population	47	847	3
namibia culling	46	250	3
wild animals	45	5997	6
conservancies in namibia	39	625	3
etosha lions	36	419	2
namibia animal cull	35	114	2
nyae nyae conservancy	34	974	6
wildlife credits	28	281	3
namibia cull	27	98	3
how many elephants in namibia	25	546	2
namibia animal killing	25	199	3
namibia cull hunt	25	61	3
pangolin	24	1844	5
skeleton coast lions	24	718	5
elephant population in namibia	24	253	2
climate change namibia	24	205	4
namibia climate change	23	371	6
bullfrog	22	19600	2
snakes in namibia	22	1608	6
conservation in namibia	22	169	3
namibia elephant cull	22	112	5
how many lions in etosha	21	127	2
game products trust fund	20	771	3

## Mailchimp newsletter

The newsletter currently has 484 subscribers, including members of NCE and any interested audience members who sign up via the Conservation Namibia website. The newsletter is sent regularly about once a month (depending on amount of content to share) to all subscribers. One of the magazine articles from the previous year's edition is showcased and one recent blog, if available. When all magazine articles have been shared, the newsletter contains blog articles only. A video that showcases something related to either of the articles shared in that newsletter is sourced from a third party (usually YouTube) to add a multimedia aspect to the newsletter.



The newsletter is opened by about half of the target audience each time, with 8-17% of them clicking on the links to the website – going beyond the brief summary text provided for each article to read more. The top three locations for audience members are in Namibia.

## Social Media

Most social media platforms provide analytics data to their users. The data provided, and their formatting varies from platform to platform, but we have tried to reformat it to provide as consistent a report as possible. More detailed insights, where available, are also included.

### Facebook

There are currently a total of 8421 followers of the Facebook page.

Facebook ‘reach’ means the number of people that saw one of our posts, even if they did not click on the associated link. Our reach and number of new followers fluctuate depending on the interest generated by our posts and has no discernible trend.

The rangeland status maps are among the most popular posts on Facebook (five of the top ten shown in Table 6 are of rangeland maps), as many people are interested in the progress of the rainy season and its impact on the vegetation. The overview of the last rainfall season that included maps from previous seasons was the most popular post of the year, most likely due to the severe drought it depicts. The advert for the free publication on Sharks, Rays and Skates in Namibia was the second most popular post this year. Two posts by NYCE were also popular, as were posts about climate change and the Nyae Nyae Pangolin Project magazine article.

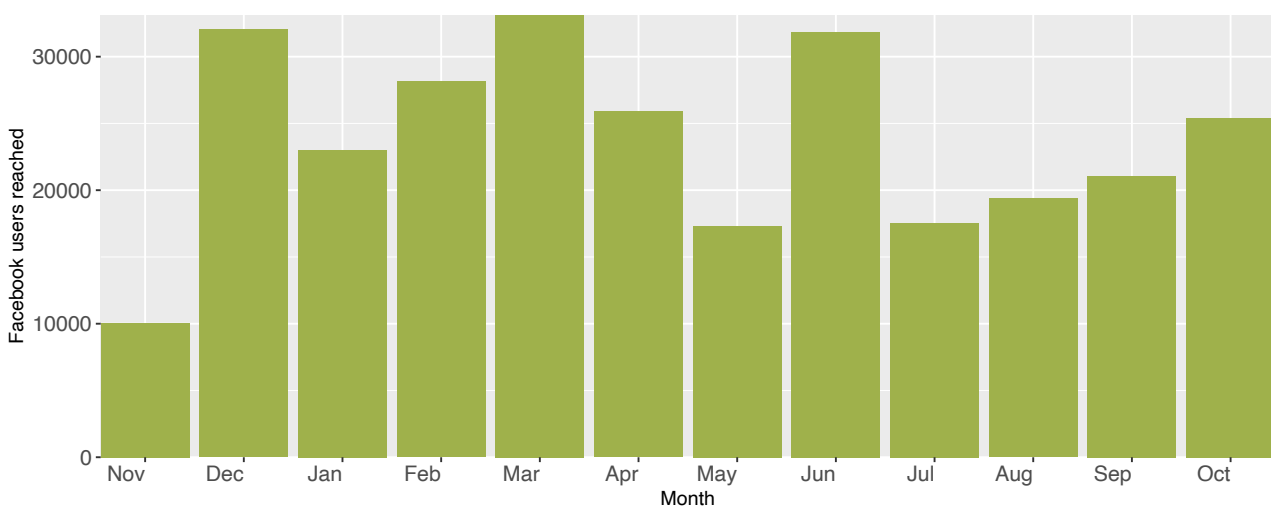


Figure 6: Facebook users reached per month

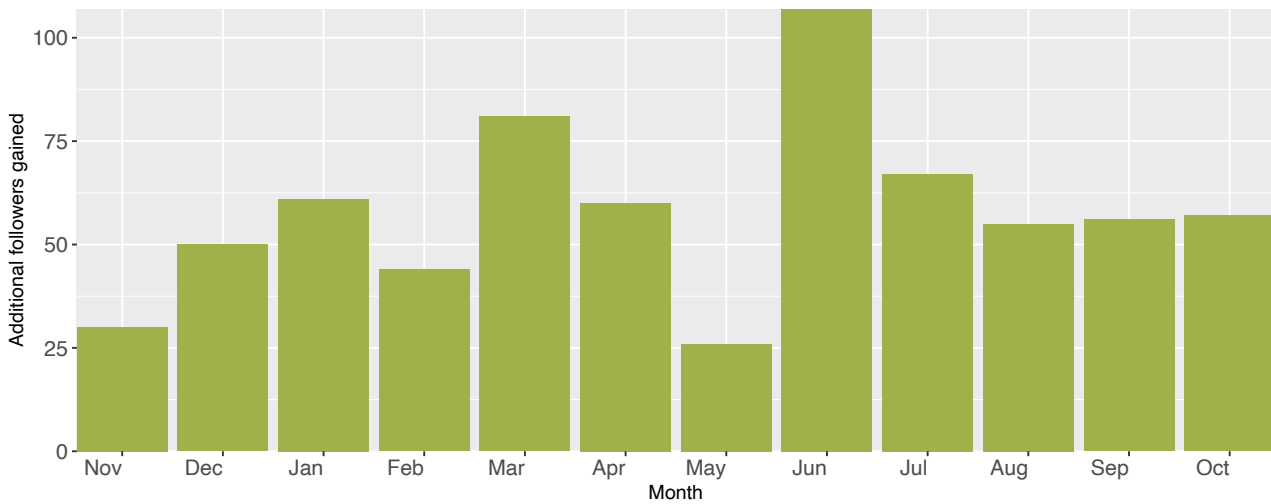


Figure 7: Increase in Facebook followers each month.

Table 6: Facebook post performance (top 10)

Content (truncated)	Reach	Likes	Shares
The overview of the rangeland status for this rainy season	21400	69	109
A ground-breaking, FREE publication including beautiful i...	11600	49	20
The effect of the late rains is finally showing in the ve...	7600	24	19
Namibia’s change in average temperature since 1921, relative	7200	30	40
Due to the late rains, some parts of the country are looking	7100	21	8
New Leadership! Introducing the new leaders of the Youth	6600	50	8
Did you know that San people believe that "killing a pang...	6100	32	27
Still waiting for the rains... In the meantime, check out...	5900	16	7
The vegetation condition index for 11-20 Jan 2024 is high...	5500	23	11
The Namibian Youth Chamber of Environment is excited to a...	5400	69	9

## Instagram

There are currently a total of 573 followers of the Instagram page.

The Instagram page was opened in December 2023 and started posting activities and announcements relating to the Namibian Youth Chamber of Environment (NYCE) in June 2024, which resulted in an immediate spike in reach and number of followers. Since September 2024, the Instagram account was given over entirely to NYCE to manage.

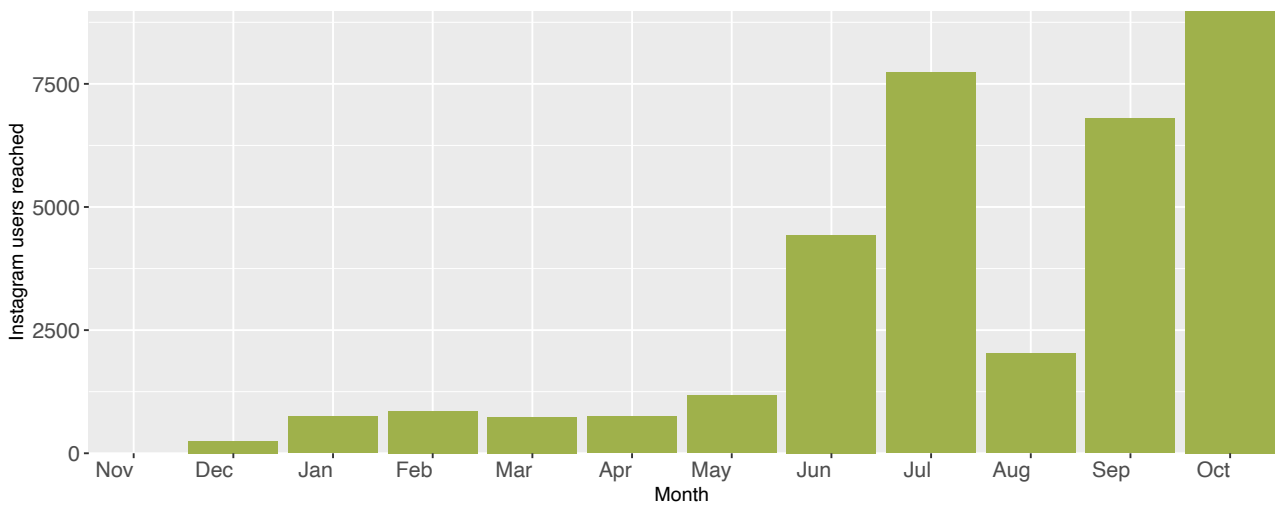


Figure 8: Instagram users reached each month.

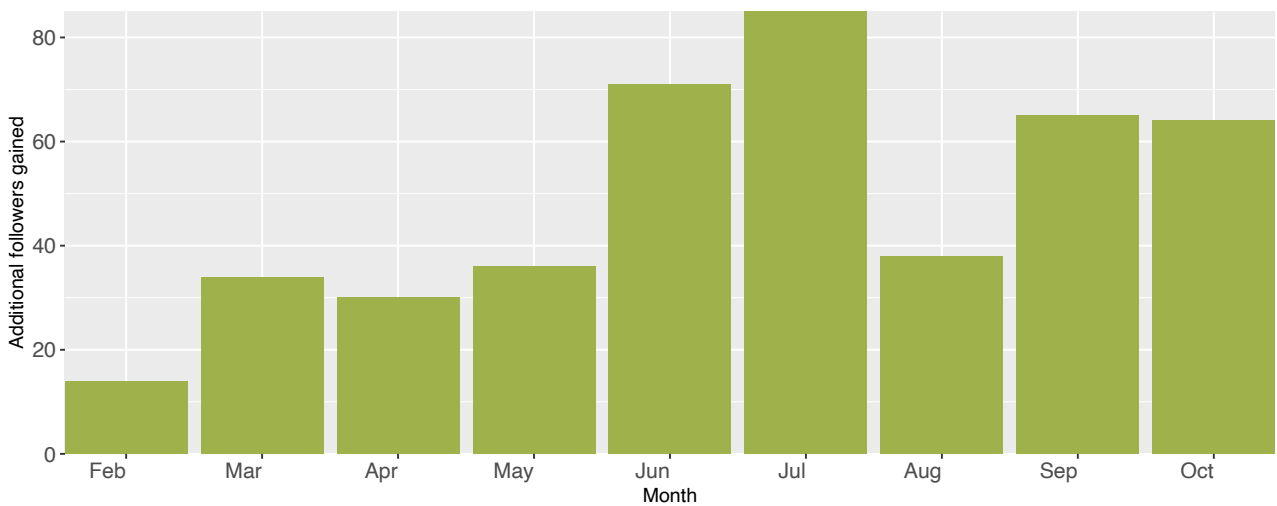


Figure 9: Increase in Instagram followers each month.

## LinkedIn

There are currently 3,534 followers on LinkedIn

The September spike in LinkedIn reach is similar to that for Facebook due to the popularity of the Namibian cull article, which was the top post on LinkedIn this year. Posts relating to job opportunities or activities that call for involvement (competitions and webinars hosted by NYCE) are particularly popular on this platform, which is geared for professional development and networking. Articles from third parties that NCE wanted to highlight on the topic of “Green” Hydrogen were also popular on this platform.

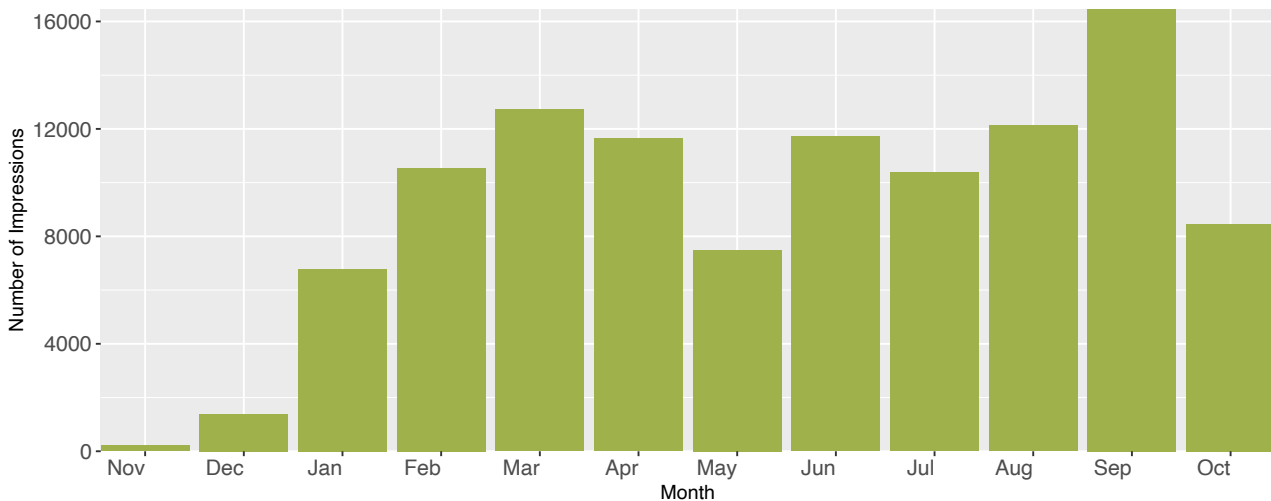


Figure 10: Total LinkedIn post impressions per month

Table 7: Top 15 LinkedIn Posts

Title (truncated)	Impressions
Namibia’s decision to cull 640 antelope in national parks and 83 elephan...	3714
Writing competition and job opportunity announcement! Do YOU have what ...	3172
The overview of the rangeland status for this rainy season (top left) pr...	2866
Innovate - Inspire - Transform!!! The Namibian Youth Chamber of Environ...	2636
Are you studying for a post-graduate degree in an environmental field in...	2508
Did you know that San people believe that "killing a pangolin could caus...	2467
An excellent article by the Minister of Agriculture, Water and Land Refo...	1988
Are you a young (18-35) Namibian wanting to make your mark for the enviro...	1926
Job opportunities available with Namibia Nature Foundation, one of NCE’s...	1800
Two job opportunities at Namibian Association of CBNRM Organisations (N...	1750
A Clean Namibia! Want to learn more about keeping Namibia clean an...	1747
Urgent call to action - The African Penguin is Critically Endangered! T...	1681
A must-read article for Namibian policy makers and citizens. Unlike our ...	1676
Vacancy with one of our member organisations, Development Workshop Namib...	1613
On this International #BiodiversityDay, we are sounding the alarm about ...	1609

As a professional network, LinkedIn records, and makes available, more information about its users than many other platforms. The tables presented here show where our followers are based (Table 8, according to their profile information) and what industries are represented by our followers (Table 9).

Table 8: Top 10 locations from which the LinkedIn profile page is viewed from.

Location	Profile views
Windhoek, Namibia	1129
Swakopmund, Namibia	82
Walvis Bay, Namibia	32
Otjiwarongo, Namibia	22
Greater Milan Metropolitan Area, Italy	21
Aberystwyth, United Kingdom	21
Johannesburg Metropolitan Area, South Africa	19
Lusaka, Zambia	16
Okahandja, Namibia	14
Oshakati, Namibia	14

Table 9: Top 10 industries from which the LinkedIn profile page is viewed.

Industry	Profile views
Environmental Services	455
Oil and Gas	89
Research Services	85
Government Administration	78
Financial Services	76
Business Consulting and Services	66
Architecture and Planning	61
Accounting	50
Non-profit Organizations	45
Higher Education	41

## Reddit

In mid-2024, we began sharing posts to the Reddit platform. Reddit launched an analytics platform this year, but it can only be accessed by premium customers. Custom queries to our web analytics platform indicates, however, that 259 visitors to the site originated from Reddit, viewing 18 articles. This is a medium we will be continuing to investigate in the future.

## WhatsApp

In late 2024 NYCE created a dedicated WhatsApp group for its members and other interested parties. The group currently comprises of 202 members and articles from both Conservation Namibia and the new NYCE site are regularly shared. As yet we don't have data showing the impact this has on visitor numbers, but we are implementing improved tracking in this respect in the new year.

## **X (formerly Twitter)**

There are currently 1,725 followers on this platform.

As of early 2024, X only supplies analytics data to Premium (paying) users of the platform. This X account is a basic (free) account. Custom queries submitted to our web analytics platform indicates, however, that 385 visitors to the site originated from X, and they viewed 40 articles. This platform is losing users rapidly, particularly in the environmental sector. Follower growth for Conservation Namibia has slowed down and many new followers are bots rather than humans.

## **Discussion**

Our website visitor numbers this year are over 10,000 higher than last year, while our reach on social media continues to expand. Controversial articles about charismatic species (particularly lions and elephants) continue to generate the most traffic, although we have also drawn some attention to lesser-known species (bullfrogs, pangolins) and important topics such as climate change.

The high ranks that our website achieves on Google Search is critical to our performance and overall goal of educating and informing the public. When controversial events happen in Namibia's environmental sector, people from around the world are using our website to obtain more in-depth knowledge. Maintaining this high rank requires extensive background work on website performance combined with producing high-quality articles that people share with their networks.

Social media remains an important means of keeping in touch with NCE's (and now NYCE's) followers and the interested public. Besides advertising the website, these channels are used to announce events and activities, and to share reliable content from third parties (including, but not limited to, NCE's membership). Although Twitter/X is no longer a useful platform for discussing environmental issues, LinkedIn has improved in recent years. It may be necessary to close the Twitter account and either open an account on another platform (Blue Sky is a popular alternative), or simply focus efforts solely on our existing platforms. Facebook remains our largest outlet in terms of followers, but it does not generate the same number of hits as it did in previous years. This is mainly due to algorithms that promote paid content over 'organic' (i.e. non-paid) content.

Given the hit-and-miss nature of social media, the newsletter is a useful tool to alert the most engaged segment of our overall audience to our latest content. We have nearly reached the limit of Mailchimp's free package (500 subscribers) and will likely switch to the paid service to keep our newsletter going in 2025.

The NYCE's growth during the latter half of the year has been impressive, greatly expanding NCE's reach among young people. The [youth.conservationnamibia.com](http://youth.conservationnamibia.com) platform is growing quickly, while competitions, webinars and discussions on WhatsApp lead to increased member engagement.



## End Note

We hope that you find these reports useful. If there is any additional information that you would like to see included in the future, then please let us know. This is a service that we provide to all of our clients, and we will usually implement new features across all of our reports.

Felines Communication and Conservation - <https://felinesconservation.com>

## Appendices

### Terminology

- **Analytics software** - Software that is used to monitor how often a webpage, website or social media feed is viewed.
- **Bounce rate** - Used by Google and Plausible analytics to indicate the proportion of visitors who view a single page before exiting the site, as opposed to those who move around the site viewing multiple pages. Bounce rate is expressed as a percentage, with 100% indicating that all visitors from a particular place (source or country) viewed one page only.
- **Clicks** - (1) Used by Google Search Console to indicate the number of times the link to a given webpage that is listed in search results is clicked upon. (2) YouTube analytics use a click percentage to indicate how often a video link is clicked upon compared to how often it appears in a search on YouTube.
- **Facebook Reach** - The total number of people who saw content from the CName/NCE Facebook page on the day specified. It is not limited to posts made on that day. Other social media platforms record these data as **Impressions**.
- **Google Search Console** - An administrative tool that allows the admins of a website to monitor how often their site appears in Google searches, and to see if the link is clicked upon. Similar tools are available for other search engines, e.g. Microsoft Bing.
- **Impressions** - (1) A term used in the Google Search Console to indicate the number of times that a given webpage has appeared in the results of a websearch. (2) The number of times a post from the CName/NCE social media feed have been seen by users of the platform. LinkedIn, Twitter and YouTube all use this term, but Facebook and Instagram refer to it as **Reach**.
- **Instagram Reach** - The total number of people who saw content from the CName/NCE Instagram page on the day specified. It is not limited to posts made on that day. Other social media platforms record these data as **Impressions**.
- **Page Views** - The number of times an individual webpage has been viewed or the total number of views of all the pages on an entire website.
- **Plausible Analytics** - A privacy friendly web analytics package. See <https://plausible.io/about>
- **Position** - A term used in the Google Search Console to indicate what position in search results a given webpage occupies.
- **Time on page** - The average time visitors spend reading a given page. Plausible Analytics offers this metric in addition to **Visit Duration**. It can only measure the time for visitors who read a page and then go to another page on the site. So, if a page has a **Bounce Rate** of 80%, the time on page is the mean value for the other 20%. At present we do not report this metric, but it is something we are considering adding in the future.
- **Twitter Engagements** - Engagements represent the number of times that content from the Twitter feed was engaged upon by a Twitter user, they include: Retweets, Favorites, Replies, URL Clicks, Hashtag Clicks, Mention Clicks, and Media Views. Simply reading a Tweet does not trigger an engagement, for that you need to refer to the (Twitter) Impressions.
- **Views** - The number of times a YouTube video has been viewed during the reporting time. Since videos on client websites are all configured as links to YouTube, these views include visitors viewing the content on either the website, or directly on YouTube.
- **Visit Duration** - The average time that visitors to the site spent viewing a page. Although analytics platforms do report this metric we don't use it because at present it is impossible



to get accurate data. Only visitors who view more than one page produce good data, while those who exit the site after a single view are recorded as having a zero visit duration. Since all these data are then averaged, any pages with a **bounce rate** above zero, will generate poor data. See also **Time on page**

- **Visitors** - The number of different people who have visited a site.

## Methods and Data Sources

### Website Analytics

We use Plausible Analytics software to monitor visits to the site. This provides information that includes the number of visitors, which pages are visited and the countries of origin of those visitors. We made the decision to use Plausible Analytics (PA) rather than the more common Google Analytics (GA) for a number of factors including ease of use, speed of loading and increasing privacy concerns. To learn more about PA, see: <https://plausible.io/about>, to learn about some of the concerns about the use of GA, especially in the European Union, see: <https://techcrunch.com/2023/07/03/google-analytics-sweden-gdpr-fines/>.

The totals in each category will not always be the same as these data are not always available. Advert-blocking or cookie blocking software sometimes prevents analytics software from recording visitors to a site, while other privacy and security settings can interfere with their ability to record certain metrics. The PA suite used by us is blocked less often than GA, but it remains impossible to capture 100% of the data.

### Search Queries

We use data from the Google Search Console to look at the number and content of search queries that lead to the CNam/NCE site. In 2023, Google had over 91% of the global search engine market, it is therefore by far the most useful search engine to monitor. For an explanation of terminology please refer to *Appendix 1*.

Increasing the site's visibility in Google and other search engine results is a field known as Search Engine Optimisation (SEO), which is something we have continuously worked to improve. Google does not report exactly how it judges sites, and also updates its criteria every year. Independent analysts, however, have compiled a list of over 200 metrics that have an impact on the position a page has in a Google search. Good content is always important, but the wording and length of titles, sub-titles, and summaries can also make an impact, as can features such as site security, page loading time, code quality, appropriately sized images, accessibility for visitors with disabilities, etc.

### Social Media Analytics

Most social media platform provides some usage data for it's users. The data provided varies from platform to platform, and the methodology and accuracy is quite opaque. Nonetheless, we have tried to display the most useful metrics in as consistent a way possible. As of June 2024, Twitter has opted to supply analytics data solely to premium subscribers of the platform.