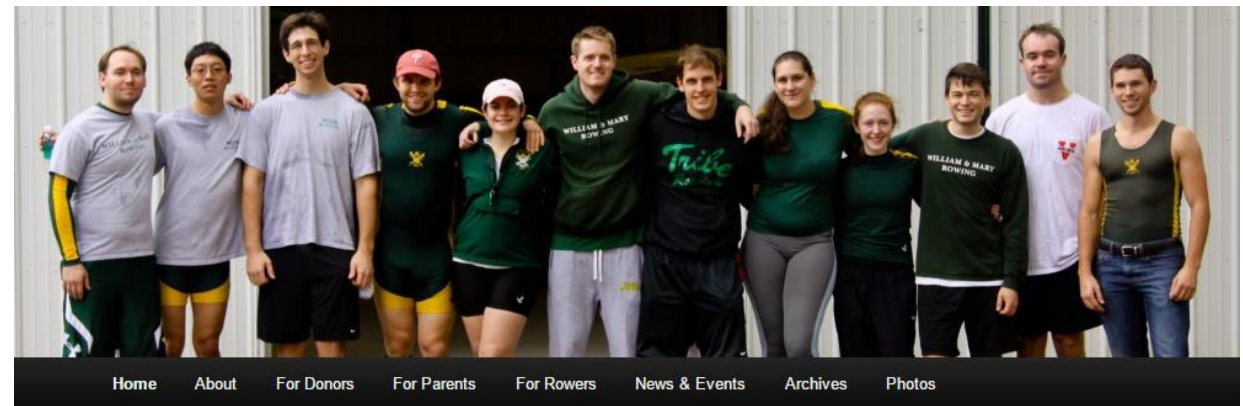


2014-2015 FWR Internet Presence

- Facebook continues to be our best way to reach alumni
- Website now includes WBC Jrs
- Engaged in the continuous process of updating media archives
- No more exclusive content
 - Exclusives, Regatta Previews, and Summaries
- Opportunities for growth still present
- Correlation with Financials



Top Views by Page

2014-03-27 to Today











Title	Views
Supporting Rowing in Williamsburg, VA!	855
Photos	221
News & Events	198
For Rowers	171
Donate Online	158
Archive of Surge & Backsplash	138
WMRC Bracket Challenge	112
Membership, Directors, Officers and Bylaws	103
▼ WMRC Wish List	97
For Parents	88
Archive of Meeting Minutes	83
Calendar	79
On our way to Phase I	79
2007-2008 Photos	78
WMRC Endowment Fund	76
About	75
Mission and Vision Statement	71
▼ Home page / Archives	71

Contact Us	66
Guide to Giving	64
Stay Connected	63
2014 June FWR Spotlight	62
Archive of WMRC Race Results	60
History & Who We Support	60
Useful Links	59
For Donors	58
Save the Date: 2015 Annual General Meeting!	58
Subscriptions	58
2014 SIRA Regatta Race Preview	53
Archives	52
Donate By Mail	47
Archives of WMRC in the Colonial Echo	47
Archive of News Articles	46
2014 FWR Annual Meeting Schedule & Agenda	45
2008-2009 Photos	42
2012-2013 Photos	40
Coach's Summary 2014 Occoquan Sprints	39
2014 Occoquan Sprints Regatta Preview	35
2014 Head of the Hooch Coaches' Summary	31

WMRC Wishlist Updated April 2014!	30
WMRC March Madness Campaign	30
2nd Annual FWR Fantasy Football Contest!	27
2006-2007 Photos	25
Race Preview: Head of the Charles Regatta	24
2014 May Alumni Spotlight	23
▼ WMRC Letter Campaign	22
Varsity W2- Practice Footage April 2nd	22
2014 Dad Vail Regatta Coaches' Summary	21
UPDATE 2014 FWR Annual Meeting	21
2009-2010 Photos	18
2014 April Alumni Spotlight	17
2014 Dad Vail Regatta Preview	16
2014 August Alumni Spotlight: Seattle to Boston	16
2014 April WMRC Spotlight	16
Coming up on 10k	16
Reminder: FWR Fantasy Football Entries Close 8/31	16
2005-2006 Photos	15
2014 Spring Break Practice Footage	14
2014 Head of the Hooch Race Preview	13
2014 SIRAs Semifinals WV4+ Footage	13

Referrers

2014-03-27 to Today

Referrer	Views
 Facebook	567
 Search Engines	328
 WordPress Dashboard	53
 Twitter	43
 wordpress.org	36
 web.wm.edu/so/wmrc/friends_of_williamsburg_rowing.php	30
 wmrowing.com	22
 wmrowing.org	21
 linkedin.com	2
 smile.amazon.com/gp/registry/wishlist/3BAIG3JL1Y3M/ref=cm_wl_sortbar_o_page_2?page=2	1

Search	Views
williamsburg rowing club	10
friends of williamsburg rowing	8
williamsburg rowing	5
http://williamsburgrowing.org/wmrc-bracket-challenge/	5
http://williamsburgrowing.org/for-donors/wmrc-march-madness-campaign/	2
cox box price	2
rowing club williamsburg, va	2
rowing teams in williamsburg va	2
william and mary rowing	2
williamsburg va rowing club	1
supporting rowing	1
http://williamsburgrowing.org/mens-novice-8-dad-vail-semifinal-start/	1
golf tournaments williamsburg va sponsors	1
w&m rowing camp	1
rowing club williamsburg va	1
http://williamsburgrowing.org/2014-head-of-the-hooch-coachs-summary/	1
wealthfront returns	1
head of the schuykill 2005 results	1
williamsburg boat club	1

Facebook Page Demographics

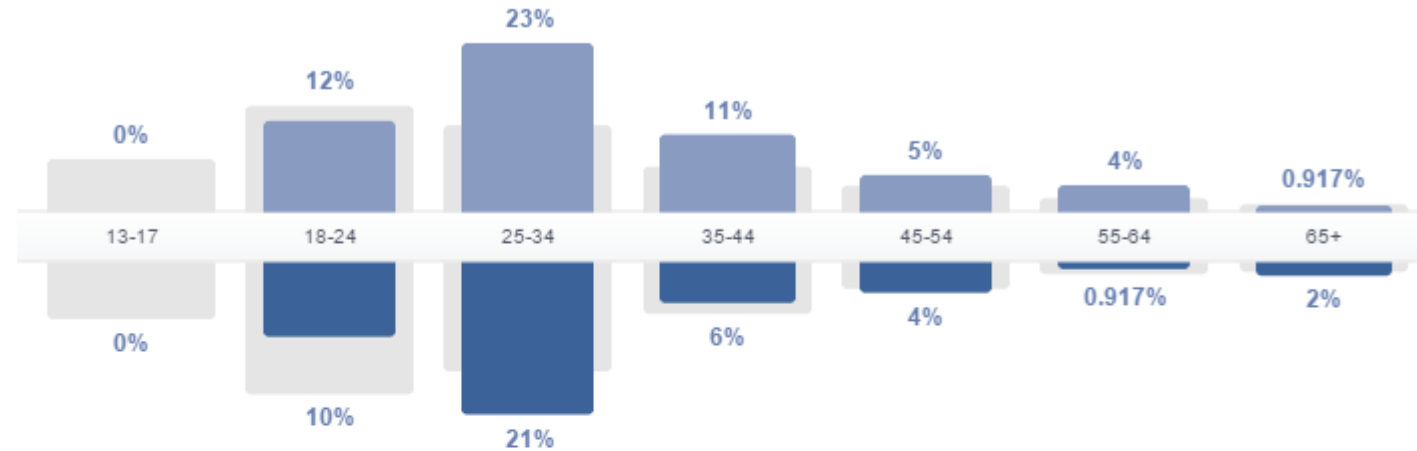
The people who like your Page

Women

■ **56%** Your Fans
■ **46%** All Facebook

Men

■ **43%** Your Fans
■ **54%** All Facebook

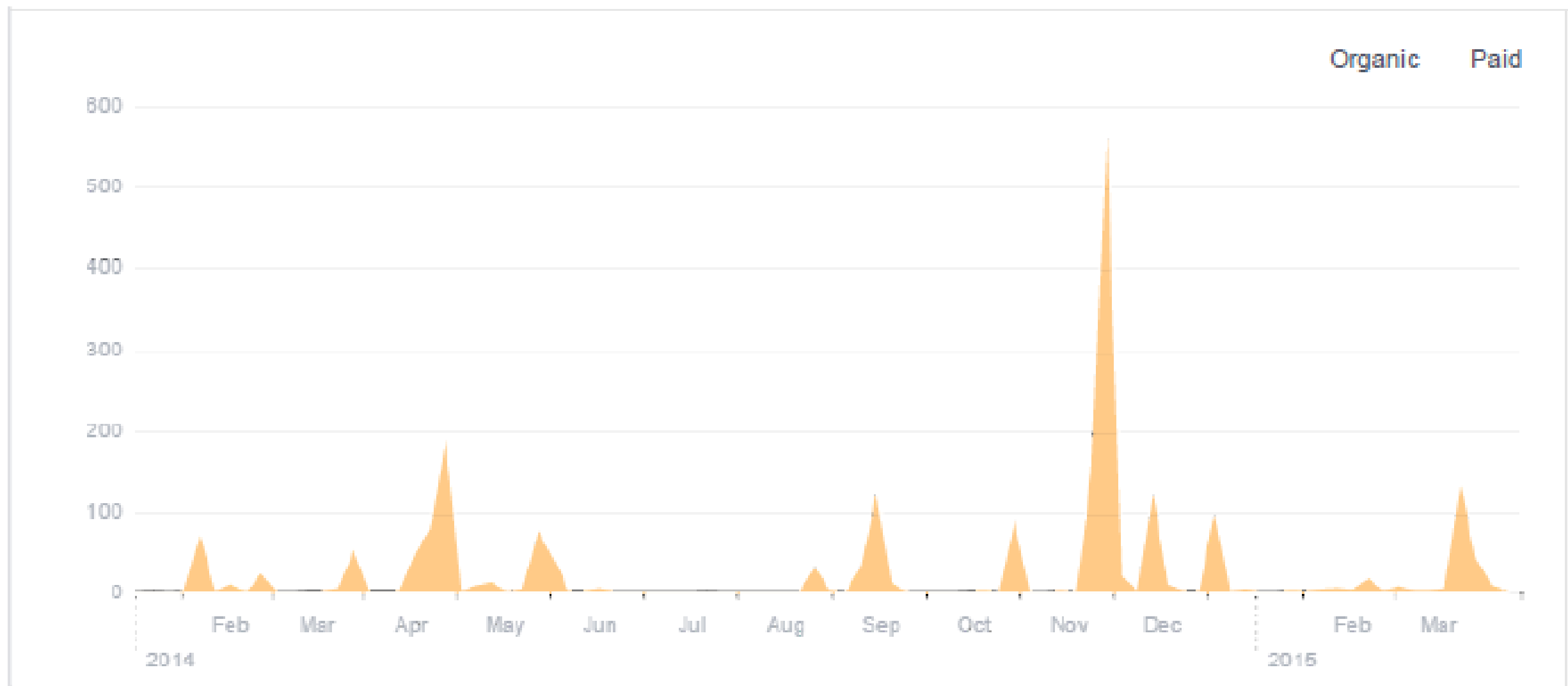


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	206	Williamsburg, VA	31	English (US)	206
United Kingdom	3	Washington, DC	23	English (UK)	11
Germany	2	Richmond, VA	13	Spanish	1
Canada	2	San Francisco, CA	5		
China	1	New York, NY	5		
Bolivia	1	Fairfax, VA	5		

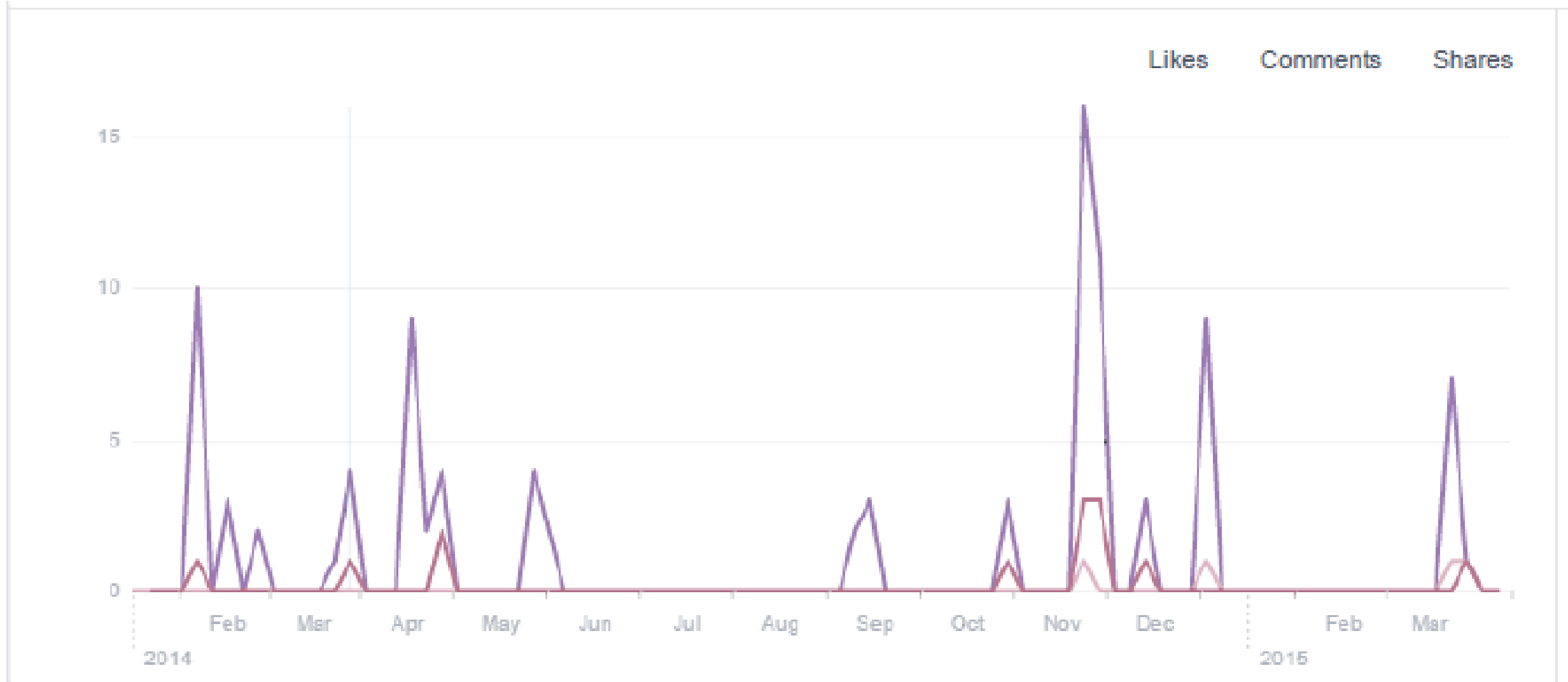
When Fans Are Online



Facebook Page: Reach

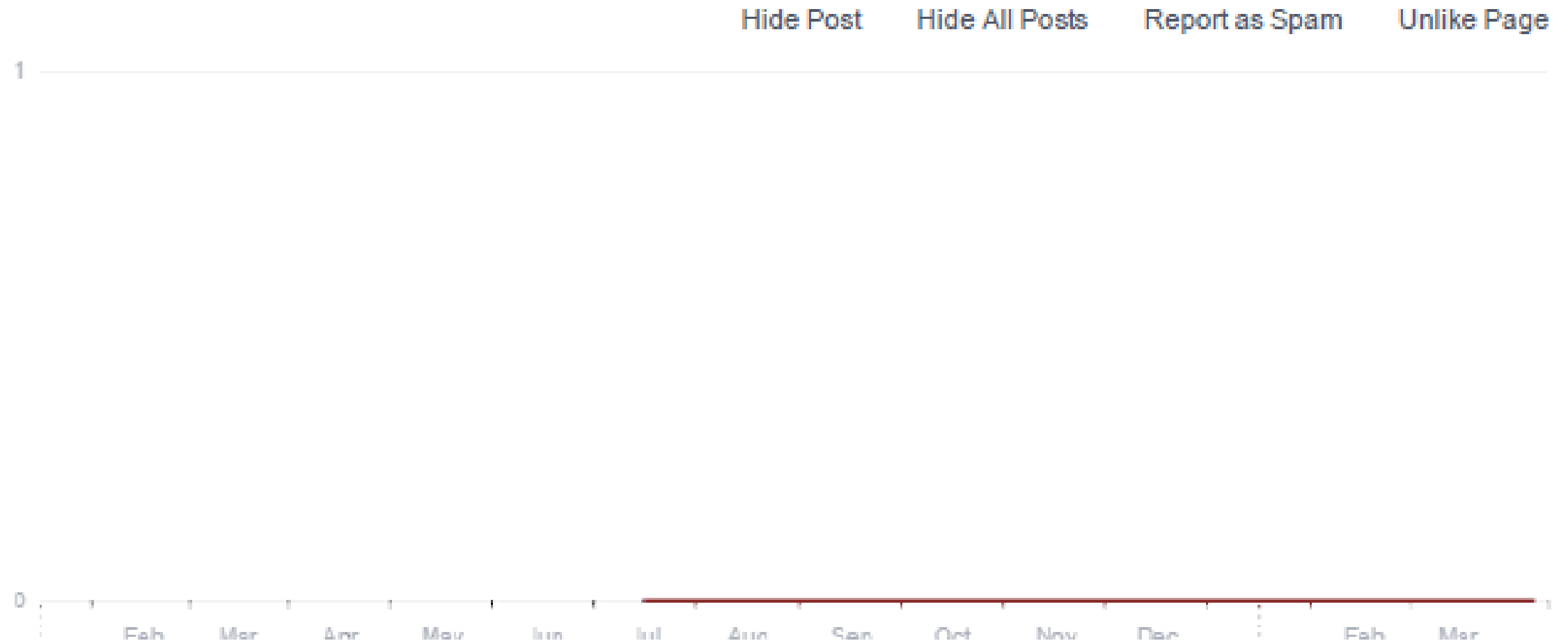


Facebook Page: Likes, Comments and Shares

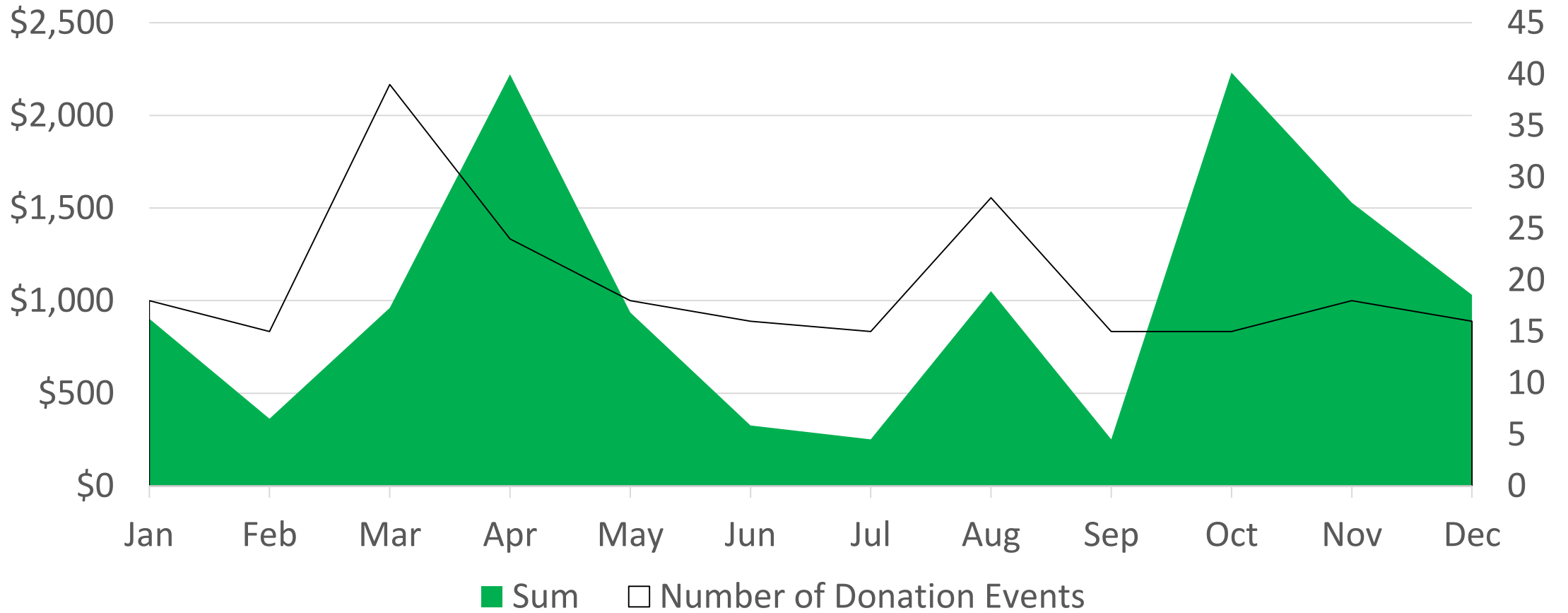


Facebook Page: Negative Feedback

- No Hide, Report as Spam or Unlikes



Online Donations



Targets for 2015 and Beyond

- Improve content for non-members
 - Dependent on WMRC input
- Continue Fantasy Sports Fundraising Events
- Work with current rowers and young alumni to update archives
 - New banner images
 - Consider merging archives
- General Maintenance
- Engage Current WMRC Members

