



January
2025 Website Activity and Social Media Report
Dixon Schools

App Downloads 1.01k Android 1.71k Apple

District Website – dps170.org

17K Users 87K Page Views

<u>Sessions by Device</u> 12,555 Desktop 4,128 Mobile 84 Tablet 6 Smart TV	<u>City</u> 11,695 Dixon 2,452 Chicago 388 Sterling 148 Rock Falls
<u>Browser</u> 12,893 Chrome 3,032 Safari 492 Edge 94 Android 94 Firefox	<u>Operating System</u> 9,804 Chrome OS 2,989 iOS 2,078 Windows 1,223 Android 467 Macintosh



District Facebook account - <https://www.facebook.com/dixonpublicschools/>

Followers 5,138

Reach 52,605 - times our posts were presented to Facebook users

Top post– School Cold Weather Closure 1-20 post



District Twitter account - @DPS 170

Followers 1,350

Top Tweet –

1-25 Dukes Bowling Sectional Results

	District	DHS	RMS	Madison	Jefferson	Washington
Followers	1,350	2,677	591	285	215	243

Instagram – dixonschools – 1,356 followers