



## **Communication's report for**

### **FEU online Council Meeting 4 November 2021**

**This report provides a summary of activities on behalf of FEU during the period:**

**June 2021 – November 2021**

#### **Online meetings**

Due to Covid'19 the Board meetings and Council meetings had to be organised online. For the Board and Council meeting MS Teams was used.

The IT-management department of the Dutch National Fire Academy supported the technical organisation of the online meeting in May '21.

#### **Social media**

The past 6 months the number of Twitter followers increased with 40 (from 1331 to 1371). On Facebook we currently have 1019 followers (from 997-1019) 943 likes.

#### **New Website**

A new website will be launched on 14 June. The Professional Voice programme will oversee and ensure the content and progress of the new strategic themes FEU is focusing on. In due time, the goal is to transfer the website into a platform where all kinds of things are activated. A website that not only consists of texts and photos but a fascinating multimedia spectacle. A platform also in which there are plenty of opportunities for interaction with visitors.

See the attached overview of visitors to the website.



Federation of the European Fire Officers

A close-up photograph of a firefighter, likely a woman, wearing a dark grey or black fire-resistant jacket with prominent reflective yellow and silver stripes on the sleeves. She is looking directly at the camera with a serious, focused expression. The background is blurred, showing what appears to be the interior of a fire station or a fire truck.

## Website report

october 2021

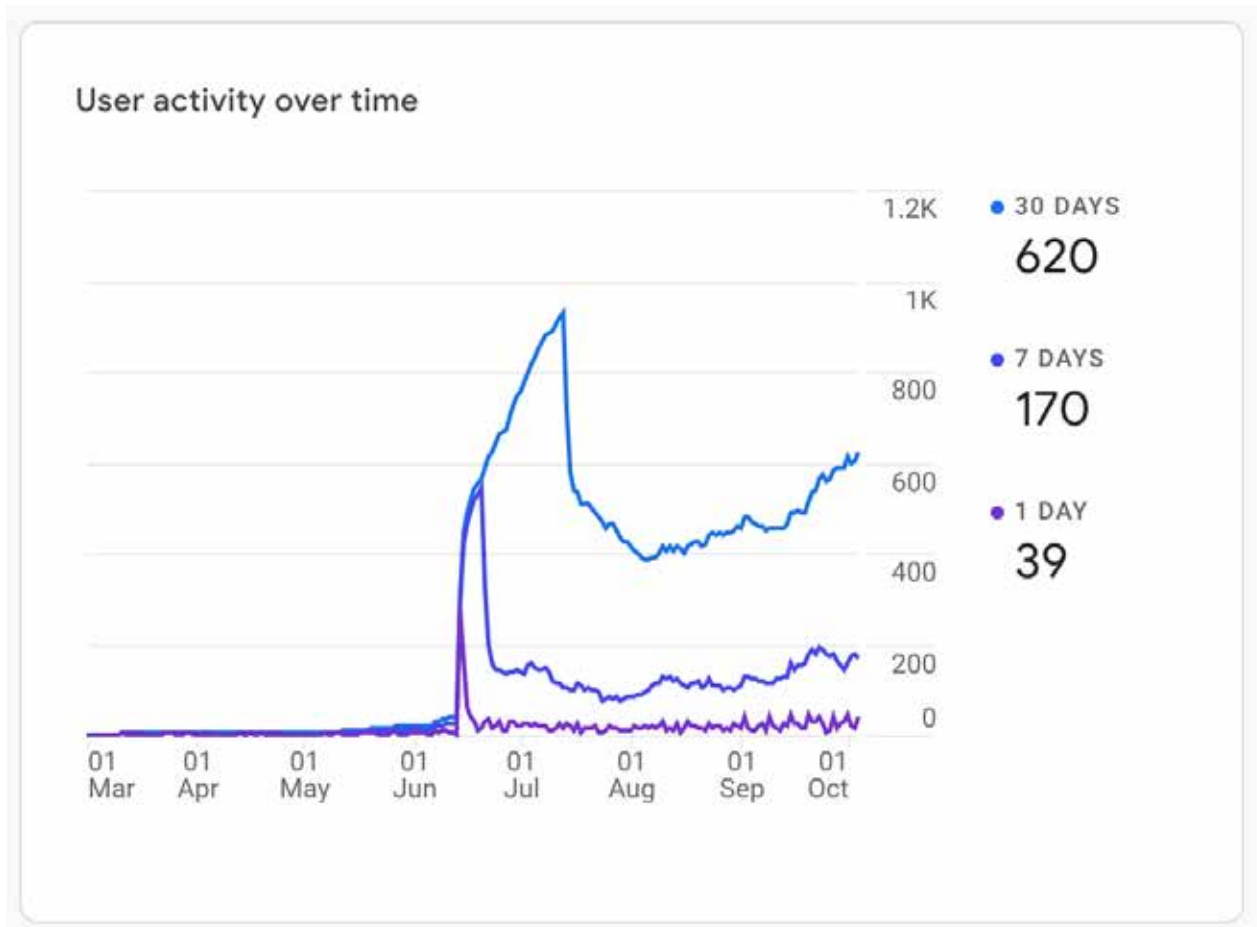


## Website launch

Increased number of users after website launch:  
average 1/day to 35/day and increasing



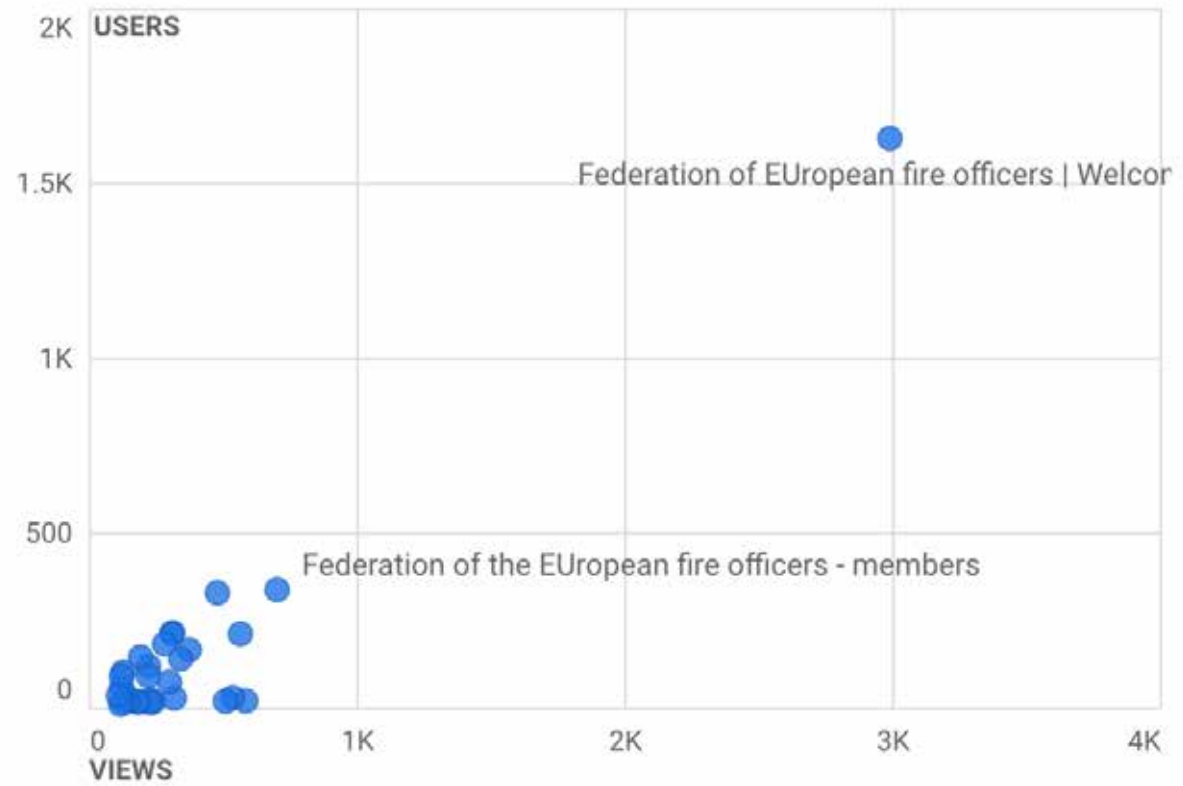
Users from all over the world are visiting f-e-u.org,  
most active are users in the European Union (>75%)



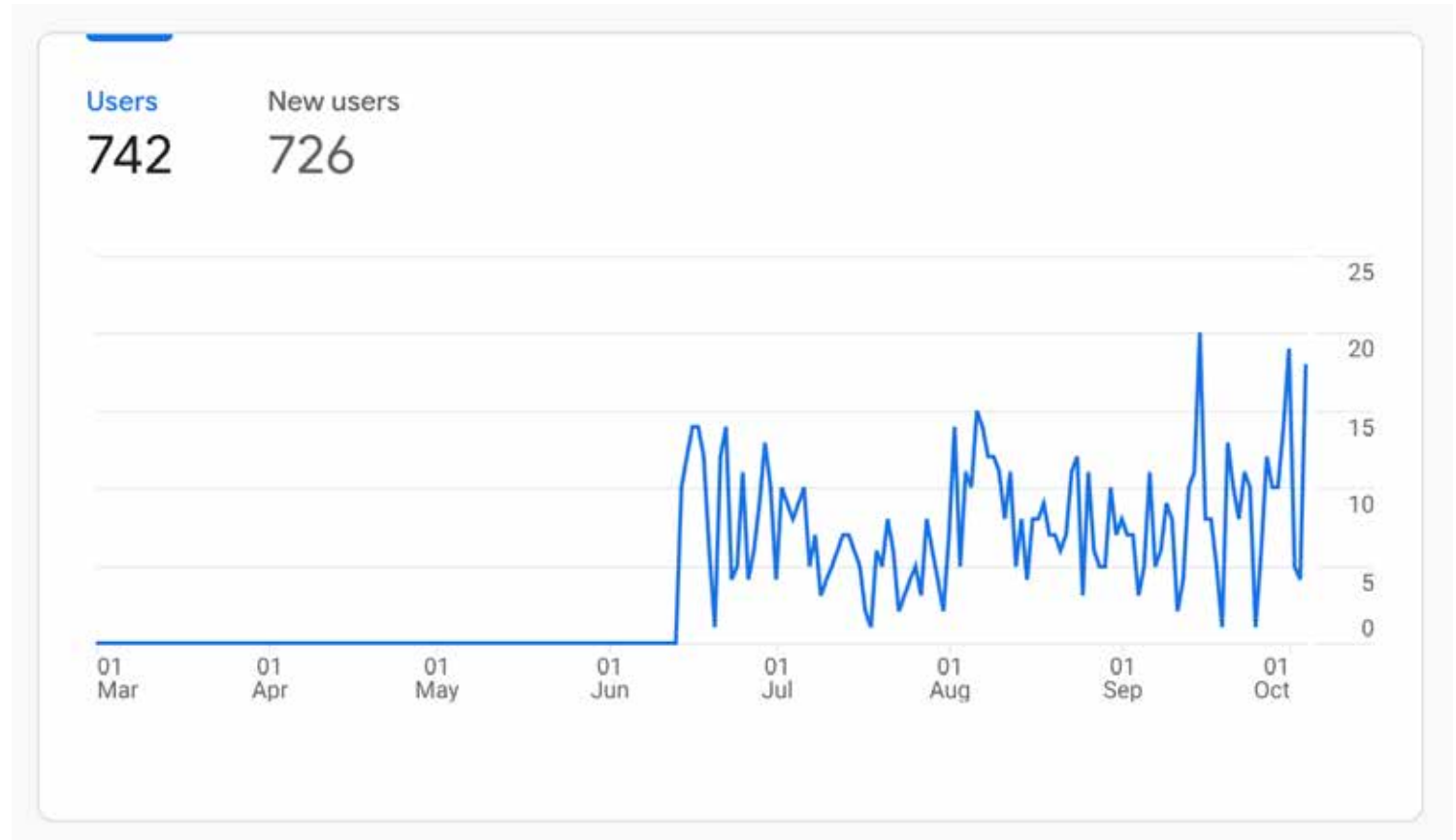
User activity has increased >1000%  
620 users returned within 30 days



Views and Users by Page title and screen class



Homepage is visited most  
Member overview page is a good second



Organic visitors: visitors are finding the website through search engines (Google)



		14,464 100% of total	2,236 100% of total	2,248 100% of total	6.47 Avg 0%
Totals					
1	Federation of EUropean fire officers   Welcome	2,992	1,627	1,569	1.84
2	Federation of the EUropean fire officers - members	703	336	26	2.09
3	Home   FEU	586	18	23	32.56
4	Files	566	210	34	2.70
5	About   FEU	537	27	1	19.89
6	Members	510	17	0	30.00
7	Federation of EUropean fire officers   Programs	480	327	15	1.47
8	Federation of EUropean fire officers   Events	375	164	2	2.29
9	Federation of EUropean fire officers   Documents	343	138	5	2.49
10	Become a member at FEU!	319	26	0	12.27

Pages overview