

CEOS Communications: 2024-25 Report

Prepared by the CEOS SEO Communications Team, 19 March 2024

This report summarises key metrics for CEOS communications over the reporting period 1 March 2024 - 28 February 2025.

News Blog

The CEOS News Blog can be found online at ceos.org/news. Over the reporting period, 14 articles were published (see table 1 below). Figure 1 shows the total views for each article over the entire reporting period. Each blog post had on average **197 views**, which increased from 139.73 over the previous reporting period (up 41%).

Table 1: Articles published from March 1, 2024 - February 28, 2025.

Article	Publication Date	Page views
EO Support for Global Biodiversity Framework	23 Feb 2024	314
From the Archives: "First 10 years of CEOS"	28 Mar 2024	99
CEOS-ARD Newsletter #3	13 May 2024	40
EBVs: Opportunities for space-based EO	16 May 2024	740
Connecting Southeast Asia with Space Agencies	17 Jul 2024	77
Mapping Ecosystems with Satellite Data	23 Jul 2024	376
From the Archives: CEOS 20th Anniversary	7 Aug 2024	46
Point source vs wide area mappers	23 Aug 2024	325
Hudson's Bay Lowlands: Canadian Demonstrator	3 Oct 2024	231
CalVal Portal Newsletter: October 2024	14 Oct 2024	87
Tropical Forests: Costa Rican Demonstrator	10 Dec 2024	135
Monitoring Greenhouse Gas Emissions with Remote Sensing: Common Practices	28 Jan 2025	220
CEOS Common Dictionary	17 Feb 2025	47
Great Western Woodlands: Australian Demonstrator	24 Feb 2025	19

Article views

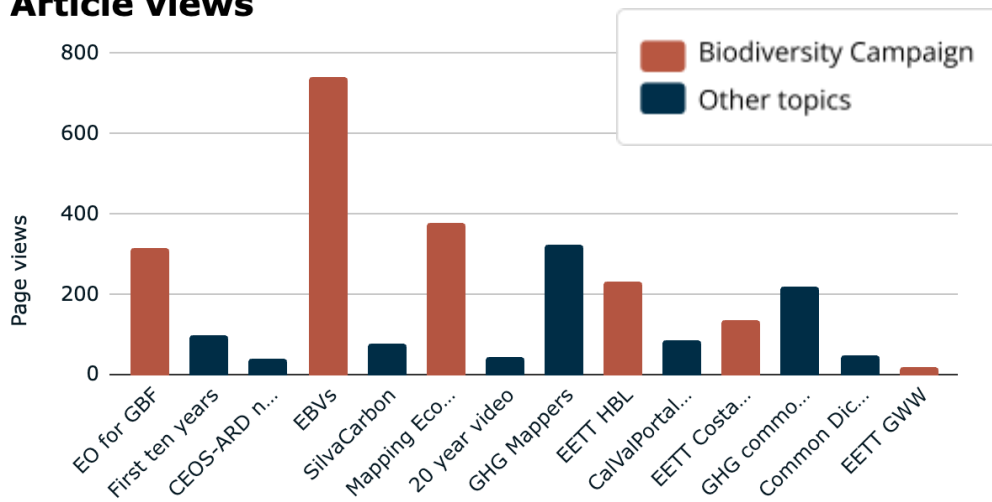


Figure 1: Views per article

Overall, the biodiversity series proved to be very successful. We hope these articles will also remain a valuable resource for years to come. This campaign aimed to support the 2024 CEOS Chair theme of Biodiversity, promoted by CSA. The CSA communications department worked well with the CEOS Communications Team to cross promote the articles.

The two GHG topics: GHG Mappers and GHG Common Practices were also successful articles. These articles also started a discussion in the comments on the related LinkedIn post, where CEOS experts were able to jump in and answer questions from the community.

Quarterly Revisit

CEOS Publishes the ‘CEOS Communications Quarterly Revisit’ once every three months, as an email newsletter to a list of subscribers. There are currently 282 subscribers.

Table 2: Quarterly Revisit metrics

Edition	Send Date	Total Opens	Unique Opens	Open Rate	Total Clicks	Unique Clicks	Click Rate
Q1 2024	23 Apr 2024	161	75	33.94%	22	11	4.98%
Q2 2024	24 Jul 2024	203	115	46.00%	48	14	5.60%
Q3 2024	04 Oct 2024	256	166	65.35%	619	95	37.40%
Q4 2024	05 Feb 2025	265	178	68.46%	86	14	5.38%

The newsletter is slowly growing traction amongst the community.

Q3 2024 appears to have performed very well in terms of clicks. However, further analysis shows that 90% of the total clicks were on the X/Twitter, Facebook, LinkedIn and website icons at the top of the newsletter, and the data suggests this value may be inflated (each received almost exactly the same number and from the same people). This accounts for about 80 unique clicks, and 560 total clicks, reducing the values to more expected levels.

Social Media

CEOS manages social media accounts across three platforms: X (formerly Twitter), LinkedIn and Facebook. A summary of follower & engagement statistics for these are shown in Table 3 below. Note that X/Twitter now restricts analytics to paid users only.

LinkedIn remains to perform well, with the engagement rate and total followers increasing. We also see more comments and discussions on LinkedIn posts, which is great to engage the community.

Table 3: Social media metrics

Platform	Metric	March 2025	March 2024	Percentage change
X/Twitter	Followers	5472	5475	-0.05%
	Average impressions per post	N/A	969.81	N/A
	Average engagement rate per post	N/A	4.87%	N/A
Facebook	Followers	2228	2096	↑ 6.30%
	Average impressions per post	221.48	369.55	↓ -40.07%
	Average engagement rate per post	6.68%	6.18%	↑ 8.16%
LinkedIn	Followers	2408	674	↑ 257.27%
	Average impressions per post	1338.38	558.39	↑ 139.69%
	Average engagement rate per post	9.27%	7.46%	↑ 24.31%

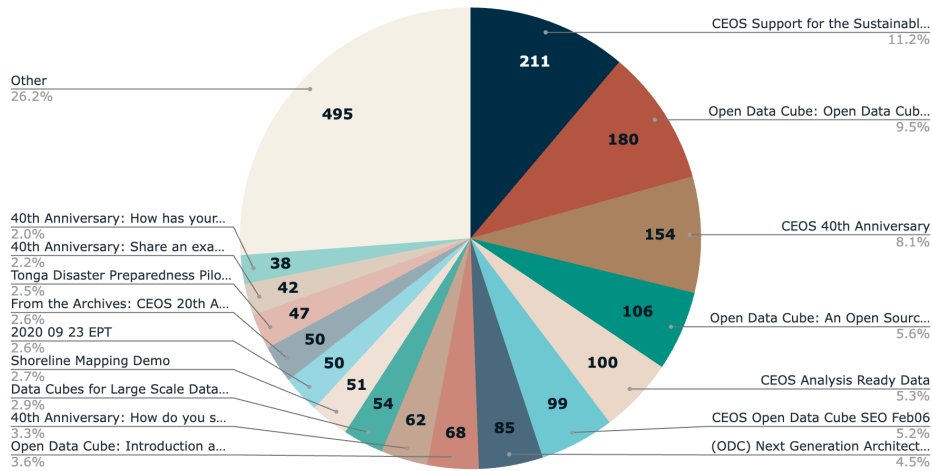
YouTube

CEOS hosts a variety of videos on the @CEOSdotORG YouTube account. A summary of statistics is shown in Table 4, and the views across the various videos over the reporting period are shown in Figure 2.

Table 3: YouTube metrics

	March 2025	March 2024	Percentage change
Total Views	1892	1789	↑5.76%
Watch Time (hrs)	87.2484	67.4	↑29.45%

Mar 2024 - Feb 2025 YouTube views



YouTube Videos published in 2024

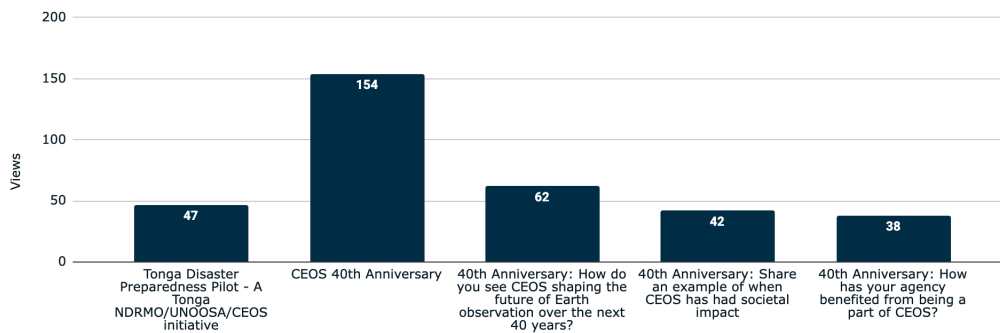


Figure 2: YouTube views during the reporting period

The hosting of the SDG video and ODC video on their respective webpages ensure that views are always coming in. A number of other ODC videos also remain in the top 10 videos.

The full 40th Anniversary video had 154 views, however on average, viewers only watched 16% of the video. This is to be expected, as the video was 36 minutes long. For the individual questions, each video had an average view duration of about 20%. However, this content was not necessarily produced for viewing on YouTube, and wasn't optimised for the platform.