

April

May

June

Tweets

Tweets

Tweets

Impressions

mentions

Over 40 schools in Herts are

supporting @cleanairdayuk

today by Walking Green to

#KeepItClean - even pets

hertslife pic.twitter.com/

4,141

E Herts Rural Police @

EHertsRrlPolice Jun 21 It's

selfie with Justin from @

#Aviators #999family pic.

twitter.com/kndoJbESsX

EastHerts #OpStomp

are getting involved! @

rtPlxDP4BT

Inc/dec on last qtr +247

Inc/dec on last qtr +296

Impressions Impressions

mentions

Followers

Top Tweets

Remember to vote today

in the County Council

elections. If you're not

#HertsElections

John Nichol @

JohnNicholRAF May 16

sure where to go, check

here ow.ly/cgKE30bpBRD

Don't want to see your old sofa or fridge dumped in a field? See our short video ow.ly/an0c30aPYhf Only use a registered carrier.

mentions

2,313

2,619

Top mentions

ask Bin Collectors not to leave

bins on path: A1170 today.

V dangerous for pedestrians

especially @quidedogs! pic.

twitter.com/Rhh6NvFGTL

Simon Carter @ Scoutsscarter Apr 4 Awful project management by @ EastHerts & @AffinityWater - new pavement surface last week: now it's dug up again #talktoeachother **#wepayforit** pic.twitter.

116

com/rQ8eZgHIZ9

544

Hi @EastHerts Council, please extremely hot, obligatory

198

Top media Tweets

Spring Craft Fair at Hertford Theatre. Meet local professional craft workers in a relaxed environment. Shop, commission pieces & be inspired pic.twitter. com/Hqmkd6HKfD

Get moving in Panshanger Park. Date for your diary - Sunday June 4. Walks. sports and fun for all the family. pic.twitter. com/8qg3iKoN99

East Herts exec member for envirnmt & public space & Buster are asking drivers: Turn your key Be idle free #KeepItClean #NationalCleanAirDay pic. twitter.com/oyL3QZSUdU

2,182 2.077

3.909

facebook

April

Posts

560 ♣

Posts

May

June

Posts

610 574

Top reach

See where your waste could end up if you hand it over to a man with a van http://ow.lv/ an0c30aPYhf

East Herts District Council - Watch what can happen to your waste

Out of sight, out of mind - that's what too many people think when they hand their rubbish over to someone without checking their credentials. eastherts.gov.uk

105 people already issued with £80 on the spot fine in East Herts for dropping litter. Don't get caught. Use a bin. http://ow.lv/

K0y030bmrr5

Just 4 weeks to book http://ow.ly/

go before summer holidays! See the exciting range of free/ subsidised activities in East Herts & hqY330cQpkr

2,867



426

people reached









4,408

people reached

posts



meads in Ware

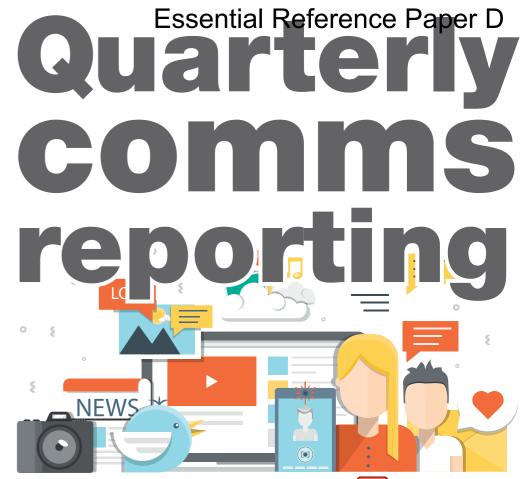
June

26 posts

22 likes

Our Tastebuds are getting ready for Hertford street food market next Thursday #yummy #streetfood #Hertford #spanish #tapa #srilankan





GOVDELIVERY®

April

Bulletins sent

Subscribers inc Network

Subscribers

May

Bulletins sent

Bulletins sent

Subscribers inc Network

Subscribers Network only

Subscribers Network only

June

Subscribers

inc Network

Network sent weekly from May 25th to ther topic suscribers not specific Network subscribers







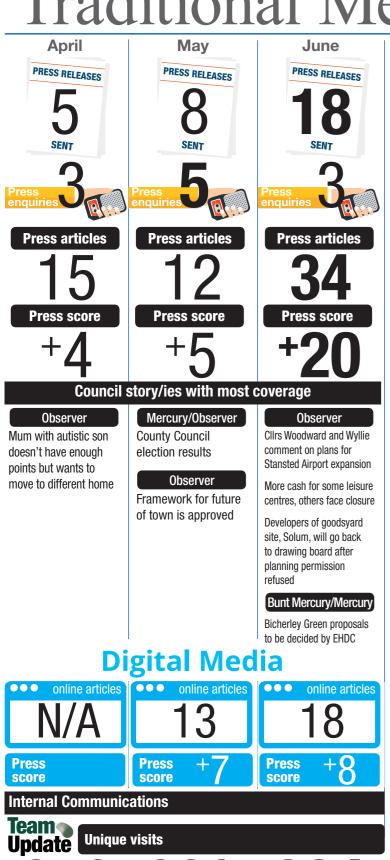
Top bulletin open rate Network 05/05/17

Network 07/04/17 Volunteers needed next week to test our website, craft fair at Hertford Theatre this Sunday & lots more...

County Council election results & more

Network 08/06/17

Traditional Media



Staff briefings attendance

- Weekly E-news bulletin, Mon (Connect)
- Team Update issued monthly on the 15th
- 184
- Staff briefings April 24, 25, 26, 27 (topics) ORL and HUDS, New website HR and payroll system

Website



Other Media

Radio/TV Interviews:

None.

Inc/dec on last

qtr +8

Inc/dec on last

qtr -21

nc/dec on last

qtr -58

Inc/dec on last

Campaigns:

Name of campaign: #KeepIt Clean anti-idling awareness campaign in support of National Clean Air Day

Campaign period: June 9-30 2017

Campaign features: Social media and radio campaign on Bob FM and Heart Harlow, leaflets and posters in all Herts libraries and 25 health clinics in East Herts. 42 schools (14 in East Herts) distributed info leaflets, children walked to school in green and wrote personal pledges on clouds & displayed anti-idling banners outside schools, campaign shared throughout the county and beyond and published in various local media as well as by the National Clean Air Day campaign. Awareness campaign supported by Herts County Council and town councils. Launched Air Quality Action Plan and supported opening of St Andrew's Subway in Hertford.

Press briefings for local Mercury:

April: Gilston

June: Leisure Centres.



Glossary

Digital media

Twitter:

Impressions: Times a user receives a Tweet in timeline or search results

Engagement: Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion

Mentions: any twitter update that includes @EastHerts

Top Tweet: Tweet that generated the most impressions

Top Mention: Tweet that generates the most engagements

Media Tweet: Tweet with a photo or other media attached

Facebook:

Post Reach: number of people who have seen our post as it's in their news feed

GovDelivery:

Stay Connected: Email news bulletins from the council on a variety of topics – free service and you can sign up here: https://admin.govdelivery.com/accounts/UKEASTHERTS/subscriber/topics

Network news: Bi-monthly council E-news bulletin which people subscribe to via Stay Connected

Subscribers: The numbers of subscribers to particular topics via Stay connected

Open Rate: The numbers of subscribers who open their bulletins

Traditional Media

Scoring the Press:

- +2 Very positive: Positive headline, positive mention of council services, policies, staff or members, no negative comment/component.
- +1 Positive: Positive headline, positive mention of council services, policies, staff or members, negative comment/ component.
- 0 Neutral: Mention of the council, no positive comment/ component no negative comment/ component.
- -1 Negative: Negative headline, criticism of council services, policies, staff or members, council comment/ component included.
- -2 Very negative: Negative headline, overall criticism of council services, policies staff or members. No council comment/ component