

November 3

District Plan final consultation

27%



East Herts is looking for talent, festive season information, volunteering workshops grants and lots more ..

inc Network

Network only

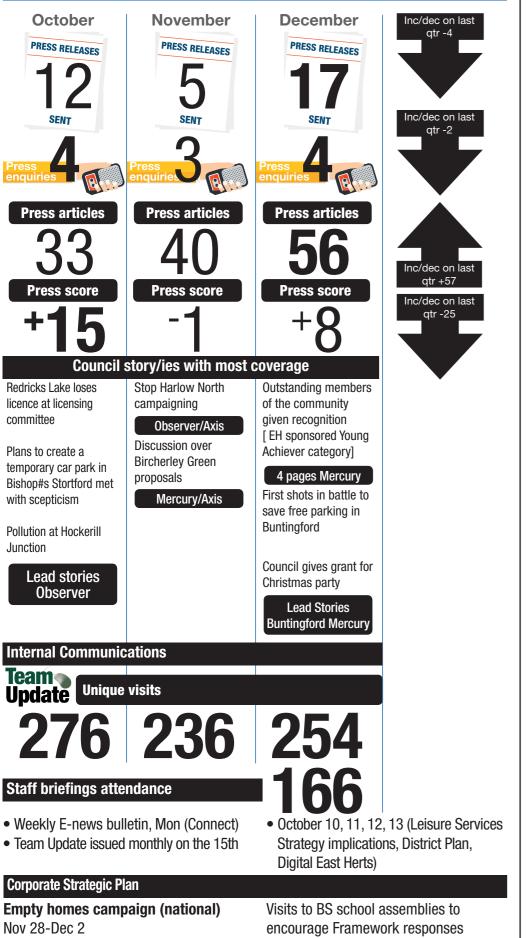
,85







Traditional Media



Press release and tweets every day with

benefits of bringing empty homes back

into use and how to report

Other Media

Radio/TV Interviews:

Cllr Patricia Moore on BBC3 Counties 08/09/16 to promote World Mental Health Day 09/09/16

Campaigns:

Annual Canvass public awareness campaign September 1 - November 30 2016

Press releases x 2, Twitter/FB campaign, Student posters displayed in HRC, Youth Connexions and emailed to boarding schools. General posters sent to community buildings contacts and displayed in council reception areas, also emailed to local estate agents, Link Article, Team Update and Connect articles, Gov.Delivery bulletins and Web banner article.

Other:

- November
- #FightFraud November. Regular tweets with tips on fighting cyber crime
- Our Day tweetathon. Annual national campaign to highlight the varied and valuable work of local government (15th November 2016)



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

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.
- 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

- +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