

## Quarterly Report Q1: April - June 2021

TWITTER	APRIL	MAY	JUNE	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Tweets	78	74	48	333	200	down 133
Followers	11,312	11,301	11,317	11,293	11,317	up 24
Tweet impressions (K)	94	130	51.3	332	275.3	down 56.7
Mentions	264	271	273	1,107	808	down 299

FACEBOOK	APRIL	MAY	JUNE	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Posts	49	32	22	173	103	down 70
Followers	5,126	5,213	5,279	5,047	5,279	up 232

INSTAGRAM	APRIL	MAY	JUNE	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Followers	2,259	2,296	2,337	2207	2,337	up 130
Posts	1	2	5	5	8	up 3
Likes	71	64	57	148	192	up 44

LINKEDIN	APRIL	MAY	JUNE	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Connections	1,386	1,402	1437	1366	1437	up 71
Clicks	116	178	11	353	305	down 48

INTERNAL COMMS	APRIL	MAY	JUNE	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Intranet page views	12,879	11,340	13,280	38,501	37,499	down 1,002
Team Update views	284	83	n/a	2,641	367	down 2,274
Team Update top story (VIEWS + TITLE)	March winner (97)	60 seconds with Dimple (31)	n/a	238	128	down 110
Staff briefing attendance	n/a	n/a	n/a	292	0	n/a

E-MARKETING	APRIL	MAY	JUNE	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Subscribers	3,499	3,536	3,559	3400	3,559	up 159
Open rate	54.46%	53.18%	51.90%	60.40%	53.18%	down 7.22%

WEBSITE	APRIL	MAY	JUNE	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Page views	141,366	122,302	112,552	486,717	376,220	down 110,497

PRESS	APRIL	MAY	JUNE	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Press releases sent	2	4	3	9	9	same
Press articles	44	32	45	126	121	down 5
Press score	18	18	19	-33	55	up 88

DIGITAL MEDIA	APRIL	MAY	JUNE	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Online articles	41	43	25	91	109	up 18
Press score	16	19	16	28	51	up 23

<b>TOTAL SCORE</b>	<b>34</b>	<b>37</b>	<b>35</b>	<b>-5</b>	<b>106</b>	<b>up 101</b>
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