



January	February	March	
Tweets 67	Tweets 78	Tweets 92	Inc/dec on last qtr -5 ↓
Impressions 87.6k	Impressions 82.2k	Impressions 101k	Inc/dec on last qtr +29.7k ↑
Mentions 143	Mentions 161	Mentions 140	Inc/dec on last qtr -48 ↓
Followers 7,432	Followers 7,500	Followers 7,612	Inc/dec on last qtr +287 ↑

Top Tweets

Great working with @GroveCottageBS recycling Xmas trees at Link Rd car park. They collected 157 trees & raised £760. Impressive. pic.twitter.com/vfHISv7j8o 2,863 Impressions	Exciting to see the demolition of the Ridgeway has started & looking forward to seeing brand new homes @ networkhomesuk & @ unitedlivinggrp pic.twitter.com/egD6oXw0H 3,380 Impressions	Look at all this rubbish fly-tipped in East Herts recently. Your rubbish, your responsibility #CrimeNotToCare pic. twitter.com/oFhtG3zbcp 4,094 Impressions
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Top mentions

E Herts Rural Police@EHertsRrIPolice Jan 23 Great response from @ EastHerts who are on scene. pic.twitter.com/hsDvNgh21X 221 engagements	E Herts Rural Police@EHertsRrIPolice Feb 3 Fly Tip found near Anstey, only days after the last batch was cleared. @EastHerts will be notified, the countryside doesn't deserve this pic. twitter.com/UNG3560HFu 180 engagements	Steve Betts@_Steve_Betts Mar 10 @EastHerts @ WLC2017 @HertsMercury @HertsRrISpecial Somebody knows..... RTs please! pic. twitter.com/f17aYnU0zl 281 engagements
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Top media Tweets

It's amazing what East Herts staff have achieved in just one day of volunteering @ AgeUKHerts Apton Centre. Get into #volunteering @ TeamHerts pic.twitter.com/VayG6qHfz 2,612 Impressions	Book a place on #TeamHerts volunteering workshop in Buntingford. Find opportunities for one-off & regular volunteering Mar 16, 11-12.30 pic. twitter.com/CvjxL1dqOj 2,421 Impressions	Great advice from one of the @EHgottalent judges, Marty Wilde telling all finalists to believe in themselves pic. twitter.com/Tx10Tncidg 3,125 Impressions
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Quarterly comms reporting

Essential Reference Paper C



facebook

January	February	March	
Posts 25	Posts 23	Posts 37	Inc/dec on last qtr +40 ↑
534 👍	535 👍	549 👍	Inc/dec on last qtr +29 ↑

Top reach

Do u have a great performance skill? Just 3 days to East Herts Got Talent deadline. Submit yr videos or pics by Fri http://ow.ly/5KWn307RVRO 1,828 people reached	Book a place on #TeamHerts volunteering workshop. Find opportunities for one-off & regular volunteering in Sawbridgeworth Feb 16, 11-12.30 579 people reached	Don't let your rubbish be flytipped. Check who you're giving your waste to http://www.eastherts.gov.uk/article/35527/Crime-Not-To-Care 1,396 people reached
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govDELIVERY

January	February	March	
Bulletins sent 9	Bulletins sent 10	Bulletins sent 9	Inc/dec on last qtr -6 ↓
Subscribers inc Network 8,662	Subscribers inc Network 8,848	Subscribers inc Network 9,086	Inc/dec on last qtr +813 ↑
Subscribers Network only 1,957	Subscribers Network only 1,994	Subscribers Network only 2,074	Inc/dec on last qtr +222 ↑

Top bulletin open rate

Gaining new qualifications – become a coach 48% open rate	Herts Coach Education Week - Feb 11-19 49% open rate	Public exhibition in Hertford this weekend, fly-tipping campaign, Summer Activities Grants & lots more 26% open rate
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Traditional Media

January	February	March	
4 <small>SENT</small> 6 <small>Press enquiries</small>	6 <small>SENT</small> 8 <small>Press enquiries</small>	13 <small>SENT</small> 18 <small>Press enquiries</small>	Inc/dec on last qtr -11 ↓ Inc/dec on last qtr +21 ↑ Inc/dec on last qtr -10 ↓ Inc/dec on last qtr +25 ↑
47 <small>Press articles</small> +25 <small>Press score</small>	27 <small>Press articles</small> +16 <small>Press score</small>	45 <small>Press articles</small> +6 <small>Press score</small>	
Council story/ies with most coverage			
Observer/Mercury Gilston Park funding and proposals	Observer Road closure in centre of town could be good for retail, mixed views.	Mercury/Observer District plan East Herts Got Talent	
Buntingford Mercury Town residents to vote on Buntingford neighbourhood plan Councillors: Buntingford rail station is on the table Fear's care home could affect area's character	Buntingford Mercury LEP funding for Buntingford roundabout Mercury Hertford's Waitrose set to shut its doors and Aldi buy Which building	Buntingford Mercury Neighbourhood Plan Observer Network rail station closure	
Internal Communications			
Team Update Unique visits			
291	259	234	
Staff briefings attendance			
269			
<ul style="list-style-type: none"> Weekly E-news bulletin, Mon (Connect) Team Update issued monthly on the 15th 	<ul style="list-style-type: none"> Staff briefings January 23,24,25,26 (Service restructures; Digital East Herts; Team Herts volunteering) 		

Other Media

Radio/TV Interviews:

Linda Haysey interview with BBC 3 counties for Sunday Politics Show Jan 29th about Gilston development

Nick Kirby interview with Bob FM for #CrimeNotToCare campaign 20/03/17

Suzanne Rutland-Barsby with Bob FM asking people to go along to HUDS consultation 24/03/17

Campaigns:

#CrimeNotToCare 20/03/17 – 31/03/17

Flytip stunt in Bircherley Green Hertford, Bin Hangers to all residents, 2 press releases and a social media campaign. Radio interview with Bob FM and coverage in the local press



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/UK EASTHERTS/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