



April	May	June	
Tweets 41	Tweets 79	Tweets 175	↑ Inc/dec on last qtr +58
Impressions 54.6k	Impressions 91k	Impressions 194k	↑ Inc/dec on last qtr +68.8k
92 mentions	162 mentions	183 mentions	↑ Inc/dec on last qtr +247
Followers 7,717	Followers 7,807	Followers 7,908	↑ Inc/dec on last qtr +296
Top Tweets			
Don't want to see your old sofa or fridge dumped in a field? See our short video ow.ly/anOc30aPYhf Only use a registered carrier.	Remember to vote today in the County Council elections. If you're not sure where to go, check here ow.ly/cgKE30bpBRD #HertsElections	Over 40 schools in Herts are supporting @cleanairdayuk today by Walking Green to #KeptClean - even pets are getting involved! @hertslife pic.twitter.com/rPlxDP4BT	
2,313 Impressions	2,619 Impressions	4,141 Impressions	
Top mentions			
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.com/rQ8eZqHIZ9	John Nichol @JohnNicholRAF May 16 Hi @EastHerts Council, please ask Bin Collectors not to leave bins on path: A1170 today. V dangerous for pedestrians especially @guidedogs! pic.twitter.com/Rhh6NvFGTL	E Herts Rural Police @EHertsRrIPolice Jun 21 It's extremely hot, obligatory selfie with Justin from @EastHerts #OpStomp #Aviators #999family pic.twitter.com/kndoJbESsX	
116 engagements	544 engagements	198 engagements	
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 envimm & public space & Buster are asking drivers: Turn your key Be idle free #KeptClean #NationalCleanAirDay pic.twitter.com/oyL3QZSudU	
2,182 Impressions	2,077 Impressions	3,909 Impressions	



April	May	June	
Posts 22	Posts 41	Posts 132	↑ Inc/dec on last qtr +110
560 👍	574 👍	610 👍	↑ Inc/dec on last qtr +61
Top reach			
See where your waste could end up if you hand it over to a man with a van http://ow.ly/anOc30aPYhf	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.ly/KOy030bmrr5	Just 4 weeks to go before summer holidays! See the exciting range of free/ subsidised activities in East Herts & book http://ow.ly/hqY330cQpkr	
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			
426 people reached	4,408 people reached	2,867 people reached	



April	May	June	
Followers N/A	Followers 0	Followers 69	
N/A posts	15 posts	26 posts	
N/A likes	10 likes Beautiful view over the meads in Ware	22 likes Our Tastebuds are getting ready for Hertford street food market next Thursday #yummy #streetfood #Hertford #spanish #tapa #srilankan	

Not applicable as launched May 17

Quarterly comms reporting



April	May	June	
Bulletins sent 7	Bulletins sent 6	Bulletins sent 5	↓ Inc/dec on last qtr -10
Subscribers inc Network 9,314	Subscribers inc Network 9,458	Subscribers inc Network 9,537	↑ Inc/dec on last qtr +451
Subscribers Network only 2,116	Subscribers Network only 2,165	Subscribers Network only Network sent weekly from May 25th to other topic subscribers - not specific Network subscribers	↑ Inc/dec on last qtr +91 to 19 May
Top bulletin open rate			
Network 07/04/17 Volunteers needed next week to test our website, craft fair at Hertford Theatre this Sunday & lots more...	Network 05/05/17 County Council election results & more	Network 08/06/17	
30% open rate	34% open rate	29% open rate	

Traditional Media

April	May	June
5 <small>SENT</small> PRESS RELEASES Press enquiries 3	8 <small>SENT</small> PRESS RELEASES Press enquiries 5	18 <small>SENT</small> PRESS RELEASES Press enquiries 3
15 Press articles +4 Press score	12 Press articles +5 Press score	34 Press articles +20 Press score



Council story/ies with most coverage

Observer	Mercury/Observer	Observer
Mum with autistic son doesn't have enough points but wants to move to different home	County Council election results	Cllrs Woodward and Wyllie comment on plans for Stansted Airport expansion
	Observer Framework for future of town is approved	More cash for some leisure centres, others face closure
		Developers of goodsyard site, Solum, will go back to drawing board after planning permission refused
		Bunt Mercury/Mercury Bicherley Green proposals to be decided by EHDC

Digital Media

online articles	online articles	online articles
N/A	13	18
Press score	Press score +7	Press score +8

Internal Communications

Team Update Unique visits
256

239
284
184

- Weekly E-news bulletin, Mon (Connect)
- Team Update issued monthly on the 15th

- Staff briefings April 24, 25, 26, 27 (topics) ORL and HUDS, New website HR and payroll system

Website

N/A Page views	45,785 Page views <small>Launched May 2 2017</small>	131,307 Page views	No data available
Top 3 web pages			
N/A	1. Home page 2. Planning & Building 3. Council Tax	1. Home Page 2. Planning 3. Object, Comment or View a Planning Application or Decision	
Average time on website			
N/A minutes	2.26 minutes	1.03 minutes	

Other Media

Radio/TV Interviews:

None.

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/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