



| July | August | September | |
|--|---|--|------------------------------|
| Tweets 91 | Tweets 94 | Tweets 114 | ↑ Inc/dec on last qtr +4 |
| Impressions 127k | Impressions 141k | Impressions 126k | ↑ Inc/dec on last qtr +54.4k |
| 218 mentions | 164 mentions | 171 mentions | ↑ Inc/dec on last qtr +116 |
| Followers 7,999 | Followers 8,069 | Followers 8,171 | ↑ Inc/dec on last qtr +263 |
| Top Tweets | | | |
| Please be considerate when parking your car. We've had complaints from residents in Church Street Hertford who can't get out of their doors | Chairman Jeff Jones tries on wicked witch costume @Hertfordtheatre free panto exhibition. Open til Sat 12noon. Come down & see what suits u! | Support on offer for 16-19 year olds to be free of alcohol or drugs @FLHertford @futurelivinghertford starting Sept 20 | |
| 5,614 Impressions | 3,052 Impressions | 2,298 Impressions | |
| Top mentions | | | |
| Herts Mercury Sport @MercSport Jul 13 Huge congratulations to all winners & highly commended at @EastHerts sports awards. A fantastic night showcasing young & old talent! | E Herts Rural Police @EHertsRrPolice Aug 4 We are currently on our way to Bishops Stortford to assist @EastHerts with a enforcement issue. pic. twitter.com/dKW9ohn5Tm | E Herts Rural Police @EHertsRrPolice Sep 24 What a lovely view on a Sunday, a beautiful Fly Tip near Anstey. @EastHerts will be notified, some people don't deserve the countryside. pic.twitter.com/AwTwt8FwSG | |
| 187 engagements | 96 engagements | 500 engagements | |
| Top media Tweets | | | |
| Read about the #SaySomething IfYouSeeSomething campaign launch @HertsPolice @WarePriory @NatPubwatch @SIAuk www.eastherts.gov.uk/article/35917/ Pilot-scheme-to-tackle-child-sexual-exploitation-launches-in-East-Herts pic.twitter.com/gHOY21XcQ4 | Lots of bats spotted at Southern Country Park bat walk in Bishop's Stortford at the weekend. For more walks visit hertfordshire.gov.uk/services/recycling-waste-and-environment/countryside-management/countryside-management-service.aspx pic.twitter.com/BMoKD9doJz | Wonderful to meet fabulous cast @TomAshleyHair press launch @hertfordtheatre 2017 panto Rapunzel this morning pic.twitter.com/fwD2LHhsEg | |
| 4,669 Impressions | 2,627 Impressions | 2,177 Impressions | |



| July | August | September | |
|---|---|---|---------------------------|
| Posts 51 | Posts 63 | Posts 85 | ↑ Inc/dec on last qtr +4 |
| 634 👍 | 681 👍 | 702 👍 | ↑ Inc/dec on last qtr +92 |
| Top reach | | | |
| Try gentle taster classes at free Come & Try afternoon, Stortford. Great for 50+. You can register in advance http://ow.ly/ugPR30dZpLK | Exciting job opportunity at East Herts to get involved in promoting air quality and tackling flood risks and contaminated land. Closing Date 4th September - find out more and apply now https://goo.gl/tmchM5 #Environment #AirQuality First paid for boosted post – cost £47 | Great to meet the Hertford Theatre 2017 panto cast for Rapunzel at Tom Ashley Hair last week. It's going to be a fantastic show, so book early to bag the best seats... http://www.hertfordtheatre.com/events/category/4/pantomime/ | |
| 3,800 people reached | 3,612 people reached | 2,700 people reached | |



| July | August | September | |
|---|--|-------------------------------------|----------------------------|
| Followers 105 | Followers 131 | Followers 188 | ↑ Inc/dec on last qtr +119 |
| 13 posts | 17 posts | 14 posts | ↑ Inc/dec on last qtr +3 |
| 25 likes Jeff Jones with winning dog at Love Parks Week event | 26 likes Bees enjoying an artichoke in allotments and Haileybury Woods | 29 likes Bramfield Sunset | |

Quarterly comms reporting



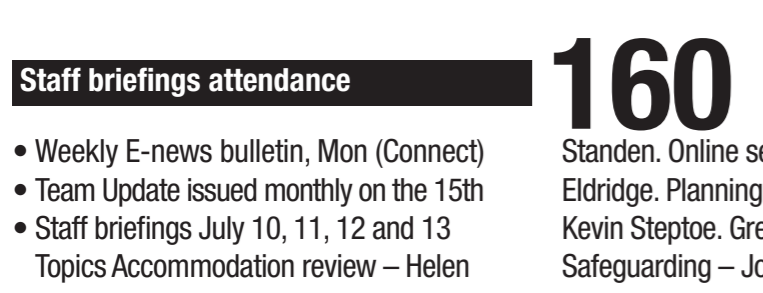
| July | August | September | |
|---|---|---|----------------------------|
| Bulletins sent 4 | Bulletins sent 8 | Bulletins sent 5 | ↓ Inc/dec on last qtr -1 |
| Subscribers inc Network 9,610 | Subscribers inc Network 9,691 | Subscribers inc Network 9,762 | ↑ Inc/dec on last qtr +225 |
| Top bulletin open rate | | | |
| Network July 6 and 27 28% open rate | Network August 17 31% open rate | Network September 1 31% open rate | |

Traditional Media

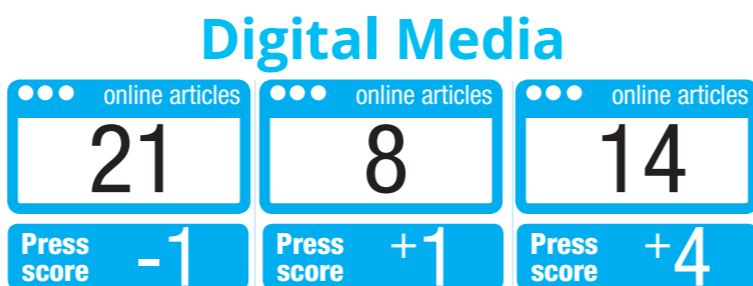
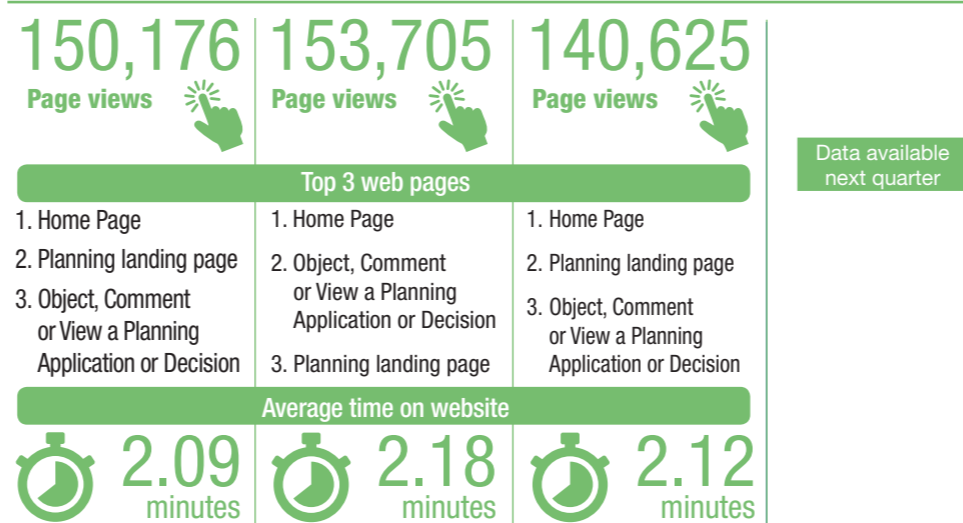


| Council story/ies with most coverage | | |
|--|--|--|
| Observer Leisure strategy/consultation | Observer Some opposition to plans to change garden waste collection | Observer Full page Observer new car park in Bishop's Stortford argued as too large to open |
| | Buntingford Mercury Application for 400 new homes in Buntingford concern | Mercury Full page closing down of Waitrose |

| Other | | |
|---|--|------------------------------|
| Meeting with Axis magazine July 6 | Come and Try event at Birchwood School, Bishop's Stortford 12th August | Launchpad official launch |
| Community Sports Awards July 13 | | Press briefing District Plan |
| Child Sexual Exploitation night-time economy business breakfast July 20 | | |
| Press briefing Leisure consultation July | | |



Website



Other Media

Radio/TV Interviews:

Leader Linda Haysey interview with Bob FM about Gilston Consultation July 25

Campaigns:

Name of campaign: Supporting World Environmental Health Day (International Federation of Environmental Health) (revival of #KeepItClean) as theme for this year was air quality

Campaign period: September 26 2017 (one day)
Social media campaign including pledges from senior officers and members at East Herts and featured on website <http://www.ifeh.org/wehd/>



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