



October	November	December	
Tweets 75	Tweets 96	Tweets 71	Inc/dec on last qtr -19
Impressions 77.3k	Impressions 94.7k	Impressions 69.1k	Inc/dec on last qtr +12.6k
173 mentions	162 mentions	157 mentions	Inc/dec on last qtr +16
Followers 7,100	Followers 7,275	Followers 7,325	Inc/dec on last qtr +348

Top Tweets

Looking forward to World Mental Health Day @hertfordtheatre next Sunday. Hope you can come along, it's going to be fun! pic.twitter.com/cAGgyECgCS 3,237 Impressions	Daniel from Veolia is keeping our streets clean. Out in Hertford today. And with supervisor Will. #OurDay pic.twitter.com/poq8mNKRvU 3,099 Impressions	Congrats to Hartham Leisure Centre's Lee Welch, winner of @EveryoneActive Hertfordshire disability coach of the year pic.twitter.com/lohZJWUgfu 3,709 Impressions
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Top mentions

Congratulations to @emilyrcoulter @ngdp_LGA & @EastHerts rising star for best media & comms #achallenge East 2017 pic.twitter.com/q95F3MGNle 120 engagements	Chris Beattie@EHB_CFS Nov 19 Proud to have won Community Safety Initiative of the Year Award a great partnership with @EastHerts @BroxbourneBC, @CiMcdonald @HertsPolice pic.twitter.com/lmU1LukYFZ 158 engagements	Cllr Jeff Jones @cllr_jeff Dec 5 Good to see @EHertsRrIPolice using high tech drones to tackle rural crime. @EastHerts @CiMcdonald #barmmeet pic.twitter.com/07t9gqEB8l 166 engagements
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Top media Tweets

Take a look at these free autumn activities for 11-19 year olds... eastherts.gov.uk/csprojects pic.twitter.com/Fv2VxbVjX2 2,612 Impressions	Please see #warnings for motorists about the heightened risk of collisions involving #deer at this time of year ow.ly/AWjv3060394 pic.twitter.com/j60TsxfXB9 3,073 Impressions	Just over a week until the end of the consultation into the District Plan. Still time for you to make your comments. ow.ly/VXV9306c5xA pic.twitter.com/4sqo5MKPJd 2,314 Impressions
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Quarterly comms reporting

Essential Reference Paper F



facebook

October	November	December
Posts 8	Posts 21	Posts 16
498 👍	514 👍	520 👍

Top reach

Exciting new ideas for Bishop's Stortford - consultation starts today for six weeks. Look out for exhibition around town and flyer through your door. Tell family and friends, check out the framework and answer our survey. We want to hear from you http://ow.ly/jWLX305A93g 1,331 people reached	Have you checked out our exciting ideas for regenerating the heart of Stortford? See the exhibition in Charringtons House until next Wednesday and then answer the survey http://ow.ly/Mf60306gqEy Exhibition moves to Rhodes Arts Centre until Dec 4. 861 people reached	We've had lots of interesting ideas and responses to the ideas for the Bishop's Stortford town centre so we've extended the deadline til Xmas Eve. So plenty of time for you to read the document and answer the survey. http://ow.ly/NGjw306Uhsu 1,110 people reached
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govDELIVERY

July	August	September
Bulletins sent 14	Bulletins sent 9	Bulletins sent 11
Subscribers inc Network 7,750	Subscribers inc Network 8,060	Subscribers inc Network 8,273
Subscribers Network only 1,675	Subscribers Network only 1,800	Subscribers Network only 1,852

Top bulletin open rate

October 18 Have you responded to the Household Enquiry Form yet? 30% open rate	November 3 District Plan final consultation 27% open rate	December 16 East Herts is looking for talent, festive season information, volunteering workshops grants and lots more... 28% open rate
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Inc/dec on last qtr -10

Inc/dec on last qtr +687

Inc/dec on last qtr +226

Traditional Media

October	November	December	
<p>12 SENT</p> <p>4 Press enquiries</p> <p>33 Press articles</p> <p>+15 Press score</p>	<p>5 SENT</p> <p>3 Press enquiries</p> <p>40 Press articles</p> <p>-1 Press score</p>	<p>17 SENT</p> <p>4 Press enquiries</p> <p>56 Press articles</p> <p>+8 Press score</p>	<p>Inc/dec on last qtr -4</p> <p>Inc/dec on last qtr -2</p> <p>Inc/dec on last qtr +57</p> <p>Inc/dec on last qtr -25</p>

Council story/ies with most coverage		
<p>Redricks Lake loses licence at licensing committee</p> <p>Plans to create a temporary car park in Bishop#s Stortford met with scepticism</p> <p>Pollution at Hockerill Junction</p> <p>Lead stories Observer</p>	<p>Stop Harlow North campaigning</p> <p>Discussion over Bircherley Green proposals</p> <p>Observer/Axis</p> <p>Mercury/Axis</p>	<p>Outstanding members of the community given recognition [EH sponsored Young Achiever category]</p> <p>First shots in battle to save free parking in Buntingford</p> <p>Council gives grant for Christmas party</p> <p>4 pages Mercury</p> <p>Lead Stories Buntingford Mercury</p>

Internal Communications		
<p>Team Update</p> <p>276</p>	<p>Unique visits</p> <p>236</p>	<p>Staff briefings attendance</p> <p>254</p> <p>166</p>

Corporate Strategic Plan	
<p>Empty homes campaign (national)</p> <p>Nov 28-Dec 2</p> <p>Press release and tweets every day with benefits of bringing empty homes back into use and how to report</p>	<p>Visits to BS school assemblies to encourage Framework responses</p>

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/UK EASTHERTS/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.
- +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