

# Quarterly comms reporting



## twitter

July	August	September	
<b>Tweets</b> 76	<b>Tweets</b> 60	<b>Tweets</b> 100	↓ Decrease on last qtr -35
<b>Followers</b> 8,974	<b>Followers</b> 8,948	<b>Followers</b> 9,011	↑ Increase on last qtr +100
<b>Impressions</b> 107k	<b>Impressions</b> 67.4k	<b>Impressions</b> 89k	↓ Decrease on last qtr -63.2k
<b>191 mentions</b>	<b>145 mentions</b>	<b>227 mentions</b>	↓ Decrease on last qtr -195

## facebook

July	August	September	
<b>Posts</b> 70	<b>Posts</b> 30	<b>Posts</b> 58	↓ Decrease on last qtr -70
<b>Followers</b> 1,171	<b>Followers</b> 1,185	<b>Followers</b> 1,197	↑ Increase on last qtr +60

## Instagram

July	August	September	
<b>Followers</b> 1,003	<b>Followers</b> 1,019	<b>Followers</b> 1,034	↑ Increase on last qtr +83
<b>14 posts</b>	<b>11 posts</b>	<b>8 posts</b>	↓ Decrease on last qtr -2

## LinkedIn

July	August	September	
<b>Connections</b> 473	<b>Connections</b> 479	<b>Connections</b> 494	↑ Increase on last qtr +38
<b>Clicks</b> 240	<b>Clicks</b> 54	<b>Clicks</b> 30	↓ Decrease on last qtr -51

## Internal Communications

July	August	September	
<b>Intranet page views</b> 16,612	<b>Intranet page views</b> 15,145	<b>Intranet page views</b> 12,656	↓ Decrease on last qtr -4,967
<b>Team Update views</b> 599	<b>Team Update views</b> 628	<b>Team Update views</b> 352	↓ Decrease on last qtr -705

Team Update	Top story	
60 seconds with Vicky Fish (125)	CEO and Deputy CEO Responsibilities (124)	Friends Against Scam (113)
Staff briefings attendance (July)		<b>174</b>
		— No change on last qtr

## Emailmarketing

July	August	September	
<b>Subscribers</b> 1,591	<b>Subscribers</b> 1,594	<b>Subscribers</b> 1,591	↓ Decrease on last qtr -4
<b>Open rate 29.9%</b>	<b>Open rate 27.2%</b>	<b>Open rate 56.4%</b>	

## Website

July	August	September	
<b>Page views</b> 173,122	<b>Page views</b> 179,507	<b>Page views</b> 167,660	↑ Increase on last qtr +32,484

## Press

### Traditional

July	August	September	
<b>PRESS RELEASES SENT</b> 9	<b>PRESS RELEASES SENT</b> 4	<b>PRESS RELEASES SENT</b> 7	↓ Decrease on last qtr -1
<b>Press articles</b> 54	<b>Press articles</b> 44	<b>Press articles</b> 39	↑ Increase on last qtr +47
<b>Press score</b> -3	<b>Press score</b> -3	<b>Press score</b> +27	↓ Decrease on last qtr -16

### Digital Media

online articles	online articles	online articles	
<b>18</b>	<b>17</b>	<b>27</b>	↑ Increase on last qtr +32
<b>Press score</b> -2	<b>Press score</b> +1	<b>Press score</b> 0	↓ Decrease on last qtr -5

### Total score

<b>Press score</b> -5	<b>Press score</b> -2	<b>Press score</b> +27	↓ Decrease on last qtr -21
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