

Quarterly comms reporting



twitter

October	November	December	
Tweets 106	Tweets 123	Tweets 59	↑ Increase on last qtr +52
Followers 9,095	Followers 9,133	Followers 9,180	↑ Increase on last qtr +475
Impressions 100k	Impressions 113k	Impressions 68.7k	↑ Increase on last qtr +18.3k
292 mentions	256 mentions	175 mentions	↑ Increase on last qtr +163

facebook

October	November	December	
Posts 66	Posts 65	Posts 28	↑ Increase on last qtr +1
Followers 1,282	Followers 1,311	Followers 1,364	↑ Increase on last qtr +167

Instagram

October	November	December	
Followers 1,083	Followers 1,102	Followers 1,109	↑ Increase on last qtr +75
16 posts	16 posts	7 posts	↑ Increase on last qtr +6

LinkedIn

October	November	December	
Connections 511	Connections 525	Connections 535	↑ Increase on last qtr +41
86 Clicks	45 Clicks	78 Clicks	↓ Decrease on last qtr -115

Internal Communications

October	November	December	
Intranet page views 17,488	Intranet page views 16,362	Intranet page views 12,510	↑ Increase on last qtr +1,947
Team Update views 453	Team Update views 233	Team Update views 533	↓ Decrease on last qtr -360

Team Update	Top story	
60 seconds with Sam Wood (178)	New Starters (53)	60 seconds with Margaret Pedder (115)

Staff briefings attendance (October) **192** ↑ Decrease on last qtr +18

Emailmarketing

October	November	December	
Subscribers 1,614	Subscribers 1,614	Subscribers 1,611	↑ Increase on last qtr +20
Open rate 59%	Open rate 57%	Open rate 56%	

Website

October	November	December	
Page views 189,959	Page views 185,627	Page views 209,505	↑ Increase on last qtr +64,802

Press

Traditional

October	November	December	
PRESS RELEASES SENT 8	PRESS RELEASES SENT 9	PRESS RELEASES SENT 8	↑ Increase on last qtr +5
Press articles 42	Press articles 27	Press articles 21	↓ Decrease on last qtr -47
Press score +17	Press score +4	Press score +7	↑ Increase on last qtr +7

Digital Media

online articles	online articles	online articles	
12	11	16	↓ Decrease on last qtr -23
Press score +7	Press score +7	Press score +4	↑ Increase on last qtr +19

Total score

Press score +24	Press score +11	Press score +11	↑ Increase on last qtr +26
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