

# Quarterly comms reporting



## twitter

April	May	June	
<b>Tweets</b> 94	<b>Tweets</b> 165	<b>Tweets</b> 94	↑ Increase on last qtr +111
<b>Followers</b> 9,483	<b>Followers</b> 9,593	<b>Followers</b> 9,681	↑ Increase on last qtr +294
<b>Impressions</b> 104k	<b>Impressions</b> 177k	<b>Impressions</b> 109k	↑ Increase on last qtr +152.5
<b>366 mentions</b>	<b>559 mentions</b>	<b>480 mentions</b>	↑ Increase on last qtr +607
<b>Customer enquiries</b> N/A	<b>Customer enquiries</b> 37	<b>Customer enquiries</b> 77	— N/A

## facebook

April	May	June	
<b>Posts</b> 57	<b>Posts</b> 41	<b>Posts</b> 56	↑ Increase on last qtr +33
<b>Followers</b> 1,623	<b>Followers</b> 1,660	<b>Followers</b> 1,694	↑ Increase on last qtr +168
<b>Customer enquiries</b> N/A	<b>Customer enquiries</b> 20	<b>Customer enquiries</b> 11	— N/A

## Instagram

April	May	June	
<b>Followers</b> 1,220	<b>Followers</b> 1,225	<b>Followers</b> 1,272	↑ Increase on last qtr +67
<b>9 posts</b>	<b>7 posts</b>	<b>8 posts</b>	↑ Increase on last qtr +6
<b>243</b>	<b>208</b>	<b>192</b>	— N/A

## LinkedIn

April	May	June	
<b>576 Connections</b>	<b>587 Connections</b>	<b>610 Connections</b>	↑ Increase on last qtr +44
<b>132 Clicks</b>	<b>29 Clicks</b>	<b>113 Clicks</b>	↑ Increase on last qtr +94

## Internal Communications

April	May	March	
<b>15,580 Intranet page views</b>	<b>15,011 Intranet page views</b>	<b>13,926 Intranet page views</b>	↓ Decrease on last qtr -5,767
<b>202 Team Update views</b>	<b>594 Team Update views</b>	<b>428 Team Update views</b>	↑ Increase on last qtr +604
<b>Team Update Top story</b>			
60 seconds with Simon O'Hear (90)	My story by Sam Wood (195)	60 seconds with Alex Cook (142)	↑ Increase on last qtr +211
<b>Staff briefings attendance (June)</b>			
<b>180</b>			↓ Decrease on last qtr -35

# Emailmarketing

April	May	June	
<b>Subscribers</b> 1,630	<b>Subscribers</b> 1,629	<b>Subscribers</b> 1,625	↓ Decrease on last qtr -1
<b>Open rate 68.9%</b>	<b>Open rate 54.5%</b>	<b>Open rate 55.5%</b>	↑ Increase on last qtr +1.5%

## Website

April	May	June	
<b>218,477 Page views</b>	<b>340,965 Page views</b>	<b>178,396 Page views</b>	↑ Increase on last qtr +66,932

## Press

### Traditional

April	May	June	
<b>2 PRESS RELEASES SENT</b>	<b>1 PRESS RELEASES SENT</b>	<b>9 PRESS RELEASES SENT</b>	↓ Decrease on last qtr -8
<b>26 Press articles</b>	<b>34 Press articles</b>	<b>29 Press articles</b>	↓ Decrease on last qtr -56
<b>Press score +1</b>	<b>Press score +1</b>	<b>Press score +1</b>	↓ Decrease on last qtr -15

### Digital Media

April	May	June	
<b>30 online articles</b>	<b>32 online articles</b>	<b>20 online articles</b>	↑ Increase on last qtr +10
<b>Press score +8</b>	<b>Press score +3</b>	<b>Press score +16</b>	↑ Increase on last qtr +4

### Total score

<b>Press score +9</b>	<b>Press score +4</b>	<b>Press score +17</b>	↓ Decrease on last qtr -14
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