

Quarterly comms reporting



twitter

July	August	September	
Tweets 135	Tweets 80	Tweets 105	↓ Decrease on last qtr -33
Followers 9,758	Followers 9,798	Followers 9,883	↑ Increase on last qtr +202
Impressions 152k	Impressions 110k	Impressions 137k	↑ Increase on last qtr +9k
580 mentions	410 mentions	394 mentions	↓ Decrease on last qtr -21
Customer enquiries 34	Customer enquiries 27	Customer enquiries 36	= N/A

facebook

July	August	September	
Posts 72	Posts 38	Posts 69	↑ Increase on last qtr +25
Followers 1,780	Followers 1,836	Followers 2,032	↑ Increase on last qtr +338
Customer enquiries 40	Customer enquiries 27	Customer enquiries 42	= N/A

Instagram

July	August	September	
Followers 1,295	Followers 1,311	Followers 1,333	↑ Increase on last qtr +61
6 posts	5 posts	4 posts	↓ Decrease on last qtr -9
159	128	84	↓ Decrease on last qtr -272

LinkedIn

July	August	September	
623 Connections	648 Connections	669 Connections	↑ Increase on last qtr +59
67 Clicks	45 Clicks	42 Clicks	↓ Decrease on last qtr -120

Internal Communications

July	August	September	
19,730 Intranet page views	18,761 Intranet page views	18,147 Intranet page views	↑ Increase on last qtr +12,121
760 Team Update views	412 Team Update views	533 Team Update views	↑ Increase on last qtr +481
Top story Staff recognition June winner (119)	Top story Staff recognition July winner (129)	Top story Staff recognition August winner (114)	↓ Decrease on last qtr -65
Staff briefings attendance (September)			203 ↑ Increase on last qtr +23

Emailmarketing

July	August	September	
Subscribers 1,623	Subscribers 1,658	Subscribers 1,657	↑ Increase on last qtr +32
Open rate 56%	Open rate 48.7%	Open rate 48.2%	↓ Decrease on last qtr -26%

Website

July	August	September	
205,003 Page views	186,155 Page views	181,263 Page views	↓ Decrease on last qtr -165,417

Press

Traditional

July	August	September	
5 PRESS RELEASES SENT	2 PRESS RELEASES SENT	5 PRESS RELEASES SENT	= NO CHANGE
40 Press articles	45 Press articles	27 Press articles	↑ Increase on last qtr +23
Press score +9	Press score -2	Press score +17	↑ Increase on last qtr +21

Digital Media

July	August	September	
28 online articles	20 online articles	20 online articles	↓ Decrease on last qtr -14
Press score +8	Press score +5	Press score +14	= NO CHANGE

Total score

Press score +17	Press score +3	Press score +31	↑ Increase on last qtr +21
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