

# Quarterly comms reporting



## twitter

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

## facebook

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

## Instagram

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

## LinkedIn

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

## Internal Communications

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

## Emailmarketing

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

## Website

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

## Press

### Traditional

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

### Digital Media

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

### Total score

<b>Press score</b> +17	<b>Press score</b> +3	<b>Press score</b> +31	↑ Increase on last qtr +21
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