

Quarterly comms reporting



twitter

October	November	December	
Tweets 60	Tweets 90	Tweets 67	↓ Decrease on last qtr -94
Followers 9,947	Followers 10,021	Followers 10,079	↑ Increase on last qtr +196
Impressions 108k	Impressions 108k	Impressions 84.1k	↓ Decrease on last qtr -98.9k
319 mentions	297 mentions	268 mentions	↓ Decrease on last qtr -500
Customer enquiries 40	Customer enquiries 26	Customer enquiries 39	↑ Increase on last qtr +8

facebook

October	November	December	
Posts 42	Posts 56	Posts 24	↓ Decrease on last qtr -57
Followers 2,060	Followers 2,097	Followers 2,121	↑ Increase on last qtr +89
Customer enquiries 36	Customer enquiries 17	Customer enquiries 20	↓ Decrease on last qtr -36

Instagram

October	November	December	
Followers 1,366	Followers 1,399	Followers 1,423	↑ Increase on last qtr +90
posts 3	posts 7	posts 5	— NO CHANGE
69	180	165	↑ Increase on last qtr +43

LinkedIn

October	November	December	
Connections 679	Connections 703	Connections 722	↑ Increase on last qtr +53
Clicks 49	Clicks 23	Clicks 54	↓ Decrease on last qtr -28

Internal Communications

October	November	December	
Intranet page views 19,716	Intranet page views 18,797	Intranet page views 16,676	↓ Decrease on last qtr -1,449
Team Update views 479	Team Update views 198	Team Update views N/A	— N/A
Top story			
New starters (126)	Your October winner is (92)	N/A (-)	— N/A
Staff briefings attendance (December)			N/A

Emailmarketing

October	November	December	
Subscribers 1,691	Subscribers 1,737	Subscribers 1,748	↑ Increase on last qtr +91
Open rate 54.2%	Open rate 48.0%	Open rate 52.3%	↑ Increase on last qtr +1.6%

Website

October	November	December	
Page views 172,220	Page views 177,393	Page views 120,256	↓ Decrease on last qtr -102,552

Press

Traditional

October	November	December	
PRESS RELEASES SENT 4	PRESS RELEASES SENT 3	PRESS RELEASES SENT 3	↓ Decrease on last qtr -2
Press articles 28	Press articles 30	Press articles 15	↓ Decrease on last qtr -39
Press score -5	Press score +15	Press score +5	↓ Decrease on last qtr -9

Digital Media

October	November	December	
online articles 16	online articles 19	online articles 7	↓ Decrease on last qtr -26
Press score +8	Press score +5	Press score +2	↓ Decrease on last qtr -12

Total score

Press score +3	Press score +20	Press score +7	↓ Decrease on last qtr -21
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