










# Annual comms reporting 2019-2020

	Q1 - Apr/Jun 19	Q2 - Jul/Sept 19	Q3 - Oct/Dec 19	Q4 - Jan/Mar 20	2019-20 TOTAL	
	Tweets	353	320	217	233	1,123
	Followers	9,681	9,883	10,079	10,305	UP 624
	Impressions	390k	399k	300.1k	347k	1,436.1k
	mentions	1,405	1,384	884	910	4,583
	Customer enquiries	N/A	97	105	89	291
	Posts	154	179	122	133	588
	Followers	1,694	2,032	2,121	2,714	UP 1,020
	Customer enquiries	N/A	109	73	212	394
	Followers	1,272	1,333	1,423	1,572	UP 300
	Posts	24	15	15	12	66
	Likes	643	371	414	395	1,823
	Connections	610	669	722	797	UP 187
	Clicks	274	154	126	387	941
	Intranet page views	44,517	56,638	55,189	66,516	222,860
	Team Update views	1,224	1,705	677	1,544	5,150
	Team Update top story	427	362	218	494	1,501
	Staff briefing	180	203	N/A	236	619
	Subscribers	1,625	1,657	1,748	1,991	UP 366
	Open rate	59.60%	50.90%	51.50%	55.60%	54.40%
	Page views	737,838	572,421	469,869	297,310	2,077,438
	PRESS RELEASES SENT	12	12	10	13	47
	Press articles	89	112	73	91	365
	Press score	3	24	15	3	45
	online articles	82	68	42	98	290
	Press score	27	27	15	13	82
<b>Total Press Score</b>		30	51	30	16	127