

## Quarterly Report Q2: July - September 2021

TWITTER	JULY	AUGUST	SEPTEMBER	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Tweets	56	17	45	200	118	down 82
Followers	11,377	11,398	11,437	11,317	11,437	up 120
Tweet impressions (K)	49.6	28.4	41.8	275.3	119.8	down 155.5
Mentions	202	185	284	808	671	down 137

FACEBOOK	JULY	AUGUST	SEPTEMBER	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Posts	30	10	25	103	65	down 38
Followers	5,351	5,468	5,568	5,279	5,568	up 289

INSTAGRAM	JULY	AUGUST	SEPTEMBER	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Followers	2,364	2,402	2,444	2,337	2,444	up 107
Posts	4	3	4	8	11	up 3
Likes	42	14	33	192	89	down 103

LINKEDIN	JULY	AUGUST	SEPTEMBER	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Connections	1,457	1,479	1,495	1,437	1495	up 58
Clicks	16	75	42	305	133	down 172

INTERNAL COMMS	JULY	AUGUST	SEPTEMBER	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Intranet page views	13,614	12,379	12,584	37,499	38,577	up 1,078
Team Update views	378	338	234	367	950	up 583
Team Update top story (VIEWS + TITLE)	June winner (139)	July winner (146)	August winner (81)	128	366	up 238
Staff briefing attendance	286	n/a	n/a	n/a	286	n/a

E-MARKETING	JULY	AUGUST	SEPTEMBER	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Subscribers	3,574	3,619	3,647	3,559	3,647	up 88
Open rate	51.14%	51.32%	49.42%	53.18%	50.63%	down 2.55%

WEBSITE	JULY	AUGUST	SEPTEMBER	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Page views	102,122	99,992	96,609	376,220	298,723	down 77,497

PRESS	JULY	AUGUST	SEPTEMBER	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Press releases sent	3	3	0	9	6	down 3
Press articles	29	35	31	121	95	down 26
Press score	1	1	11	55	13	down 42

DIGITAL MEDIA	JULY	AUGUST	SEPTEMBER	PREVIOUS Q	THIS Q TOTAL	INCREASE/DECREASE
Online articles	40	26	25	109	91	down 18
Press score	14	8	13	51	35	down 16

<b>TOTAL SCORE</b>	<b>15</b>	<b>9</b>	<b>24</b>	<b>106</b>	<b>48</b>	<b>down 58</b>
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