

Quarterly Report: Q1 - April to June 2022

			2022-23						
Statistic			April	May	June	Q4 2021-22	Q1 total	INCREASE/DECREASE	
TWITTER	Tweets		44	62	46	222	152	-70.00	
	Followers		11,813	11,866	11,893	11733	11,893.00	160.00	
	Tweet impressions (K)		41	35.1	28.9	186	105	-80.80	
	Mentions		214	233	190	893	637	-256.00	
FACEBOOK	Posts		56	88	89	171	233	62.00	
	Followers		6,182	6,244	6,268	6080	6,268.00	188.00	
INSTAGRAM	Followers		2,572	2,604	2,610	2556	2,610.00	54.00	
	Posts		24	25	28	44	77	33.00	
	Likes		218	160	257	744	635	-109.00	
LINKEDIN	Connections		1,741	1,768	1,811	1711	1811	100.00	
	Clicks		60	45	18	281	123	-158.00	
INTERNAL COMMS	INTRANET		Intranet page views	14,726	15,037	15,155	46423	44918	-1,505.00
	TEAM UPDATE	Recipients		333	330	331	n/a	331.00	n/a first quarter tracking
		Team Update views		246	242	247	691	735	44.00
		Open rate		73.87%	73.33%	74.60%	1	73.93%	-1.07%
		Team Update top story (VIEWS + TITLE)		Staff recognition scheme winner	Staff recognition scheme winner	staff recognition scheme			
		Staff briefing attendance		n/a	n/a	@17/06/22 total 224 zoom + 6 chamber - total 230	n/a	230.00	no data to compare
	CONNECT	Open rate		70.27%	68.73%	63.69%		67.56	no data to compare
		Top Story #1		Vacancies on website	Vacancies on website	vacancies on website			
		Top Story #2		Hartham Leisure enters main construction phase	Northgate End opening press release	northgate end opening press release			
		Top Story #2		East Herts listed for national award	Fine for fly tipping press release	150 rebate press release			
EXTERNAL COMMS	WEBSITE		Page views	232,630	244,099	215,286	734819	692,015.00	-42,804
	MEDIA COVERAGE	PRESS	Press releases sent	9	10	4	24	23.00	-1
			Press articles	25	25	11	87	61.00	-26
			Press score	26	34	18	75	78.00	3
		DIGITAL MEDIA	Online articles	19	14	10	57	43.00	-14
			Press score	19	23	15	40	57.00	17
		COMBINED COVERAGE SCORE		COVERAGE SCORE	45	57	33	172	135.00
	Network	Subscribers		3944	4000	4024	3885	4,024.00	139
		Average Open Rate		59%	57.33%	56.60%	57.68%	60.00%	2.32%
		Top Story #1		Bin collection day tool	Council Tax £150 rebate	Large grant applications			
Top Story #2		applications for licenses	bin collection days link	northgate end car park					
Top Story #3		Hartham Leisure enters main construction phase	licence applications	cost of licing support					