

Quarterly Report: Q2 - July - September 2022

		Statistic	July	Aug	Sep	Q1 totals	Q2 totals	INCREASE/DECREASE	
social media	twitter	Tweets	90	72	42	152	204	52.00	
		Followers	11,943	11,967	11,984	11,893	11984	91.00	
		Tweet impressions (K)	49.8	31.9	29	105	111	5.70	
		Mentions	283	225	152	637	660	23.00	
	facebook	Posts	87	45	45	233	177	-56.00	
		Followers	6,397	6,469	6,529	6,268	6,529	261	
	instagram	Followers	2,640	2,641	2,650	2,610	2,650.00	40	
		Posts	35	22	18	77	75	-2	
	linkedin	Likes	419	123	253	635	795	160	
		Connections	1,810	1,823	1,845	1811	1845	34	
		Clicks	71	2	8	123	81	-42	
internal comms	intranet	Intranet page views	14,355	12,950	13,776	30192	41081	10,889	
	team update	Recipients	332	331	n/a not issued due to Queen's passing - regular features placed into Connect	331	331	0	
		Team Update views	236	231		735	467	-268	
		Open rate	71.00%	69.79%		73.93%	70.40%	0	
		Team Update top story (VIEWS + TITLE)	Emily Cordwell video - staff recognition scheme - 122	Mee The Team feature					
		Staff briefing attendance	n/a	n/a		n/a	230	n/a	no data to compare
	connect	Open rate	69.70%	63.01%	69.88%	67.56%	67.53%		
		Top Story #1	vacancies - website	Transformation Update	Employee award nominations				
		Top Story #2	Causeway and Charringtons closure press release	HR vacancies	Employee award winners				
		Top Story #3	dog owner fined press release	2021 Census update	UNISON Update Sept 2022				
external comms	website	Page views	209,904	221,703	201,355	692,015	632,962.00	-59,053	
	media coverage	press	Press releases sent	11	8	8	23	27	4
			Press articles	24	25	18	61	67	6
			Press score	14	26	18	78	58	-20
		digital media	Online articles	12	21	30	43	63	20
			Press score	6	18	27	57	51	-6
	combined score	COVERAGE SCORE	20	44	45	135	109	-26	
		Subscribers	4074	4106	4112	4,024	4,112	88	
	network	Average Open Rate	56.99%	56.84%	57.91%	60.00%	57.25%	-2.75%	
		Top Story #1	Parking traffic regulation orders	Plastic Free July	Group solar power buying scheme				
Top Story #2		Love Parks Week	Waste management survey	manage cost of living					
Top Story #3		Licence Applications	Find your bin collection day	Bank holiday changes to bin services					