





# Campaign Update: Week 15

Friday 21st June - Thursday 27th June

## Results to date

6,815 visits to the Neighbours website741 resource pack downloads1,242 helpful neighbour pack downloads/engagements62 helpful neighbour packs printed353 supporters signed up

- = A total of 1,304 engagements with the helpful neighbour packs
- = A total of 2,045 engagements with online resources as a whole

## **Website Performance**

The website generated 127 visits in the past week, from 102 users.

The highest days for visits was Wednesday 26th June with 33 visits.

The lowest day for visits was Saturday 22<sup>nd</sup> June with 6 visits.

People are spending, on average, 48 seconds on the website.

People are spending, on average 36 seconds on the campaign pack page.

### Packs and Resource download

In total, resources and helpful neighbour packs have been engaged with 133 times in the past week.

Please find the breakdown below:

- 9 resource packs have been downloaded in the past week
- 62 helpful neighbour packs have been downloaded/engaged with in the past week.
- 0 helpful neighbour packs were printed.

After the home page, the campaign pack was the most popular page with 51 visits. The resources page came third with 24 visits.

## Social media

In the last week...

- 35 users visited the website from social media
- 23 of these users came through from Facebook
- 10 of these users came through Twitter

# Hashtag Usage

#### To date...

Since the campaign launched, the hashtag #OurNeighbours has been used a total of **1,625** times.

#### Breakdown below:

Twitter: 1,218 Facebook: 187 Instagram: 163

Web: 50 Blogs: 3

Estimated total reach across social media: 1,645,880 Interactions with the hashtag on social media: 20,170

Shares on social media: 3,126 Likes on social media: 16,716 Comments on social media: 328

#### In the past week...

Estimated total reach across social media: 62,755 Interactions with the hashtag on social media: 514

Shares on social media: 111 Likes on social media: 383 Comments on social media: 20

## **Twitter Analytics: Overview**

Impressions: 66.1K Link clicks: 123 Retweets: 134 Likes: 242

**Facebook Analytics: Overview** 

Page likes so far: 180 People reached: 11,064 Post engagements: 191 (Results from the past 7 days)

## West Yorkshire and Harrogate Health and Care Partnership

#### Ads

1 Facebook ad was active during this time

#### Results:

0

17 1

10,262 impressions

49 clicks to the helpful neighbour pack

# Campaign Involvement: Best Posts of the Week

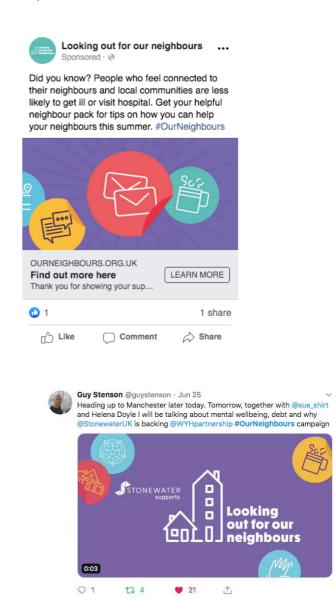






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Dave Lockerman @dave\_lockerman · Jun 26 If you are at #CIHhousing2019 today make sure you check out my awesome StonewaterUK colleagues @guystenson & Helena Doyle who will be talking about mental wellbeing, debt & WYHpartnership #OurNeighbours campaign. Now for my 8am train back to sunny Bedford

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