West Yorkshire and Harrogate Health and Care Partnership

**Results to date**

- 6,815 visits to the Neighbours website
- 741 resource pack downloads
- 1,242 helpful neighbour pack downloads/engagements
- 62 helpful neighbour packs printed
- 353 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 22nd 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)
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**Ads**

1 Facebook ad was active during this time period.

**Results:**

10,262 impressions
49 clicks to the helpful neighbour pack

**Campaign Involvement: Best Posts of the Week**

- **Richard Webb** @RichardWebbNY - Jun 22
  
  #Community #CommuniTEA #RHSHarrowCarr today @WYHpartnership #OurNeighbours

  It can all start with a simple “hello.” Chatting over the fence or even smiling at a stranger can be the first step towards looking out for your neighbours this summer. Download a helpful neighbour pack for more inspiration: ourneighbours.org.uk/campaign-pack/#OurNeighbours

- **Guy Stenson** @guystenson - Jun 25
  
  Heading up to Manchester later today. Tomorrow, together with @loue_shirt and Helena Doyle I will be talking about mental wellbeing, debt and why @StonewaterUK is backing @WYHpartnership #OurNeighbours campaign

- **Rob Webster** @NHS_RobW - Jun 23
  
  Fantastic morning at #RunforJo - such a great atmosphere. George loved it - even though he lost a shoe in the mud! #MoreInCommon #Ourneighbours @moreincommon85

- **Dave Lockerman** @dave_lockerman - Jun 26
  
  If you are at #CHousing2019 today make sure you check out my awesome @StonewaterUK colleagues @guystenson & Helena Doyle who will be talking about mental wellbeing, debt & @WYHpartnership campaign. Now for my 8am train back to sunny Bedford