



Looking out for our neighbours



**Campaign Update:
Week 15**

Friday 21st June – Thursday 27th June

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)

West Yorkshire and Harrogate Health and Care Partnership

Ads

1 Facebook ad was active during this time period.

Results:

10,262 impressions

49 clicks to the helpful neighbour pack

Looking out for our neighbours ...
Sponsored · 🌐

Did you know? People who feel connected to their neighbours and local communities are less likely to get ill or visit hospital. Get your helpful neighbour pack for tips on how you can help your neighbours this summer. #OurNeighbours



1 Like 1 share

Like Comment Share

Campaign Involvement: Best Posts of the Week

Richard Webb @RichardWebbNY · Jun 22
#Community #CommuniTea @RHSHarlowCarr today @WYHpartnership #OurNeighbours



WYH Partnership @WYHpartnership · Jun 22
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

1 Retweet 2 Likes

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



1 Comment 4 Retweets 21 Likes

Denise Raven @deniseeraven · Jun 22
Looks like it turned out nice again 🌟 Enjoy your #GreatGetTogether however big or small this weekend. If you haven't organised one it's not too late or have a look for an event near you and take a few friends along #OurNeighbours

Jo Cox Foundation @JoCoxFoundation · Jun 20
This weekend thousands of people will be coming together in Jo's memory to celebrate the third #GreatGetTogether, from the Orkney Islands to Penzance, Great Yarmouth to Pembrokeshire, Isle of Man to Jersey and Derry to Brussels.
You can be a part of it! bit.ly/2MErN6N

2 Retweets 3 Likes

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 @moreincommon_B_S



1 Comment 8 Retweets 67 Likes

Dave Lockerman @dave_lockerman · Jun 26
If you are at #CIHousing2019 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

1 Comment 2 Retweets 11 Likes

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