



Looking out for our neighbours



Campaign Update: Week Eight

Friday 3rd May – Thursday 9th May

Results to date

5,021 visits to the Neighbours website
605 resource pack downloads
477 helpful neighbour pack downloads
46 helpful neighbour packs printed
350 supporters signed up

= A total of 523 engagements with the helpful neighbour packs
= A total of 1,128 engagements with online resources as a whole

Website Performance

The website generated 273 visits in the past week, from 252 users.

The highest days for visits was Tuesday 7th May.

The lowest day for visits was Monday 6th May (bank holiday) with 13 visits.

People are spending, on average, 45 seconds on the website.

Packs and Resource download

In total, resources and helpful neighbour packs have been engaged with 36 times in the past week.

Please find the breakdown below:

- 12 resource packs have been downloaded in the past week
- 17 helpful neighbour packs have been downloaded in the past week

After the homepage, the resources page was the most popular page last week, with 54 visits. The About page came second with 53 visits.

Social media

In the last week...

- 143 users visited the website from social media
- 117 of these users came through from Facebook
- 26 of these users came through Twitter

West Yorkshire and Harrogate Health and Care Partnership

Hashtag Usage

Since the campaign launched, the hashtag #OurNeighbours has been used a total of **1112 times (+45 this week)**.

Facebook: **131**

Twitter: **832**

Instagram: **113**

Websites: **33**

Blogs: **2**

Estimated total reach across social media: **1,231,651**

Interactions with the hashtag on social media: **16,058**

The past week (03/05/2019-09/05/2019)

Estimated total reach across social media: **164,190**

Interactions with the hashtag on social media: **6,780**

Shares on social media: **78**

Likes on social media: **6,595**

Comments on social media: **107**

@WYHpartnership Twitter Analytics

Overview

Impressions: **45K**

Link clicks: **86**

Retweets: **107**

Likes: **175**

Facebook Analytics

Overview (past 7 days):

Page likes so far: **157**

People reached: **5,366**

Post engagements: **152**

Ads

2 Facebook ads have run during this time period.

They have received a combined total of:

13,685 impressions

106 clicks to ourneighbours.org.uk

Ad 1:

5,003 impressions

72 clicks to ourneighbours.org.uk

12 shares



Looking out for our neighbours ...
Sponsored · 🌐

Feel the safety and security that good neighbours bring by doing your bit to help out those around you.

OURNEIGHBOURS.ORG.UK
Get your free helpful neighbour pack here! [LEARN MORE](#)

7 2 comments 12 shares

West Yorkshire and Harrogate Health and Care Partnership

Ad 2:

4,450 impressions

34 clicks to ourneighbours.org.uk

This week we will schedule new ads using the video footage gathered to launch the positive experiences campaign.

Looking out for our neighbours Sponsored · 🌐

We all want to have the peace of mind that good neighbours bring. Download a helpful neighbour pack for inspiration and resources to help you look out for the people near you.
#OurNeighbours

Champion together.

OURNEIGHBOURS.ORG.UK
Get your free pack!
Looking out for our neighbours i... [LEARN MORE](#)

1

Like Comment Share

Campaign Involvement: The Best Social Media Posts of the Week

Ruth Twiggins @rtwiggins1 · May 9
#OurNeighbours @WYHpartnership @johnwalsh88

Campaign to End Loneliness @EndLonelinessUK · May 8
Almost half of UK adults say that their busy lives stop them from connecting with other people. Let's change that. #LetsTalkMore.
Excited to share our new #BeMoreUs video featuring @MrAndyParsons. Together, we can #EndLoneliness
[Show this thread](#)

Women's Health Network @WHN_BfdDistrict · May 4
The simplest things often mean the most
#ourneighbours
#TeamBradford

NHS Bradford District and Craven CCGs @NHSBfdCraven · May 4
Are there any small acts of kindness you could do this #weekend to help reduce loneliness and isolation in our communities? #ourneighbours
Get your helpful neighbour pack at: ourneighbours.org.uk

West Yorkshire Police 3 May at 11:01 · 🌐

From asking your neighbour if they need anything next time you pop to the shops, to offering to take in their parcels - there are lots of simple things we can do to look out for #OurNeighbours. Get other tips here: OurNeighbours.org.uk

42 7 comments 17 shares

Like Comment Share

Most relevant

Write a comment...

Suzanne Banks My neighbours are lovely, they kindly take my parcels in, I repay them by making them a Christmas cake and other things I cook/ bake. I would never take them for granted. Thank you Anna F Watson x
Like · Reply · 1w 3

1 reply

Mayosan Ber Been doing this for years and especially in winter!
Like · Reply · 1w

Adrian Buttree With no occupant under 65 on our cul-de-sac we do all the things we have done since children. Some other people might call it noseyness but being neighbourly costs nothing
Like · Reply · 1w 3

3 replies

Campaign Recommendations

- With the launch of the promote positive experiences this week, we will target promoted ads with new content to boost campaign momentum.
- We will encourage supporters to download and use the new resources, particularly videos as videos perform successfully on social media.