



Looking out for our neighbours



Campaign Update: Week Eleven

Friday 24th May – Thursday 30th May

Results to date

5,826 visits to the Neighbours website

703 resource pack downloads

516 helpful neighbour pack downloads (+67 visits to the campaign pack page)

51 helpful neighbour packs printed

353 supporters signed up

= A total of 634 engagements with the helpful neighbour packs

= A total of 1,270 engagements with online resources as a whole

Website Performance

The website generated 164 visits in the past week, from 156 users.

The highest days for visits was Wednesday 29th May with 43 visits.

The lowest day for visits was Sunday 26th May with 12 visits.

People are spending, on average, 37 seconds on the website.

Packs and Resource download

In total, resources and helpful neighbour packs have been engaged with 91 times in the past week.

Please find the breakdown below:

- 6 resource packs have been downloaded in the past week
- 85 helpful neighbour packs have been downloaded/engaged with in the past week
- 4 helpful neighbour pack were printed.

After the homepage, the campaign pack page was the most popular page last week, with 67 visits. The about page came second with 19 visits.

Social media

In the last week...

- 83 users visited the website from social media
- 57 of these users came through from Facebook
- 24 of these users came through Twitter
- 2 of these users came through LinkedIn

Hashtag Usage

To date...

Since the campaign launched, the hashtag #OurNeighbours has been used a total of **1,312 times** (+44 this week)

Breakdown below:

Twitter: 991
Facebook: 146
Instagram: 130
Web: 40
Blogs: 2

Estimated total reach across social media: 1,383,881
Interactions with the hashtag on social media: 17,540

Shares on social media: 2,552
Likes on social media: 14,722
Comments on social media: 266

In the past week...

Estimated total reach across social media: 20,417
Interactions with the hashtag on social media: 282

Shares on social media: 80
Likes on social media: 202
Comments on social media: 0

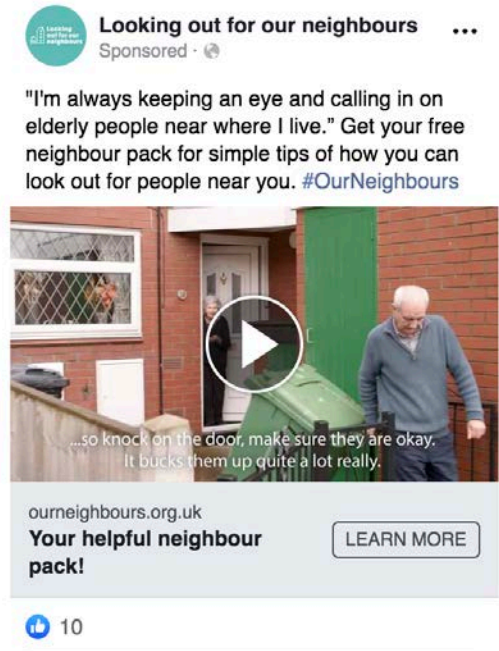
Twitter Analytics: Overview

Impressions: 48.4k
Link clicks: 154
Retweets: 125
Likes: 259

No Twitter ads have run during this period as per our recommendations, we decided to focus on Facebook ads as these have been more successful so far.

Facebook Analytics: Overview

Page likes so far: 166
People reached: 8,036
Post engagements: 490
(Results from the past 7 days)



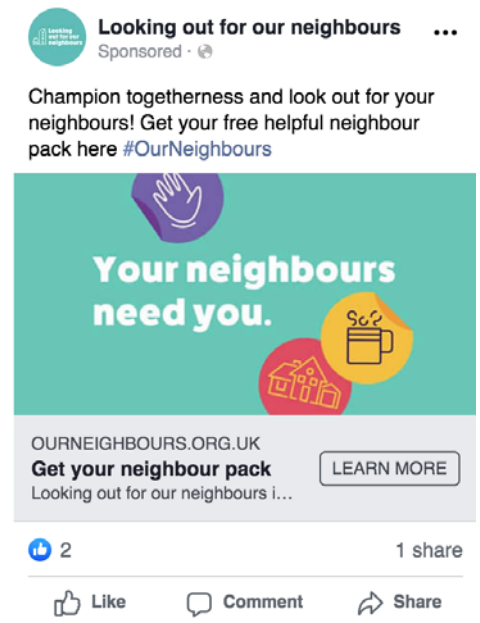
Looking out for our neighbours Sponsored · 🌐

"I'm always keeping an eye and calling in on elderly people near where I live." Get your free neighbour pack for simple tips of how you can look out for people near you. #OurNeighbours

...so knock on the door, make sure they are okay. It bucks them up quite a lot really.

ourneighbours.org.uk
Your helpful neighbour pack! [LEARN MORE](#)

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Champion togetherness and look out for your neighbours! Get your free helpful neighbour pack here #OurNeighbours

Your neighbours need you.

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Looking out for our neighbours i...

👍 2 1 share

👍 Like 💬 Comment ➦ Share

Ads

3 Facebook ads were active during this time period.

Total results of completed ads:

12,350 impressions

30 clicks to ourneighbours.org.uk

51 clicks directly to campaign pack page (ourneighbours.org.uk/campaign-pack)

Campaign Involvement: Best Posts of the Week

Calderdale Council @Calderdale · 2h

People of Rastrick, there are lonely & socially isolated people living in your area. Help them by getting involved with the [#ourneighbours](https://ourneighbours.org.uk) campaign ourneighbours.org.uk . If you feel alone our Staying Well team can help you. Call on 01422 392767 [#Kindness](https://twitter.com/Kindness) [#VisionCdale2024](https://twitter.com/VisionCdale2024)

Rastrick your neighbours need you.

Join the movement: OurNeighbours.org.uk

Looking out for our neighbours

Dr Amir Khan GP @DrAmirKhanGP

Elderly patient seen today with poor mobility, pain and living alone -her lovely Slovakian neighbour checks in on her regularly and brings her lunch and dinner everyday

She tells me she couldn't be without her and she now loves the Eastern European cuisine!

[#FridayMotivation](https://twitter.com/DrAmirKhanGP)

4:08 PM · May 24, 2019 · Twitter for iPhone

BDCFT NHS @BDCFT · May 30

Champion togetherness and improve wellbeing by looking out for your neighbours. We're joining in the [#OurNeighbours](https://ourneighbours.org.uk) campaign and encouraging people to do simple things to help out their neighbours 🍷📦

Further info: ourneighbours.org.uk
[#betterlivestogether](https://twitter.com/BDCFT)

It can start with a simple 'hello'.

Guy Stenson @guystenson · May 27

Proud that [@StonewaterUK](https://twitter.com/StonewaterUK) are backing [@WYHpartnership](https://twitter.com/WYHpartnership) [#OurNeighbours](https://twitter.com/OurNeighbours)

→ **WYH Partnership** @WYHpartnership · May 27

DID YOU KNOW? People in neighbourhoods with higher levels of social cohesion experience lower rates of mental health issues? Download a free neighbour pack to get yours. ourneighbours.org.uk [#OurNeighbours](https://twitter.com/OurNeighbours)

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Campaign Recommendations

- We will ensure all social activity directs traffic to the new neighbour pack page.
- We will increase the ad spend for the last month of the campaign and edit/rerun ads based on their performance.
- We will send out a designed email from Magpie to all of our contacts with the aim of further increasing pack downloads/engagements.
- We will slightly alter the design of the resources page to make the user journey to download resources even clearer.