



Looking out for our neighbours



Campaign Update: Week Four

Friday 5th April– Thursday 11th April

Results to date

3,869 visits to the Neighbours website
512 resource pack downloads
398 helpful neighbour pack downloads
37 helpful neighbour packs printed
339 supporters signed up

= A total of 435 engagements with the helpful neighbour packs

= A total of 947 engagements with online resources as a whole

Website Performance

The website generated 454 visits in the past week, from 416 users.

The highest day for visits was Friday 5th April with 83 visits.

The lowest day for visits was Sunday 7th April with 39 visits.

People are spending, on average, 1 minute 14 on the website.

Packs and Resource download

In total, resources and helpful neighbour packs have been engaged with 77 times in the past week. Please find the breakdown below:

- 51 resource packs have been downloaded in the past week
- 24 helpful neighbour packs have been downloaded in the past week
- 2 people printed the helpful neighbour pack in the past week

After the home page, the resources page was the most popular page last week, with 118 visits.

The About page came second with 95 visits. This was 5 more than last week, showing that the public are keen in finding out more about the campaign.

Social media

In the last week...

- 162 users visited the website from social media.
- 111 of these users came through from Facebook
- 50 of these users came through Twitter
- 1 user came through LinkedIn.

Hashtag Usage

To date...

Since the campaign launched, the hashtag #OurNeighbours has been used a total of 834 times (+88 this week).

Breakdown below...

Facebook: **95**

Twitter: **648**

Instagram: **58**

Websites: **32**

Estimated total reach across social media: 830,866

Interactions with the hashtag on social media: 6967

Shares on social media: 1,690

Likes on social media: 5,185

Comments on social media: 92

In the past week...

Estimated total reach across social media: 72,622

Interactions with the hashtag on social media: 715

Shares on social media: 176

Likes on social media: 528

Comments on social media: 11

Twitter Analytics: Overview

Impressions: 61.4K

Link clicks: 119

Retweets: 114

Likes: 207

Ads

1 Twitter ad has run during this time period.

It received a total of:

1,242 impressions

7 clicks to ourneighbours.org.uk

Facebook Analytics: Overview

Page likes so far: 145
People reached: 2,006
Post engagements: 245

Ads

1 Facebook ad running during this time period.

365 impressions so far
5 clicks to ourneighbours.org.uk so far
151 engagements so far

This ad's objective was to get engagement with the post rather than clicks. This was one of Ben's suggestions to get others to share the post to raise awareness, therefore it is to be expected that the unique clicks wouldn't be as high as previous ads. However, it has received 151 engagements so far.

Campaign Involvement: The Best Social Media Posts of the Week



Campaign Recommendations

We recommend small, incremental changes this week to increase the download of neighbour packs, including:

Website

- Changing the “get your pack button” to flash, with the aim to draw attention to the action.
- Changing the hierarchy of information on the website, placing the form at the top to attract the user. We recommend trying this before changing the form.

Supporters

- We recommend emailing everyone who has downloaded the pack to encourage 1 neighbour/friend to spread the word and download.
- We’ll create email footers to spread campaign awareness through internal systems and promote the campaign through internal systems.

Ads

- Our previous ad was flagged as lower quality based on language. We recommend posts in the future that encourage others to share are done organically.