



Looking out for our neighbours



Campaign Update: Week Six

Friday 19th April – Thursday 25th April

Results to date

4,418 visits to the Neighbours website
577 resource pack downloads
463 helpful neighbour pack downloads
43 helpful neighbour packs printed
346 supporters signed up

= A total of 506 engagements with the helpful neighbour packs
= A total of 1,083 engagements with online resources as a whole

Website Performance

The website generated 250 visits in the past week, from 227 users.

- Please note that views on bank holiday were relatively low, but spiked on Tuesday 23rd April.

The highest day for visits was Wednesday 24th April with 67 visits.

The lowest day for visits was Sunday 21st April (Easter Sunday) with 24 visits.

People are spending, on average, 1 minute 55 on the website (-39 seconds down from the previous week).

Packs and Resource download

In total, resources and helpful neighbour packs have been engaged with 84 times in the past week. (+7 from the previous week).

Please find the breakdown below:

- 29 resource packs have been downloaded in the past week
- 35 helpful neighbour packs have been downloaded in the past week
- 5 people printed the helpful neighbour pack in the past week

After the homepage, the resources page was the most popular page last week, with 75 visits. The About page came second with 44 visits.

Social media

In the last week...

- 86 users visited the website from social media
- 50 of these users came through from Facebook
- 34 of these users came through Twitter
- 2 of these users came through LinkedIn

West Yorkshire and Harrogate Health and Care Partnership

Hashtag Usage to date...

Since the campaign launched, the hashtag #OurNeighbours has been used a total of **980** times (+75 this week)

Breakdown below:

Twitter: 751
Facebook: 109
Instagram: 85
Web: 33
Blogs: 2

Estimated total reach across social media: 993,037
Interactions with the hashtag on social media: 8,291

Shares on social media: 1,918
Likes on social media: 6,250
Comments on social media: 123

In the past week...

Estimated total reach across social media: 71,791
Interactions with the hashtag on social media: 795

Shares on social media: 105
Likes on social media: 666
Comments on social media: 24

Twitter Analytics: Overview

Impressions: 55.6K
Link clicks: 83
Retweets: 115
Likes: 208

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 thus far.

Facebook Analytics: Overview

Page likes so far: 149
People reached: 4,724
Post engagements: 281
(Results from the past 7 days: 19 Apr 2019-25 Apr 2019)

Ads


1 Facebook ad ran during this time period.

5,226 impressions
32 clicks to ourneighbours.org.uk

Campaign Involvement: The Best Social Media Posts of the Week

 **Ursu.never.give.up.on.a.dog** @UrsuOn
103 years young, living independently, and with something to tell you: petsmag.co.uk/blog/romanian-...
[@profseanduffy](#) [@NHSWakefieldCCG](#) [@Jan_Leeming](#)
[@GrumpyOldRick](#) [@jennyseagrove](#) [#Neighbours](#)
[#livingthelife](#) [#stayingstrong](#) [#centenarians](#)
[#ourneighbours](#) [@HolmesComms](#) [@louistheroux](#)



 **Juliet Nowell** @juliet_nowell · Apr 24
Over [#Easter](#) w/e, grafted in our unwieldy garden incl rotten wind damaged fence removal between us & our elderly neighbour. I'd finished mowing our lawn so thought I'd perform same ritual to next door's. Next day, he presented us with homemade curry & pakoras! [#ourneighbours](#)




WYH Partnership

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 **Lisa Butterworth** @ColourBoxMktg · Apr 24
Our whole street shares a WhatsApp group. I visited every pharmacy in Wakefield this bank holiday, seeking meds for my poorly husband. All closed. I returned home empty handed; desperately texted the street & they provided! [@JJB_OS](#) [@purplevioletva](#)



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 **Laura Anisha Habib** @AnishaHabib

Looking out for our neighbours can simply be taking that two minutes to say 'hi', 'how are you'? Something so simple can mean the difference between starting off or ending the day well or not. It's not rocket science, be kind, wave, & do what you can 😊

11:30 PM · Apr 25, 2019 · Twitter for iPhone

 **Julie Haddon** @julie_haddon · Apr 24
Replying to [@ColourBoxMktg](#) [@Benny2Ts](#) and 4 others
I can't beat either of those. But my neighbour puts my bin away for me every single week. [#simpleactsofkindness](#) [#ourneighbours](#) and we keep an eye on each other's houses when we go away.

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 **HOT_StayingWell** @HStayingwell

[#Great](#) to see the YODA group enjoying a [#cuppawithfriends](#) at our centre. [#today](#) they are supporting [#ourneighbours](#) campaign and plan to [#SpreadTheWord](#) to [#community](#) members. [#dementia](#) [#Alzheimers](#) [#family](#) [#partners](#) [#carers](#) [#activecdale](#) [#SocialSpace](#)



NHS Calderdale CCG and 9 others

Campaign Recommendations

After last week's recommendations, we have been working on a new homepage layout to implement, which went live on the 23rd April. We will look closely into campaign pack interactions and monitor over the next week.

We will continue to email reminders to supporters to engage with the campaign, including filling in the feedback form for the promote positive experiences phase and spread the campaign message.

We will begin a new batch of social media ads this week based on ours and Ben's recommendations. Ben has also supplied some images of community activity to include in the ad content and Karen has signed off facts and stats to include in new ads.

Our focus over the next two weeks will be organising the promote positive experiences phase of the campaign and ensuring we have really good quality stories to create content from.

This week is the first week that download of the helpful neighbour packs have overtaken resource packs, which may be due to the changes we made to the website homepage. We recommend keeping this layout to analyse next week due to the Bank Holiday potentially affecting pages views.