

## Discover Denbighshire (DD) Social Media

April 2017

### Key Highlights

- Start of 'Towns Campaign' (Ruthin) which resulted in a marked increase in overall activity across both Facebook and Twitter (hence the large % increases in some cases)
- Overview film of Ruthin proved most successful (more than films focussing on specific attraction/place)
- Easter and school holidays provided opportunity to focus on children's/family activity
- North East Wales legendary brochure, journeys, main film & heritage focussed film were all launched in April which provided great content for Discover Denbighshire channels
- The increased use of photos and film proved popular which had a direct impact on increased reach/engagement
- There was a big spike mid-month on Facebook which correlates to the timing of the Ruthin film being released

### Facebook


- Over 81,000 impressions\* (increase of over 200% since previous month)
- Over 45,000 users reached\*
- Over 1,100 engagements\* (increase of over 400% since previous month)
- 276 link clicks\*
- Total followers increased by 6.5% since previous month (mainly due to the fact that the number of posts sent out increased by over 57% compared to previous month)
- Video - Over 11,000 video views (for more than 3 seconds). However, 1,600 users viewed videos for 30 seconds or to the end and 9,500 for more than 3 seconds but no more than 30 seconds/to the end. 98% of total video views were auto-plays and only 2% of users clicking to play
- Demographics – women between the ages of 45-54 appear to be the most popular fans. Top audience appears to be from Wrexham, then Denbigh, Ruthin, Rhyl & Prestatyn

<b>Impressions</b>	The number of times any content associated with your Page was seen in News Feed, ticker, or on visits to your Page.
<b>Users Reached</b>	The number of users that were served any content associated with your Page via the News Feed, ticker, or visits to your Page.
<b>Engagements</b>	Total number of likes, comments, and shares on your posts.
<b>Link Clicks</b>	The number of clicks on links within your content. This data comes from Facebook Insights. Does not include other clicks, such as photo clicks, video clicks, or post expansion clicks.

## Top Post on Facebook (by Reach & Engagement) –


- Reach – over 16,000 (Number of unique people who saw any content about that post. This includes both fans and non-fans)
- Over 9,400 video views

Video
**Post**



**Discover Denbighshire/ Darganfod Sir Ddinbych**  
Published by Nicola Williams [?] · April 15 · 🌐

Previous editor of The Times Simon Jenkins describes Ruthin as "the most charming small town in Wales." #FindYourEpic  
Mae golygydd cynt y Times Simon Jenkins yn disgrifio Rhuthun fel "y dref fach fwyaf dymunol yng Nghymru". #GwladGwlad  
[See Translation](#)



01:01

**16,119** People Reached

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**9,485** Video Views

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**651** Reactions, Comments & Shares

<b>436</b> Like	<b>71</b> On Post	<b>365</b> On Shares
<b>30</b> Love	<b>5</b> On Post	<b>25</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>36</b> Comments	<b>5</b> On Post	<b>31</b> On Shares
<b>148</b> Shares	<b>147</b> On Post	<b>1</b> On Shares

**1,864** Post Clicks

<b>234</b> Clicks to Play 📺	<b>1</b> Link Clicks	<b>1,629</b> Other Clicks 📄
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**NEGATIVE FEEDBACK**

<b>5</b> Hide Post	<b>4</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page


👍 **Get More Likes, Comments and Shares**  
Boost this post for £4 to reach up to 2,400 people.

16,119 people reached Boost Post

👍❤️ 76 5 Comments 147 Shares

👍 Like    💬 Comment    ➦ Share

**Video**
Post



0:55

**Video Performance In This Post** ⓘ

🕒 Minutes Viewed	<b>2,594</b> >
📺 Video Views	<b>9,485</b> >
📺 10-Second Views	<b>3,274</b> >
📄 Video Average Watch Time	<b>0:08</b> >
👤 Audience and Engagement	>

**Discover Denbighshire/ Darganfod Sir Ddinbych**  
Previous editor of The Times Simon Jenkins describes Ruthin as "the most charming small town in Wales." #FindYourEpic Mae golygydd cynt y Times Simon Jenkins yn disgrifio Rhuthun fel "y dref fach fwyaf dymunol yng Nghymru". #GwladGwlad

1:01 · Uploaded on 04/15/2017 · [View Permalink](#) 🌐


This video is used in 1 other post

Total views: 9.4K >

## Congratulating Pwllglas Shop also performed well on Facebook -

**Discover Denbighshire/ Darganfod Sir Ddinbych**  
Published by Nicola Williams [?] · April 28 · 🌐

Well done Slop Gymunedol Pwllglas Community Shop



**This small Denbighshire shop has been named the best in the UK**

Slop Pwllglas staff take shopping home for customers and the store stocks a fantastic range of local produce

DAILYPOST.CO.UK | BY DAILY POST BUSINESS

**Get More Likes, Comments and Shares**  
Boost this post for £4 to reach up to 2,400 people.

3,989 people reached Boost Post

👍❤️🗨️ 75 3 Comments 16 Shares

👍 Like    💬 Comment    ➦ Share

**3,989** People Reached

**131** Reactions, Comments & Shares

<b>109</b> Like	<b>74</b> On Post	<b>35</b> On Shares
<b>2</b> Love	<b>1</b> On Post	<b>1</b> On Shares
<b>4</b> Comments	<b>3</b> On Post	<b>1</b> On Shares
<b>16</b> Shares	<b>16</b> On Post	<b>0</b> On Shares

**268** Post Clicks:

<b>0</b> Photo Views	<b>184</b> Link Clicks	<b>84</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## Twitter

- Over 27,000 impressions\*
- Over 1,200 engagements\* (increase of over 200% since previous month)
- 80 link clicks\*
- Total followers increased by 13.7% since previous month (however the number of messages sent increased by over 200%)
- The number of messages\* received increased by 9.5% since previous month
- Demographics – men between ages of 25-34 appear to be the most popular fans


<b>Impressions</b>	Number of times a user was served your Tweets in their timelines or search results on Twitter
<b>Engagements</b>	Total number of times a user interacted with a Tweet. The interactions include clicks anywhere on the Tweet, retweets, replies, follows, favourites, links, cards, hashtags, embedded media, username or profile photo.
<b>Clicks</b>	Number of times users clicked on URLs in your Tweets. This data comes from Twitter (rather than Bit.ly).
<b>Messages</b>	Number of @mentions and direct messages received

## Top Tweets for April (Discover Denbighshire)

### Tweet activity




**DiscoverDenbighshire** @DiscoverDenbs  
 We've put together 12 legendary journeys in North East Wales. How many have you visited? <http://www.northeastwales.wales/wp-content/uploads/2017/03/12legendaryjourneys.pdf> ... [#FindYourEpic](#) [@visitwales](#) <pic.twitter.com/VgnznChxKW>



**Reach a bigger audience**  
 Get more engagements by promoting this Tweet!


[Get started](#)

<b>Impressions</b>	<b>2,290</b>
<b>Total engagements</b>	<b>71</b>
Retweets	20
Link clicks	15
Likes	14
Media engagements	12
Detail expands	8
Hashtag clicks	1
Profile clicks	1

### Tweet activity




**DiscoverDenbighshire** @DiscoverDenbs  
 Did you know [@RuthinGaol](#) have won a Visit Wales Hidden Gem award for the second time? <http://www.ruthingaol.co.uk> [#FindYourEpic](#) <pic.twitter.com/vTYGxyXwHI>



**Reach a bigger audience**  
 Get more engagements by promoting this Tweet!

[Get started](#)

<b>Impressions</b>	<b>2,185</b>
<b>Total engagements</b>	<b>73</b>
Media engagements	28
Likes	15
Retweets	14
Detail expands	11
Profile clicks	4
Link clicks	1