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

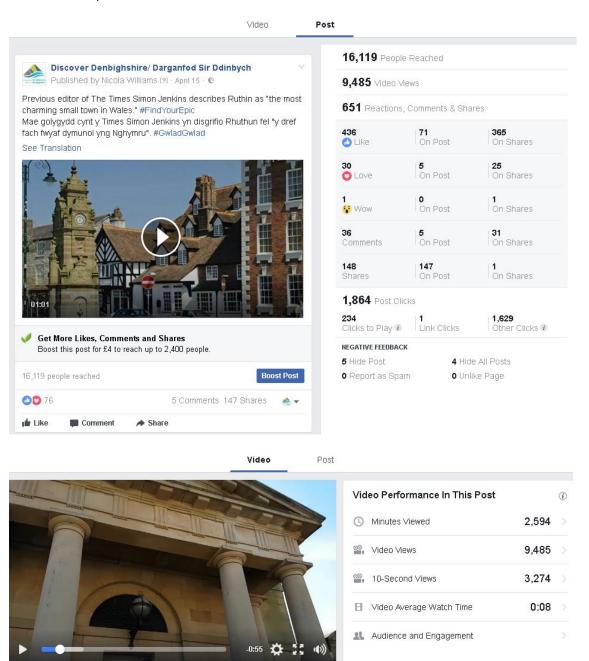
Facebook

- 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

Impressions	The number of times any content associated with your Page was seen in News Feed, ticker, or on visits to your Page.
Users Reached	The number of users that were served any content associated with your Page via the News Feed, ticker, or visits to your Page.
Engagements	Total number of likes, comments, and shares on your posts.
Link Clicks	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



1:01 : Uploaded on 04/15/2017 : View Permalink ♥

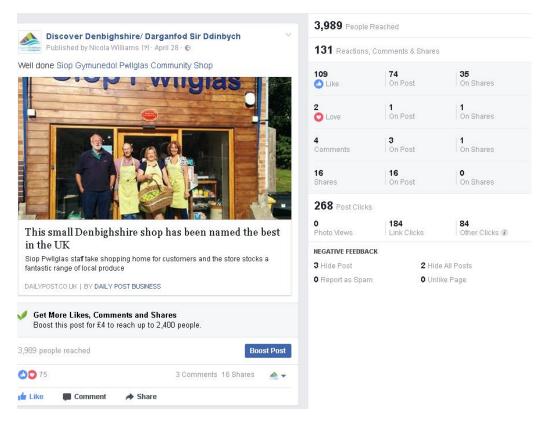
This video is used in 1 other post

Total views: 9.4K >

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

Congratulating Pwllglas Shop also performed well on Facebook -



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

Impressions	Number of times a user was served your Tweets in their timelines or search results on Twitter
Engagements	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.
Clicks	Number of times users clicked on URLs in your Tweets. This data comes from Twitter (rather than Bit.ly).
Messages	Number of @mentions and direct messages received

Top Tweets for April (Discover Denbighshire)

Tweet activity ×



Reach a bigger audience
Get more engagements by promoting this Tweetl

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

Tweet activity ×



Reach a bigger audience Get more engagements by promoting this Tweetl
Get started

2,185	
73	
28	
15	
14	
11	
4	
1	