

North East Wales (NEW) Social Media

April 2017

Key Highlights

- North East Wales legendary brochure, journeys, main film & heritage focussed film were all launched in April which provided great content and resulted in marked increase in overall activity
- Radio campaign and Catalink web page was launched
- Start of Denbighshire's 'Towns Campaign'-Ruthin
- Easter and school holidays provided opportunity to focus on children's/family activity
- Instagram account re-activated hence the large percentage increases – potential to be effective marketing channel in future
- Year of Legends main film picked up by Visit Wales and embedded on their channel (by using #FindYourEpic)


Facebook

- Over 131,000 impressions* (increase of over 600% since previous month)
- Nearly 80,000 users reached*
- 1,888 engagements* (increase of over 1,600% since previous month)
- 115 link clicks*
- Total followers increased by 11% since previous month
- Video – 19,500 video views (for more than 3 seconds). However, 3,200 users viewed videos for 30 seconds or to the end and 16,400 for more than 3 seconds but no more than 30 seconds/to the end. 95% of total video views were auto-plays and only 5% of users clicking to play
- Demographics – women between the ages of 35-44 appear to be the most popular fans. Top audience is from Wrexham, then Chester, London, Liverpool & Manchester

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-North East Wales)

Video Post



North East Wales
 We're very excited to launch our North East Wales Year of Legends film today to inspire visitors to our legendary region! #FindYourEpic #GwladGwlad Wales Go North Wales This Is Wrexham Cadw Gladstone's Library Clwydian Range & Dee Valley AONB Ruthi...

3:31 · Uploaded on 04/06/2017 · View Permalink

Video Performance In This Post


🕒 Minutes Viewed	7,603	>
👁️ Video Views	16,297	>
👁️ 10-Second Views	6,058	>
🕒 Video Average Watch Time	0:11	>
👤 Audience and Engagement		>

Video Post

North East Wales
 Published by Nicola Williams [?] · April 6 · 🌐

We're very excited to launch our North East Wales Year of Legends film today to inspire visitors to our legendary region! #FindYourEpic #GwladGwlad

Wales Go North Wales This Is Wrexham Cadw Gladstone's Library Clwydian Range & Dee Valley AONB Ruthin Gaol - Carchar Rhuthun Ruthin Craft Centre Pontcysyllte Aqueduct Rhug Estate Farm Shop Underneath the Arches at Pontcysyllte Chirk Castle National Trust National Trust Love Wales Theatr Clwyd Canal & River Trust Hafod Brewing Company Ltd Hawarden Estate Farm Shop Mold Alehouse Offas Dyke Path Wales Coast Trevor Basin Visitor Centre Denbigh Castle And Town Walls Flint Castle Talacre Beach Talacre Castell Dinas Brân



03:32

44,465 people reached Boost Post

👍❤️ 112 15 Comments 274 Shares

👍 Like 💬 Comment ➦ Share

44,465 People Reached

16,297 Video Views

1,282 Reactions, Comments & Shares

774 👍 Like	99 On Post	675 On Shares
77 ❤️ Love	13 On Post	64 On Shares
2 😂 Haha	0 On Post	2 On Shares
1 😲 Wow	0 On Post	1 On Shares
137 Comments	20 On Post	117 On Shares
293 Shares	274 On Post	19 On Shares

4,204 Post Clicks


976 Clicks to Play 🎵	5 Link Clicks	3,223 Other Clicks 🎯
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NEGATIVE FEEDBACK

5 Hide Post	3 Hide All Posts
1 Report as Spam	0 Unlike Page

Second Most Popular Facebook Post

Video
Post



North East Wales
 A taste of North East Wales' legendary heritage for your Easter break #FindYourEpic
 Wales Go North Wales This Is Wrexham Denbigh Castle And Town Walls Flint Castle
 Cadw Ruthin Gaol - Carchar Rhuthun Chirk Castle National Trust National Trust Love...

1:33 · Uploaded on 04/12/2017 · View Permalink


Video Performance In This Post

Minutes Viewed	969
Video Views	3,076
10-Second Views	1,135
Video Average Watch Time	0:09
Audience and Engagement	

Video
Post

North East Wales
 Published by Nicola Williams · April 12 ·

A taste of North East Wales' legendary heritage for your Easter break!
 #FindYourEpic
 Wales Go North Wales This Is Wrexham Denbigh Castle And Town Walls
 Flint Castle Cadw Ruthin Gaol - Carchar Rhuthun Chirk Castle National
 Trust National Trust Love Wales



01:34

7,133 people reached

Boost Post

31 1 Comment 39 Shares

Like Comment Share

7,133 People Reached

3,076 Video Views

270 Reactions, Comments & Shares

194 Like	28 On Post	166 On Shares
15 Love	3 On Post	12 On Shares
3 Wow	0 On Post	3 On Shares
18 Comments	1 On Post	17 On Shares
40 Shares	39 On Post	1 On Shares

671 Post Clicks

103 Clicks to Play	0 Link Clicks	568 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Twitter

- Over 45,000 impressions*
- Over 1,900 engagements* (increase of 60.9% since previous month)
- 84 link clicks*
- Total followers increased by 16.5% since previous month (although the number of messages sent decreased by 1.5%)
- The number of messages* received increased by 187% since previous month
- Demographics – men between ages of 25-34 continue 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 (North East Wales)

Tweet activity





North East Wales @NthEastWales
 Take a peek at our North East Wales legendary brochure for ideas for your next trip [#FindYourEpic](http://www.northeastwales.wales/wp-content/uploads/2017/04/NEW-Legends-ENG.pdf)
<http://www.northeastwales.wales/wp-content/uploads/2017/04/NEW-Legends-ENG.pdf> ... [@visitwales](#)
<pic.twitter.com/R5aY9YBIAg>



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

Get started

Impressions	5,857
Total engagements	159
Link clicks	57
Media engagements	43
Detail expands	29
Profile clicks	12
Likes	8
Retweets	7
Hashtag clicks	3

Tweet activity



North East Wales @NthEastWales
We're very excited to launch our North East Wales Year of Legends film today! #FindYourEpic
<https://youtu.be/1WnaAoSXovE>

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

[Get started](#)

Impressions	2,917
Media views	12
Total engagements	122
Detail expands	43
Link clicks	20
Retweets	14
Likes	14
Media engagements	12
Profile clicks	8
Hashtag clicks	6
Replies	4
App clicks	1

Instagram

- 111 followers (increase of over 30% since previous month)
- 196 likes received
- 5 comments received
- Most engaged hashtags –
 - #findyourepic
 - #igerswales
 - #gwladgwlad
 - #igerscymru
- 201 total engagements (increase of over 770% since previous month)