North East Wales (NEW) Social Media

April 2017

Key Highlights

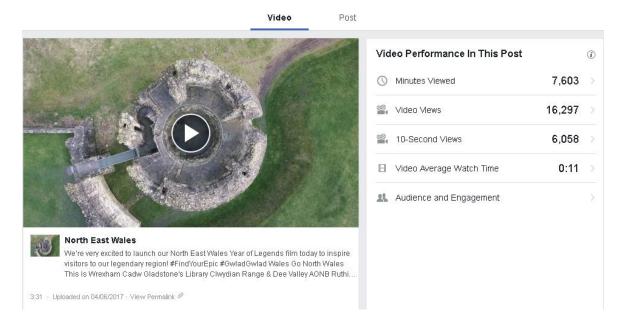
- North East Wales legendary brochure, journeys, main film & heritage focussed film were all launched in April which provided great content and resulted in marked increase in overall activity
- Radio campaign and Catalink web page was launched
- Start of Denbighshire's 'Towns Campaign'-Ruthin
- Easter 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 #FindYour Epic)

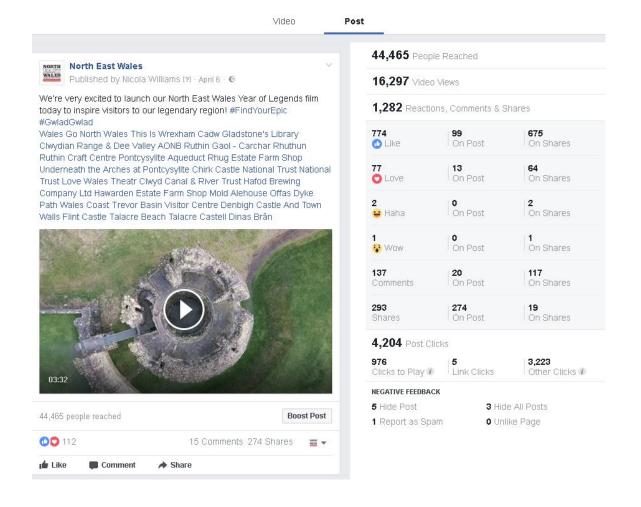
Facebook

- 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

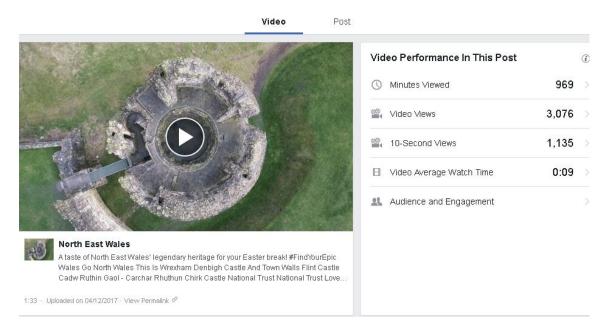
| Impressions | The number of times any content associated with your Page was seen in News Feed, ticker, or on visits to your Page. |
|---------------|---|
| Users Reached | The number of users that were served any content associated with your Page via the News Feed, ticker, or visits to your Page. |
| 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. |

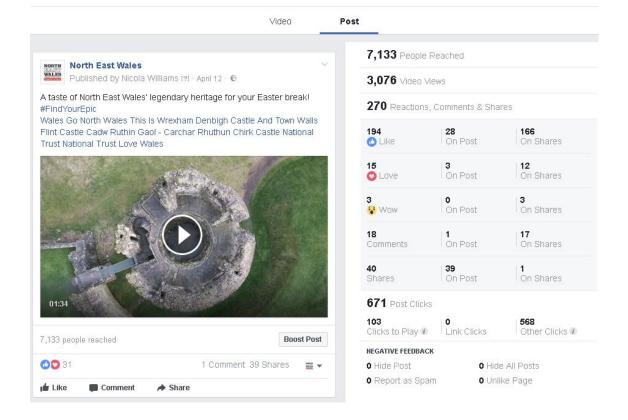
Top Post on Facebook (by Reach & Engagement-North East Wales)





Second Most Popular Facebook Post





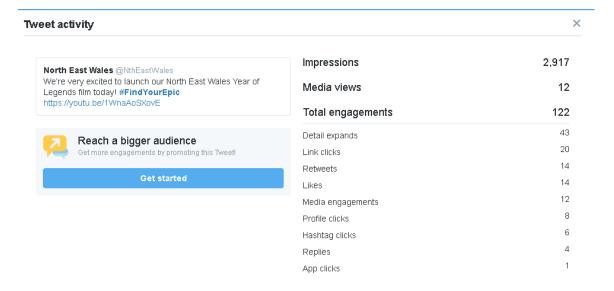
Twitter

- 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)

| eet activity | | | : | |
|-----------------------------|--|-------------------|-------|--|
| NORTH . | North East Wales @NthEastWales | Impressions | 5,857 | |
| William Spears therms | Take a peek at our North East Wales legendary brochure for ideas for your next trip | Total engagements | 159 | |
| | #FindYourEpic http://www.northeastwales.wales/wp- | Link clicks | 57 | |
| 100 | content/uploads/2017/04/NEW-Legends- | Media engagements | 43 | |
| | ENG.pdf @visitwales pic.twitter.com/R5aY9YBIAq | Detail expands | 29 | |
| | , , | Profile clicks | 12 | |
| Decel a higger audience | | Likes | 8 | |
| | Reach a bigger audience set more engagements by promoting this Tweet! | Retweets | 7 | |
| | | Hashtag clicks | 3 | |
| Get started | | | | |



Instagram

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