

# Annual Communications Dashboard 2017/18

## Social media

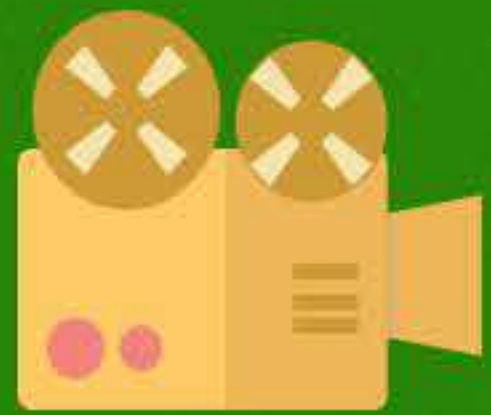
### Followers



### Reach and engagement

On an average month, our central Facebook page has reached 179,162 users, with 20,299 engaging with our content. Twitter impressions - the number of times a Tweet is seen in a timeline - average 102,600 per month.

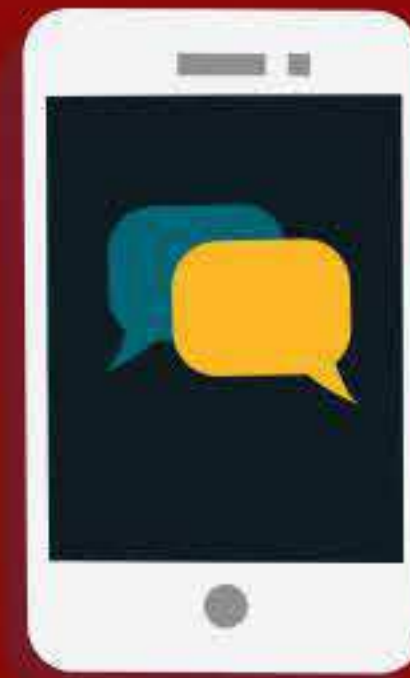
### Video coverage



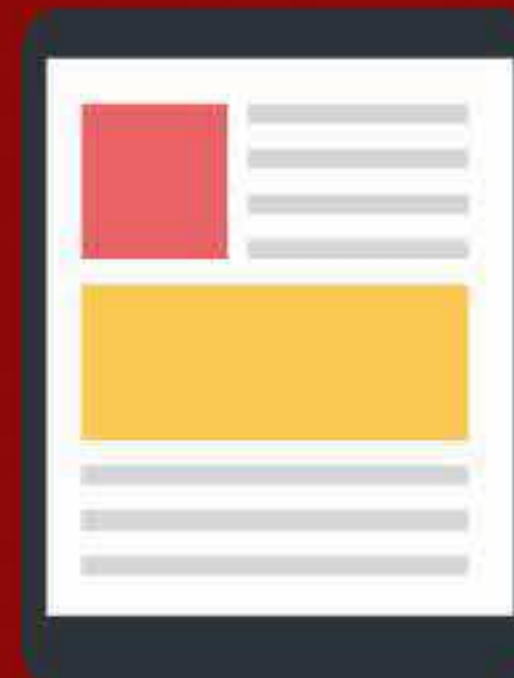
Between October 2017 and May 2018, 14,252 people viewed videos across our Facebook and Twitter central pages. This included bestowing the Freedom of South Derbyshire on the 1211 Swadlincote Squadron ATC.

## Website

### Devices used



Mobile - 46%  
(Up from 35.1%)

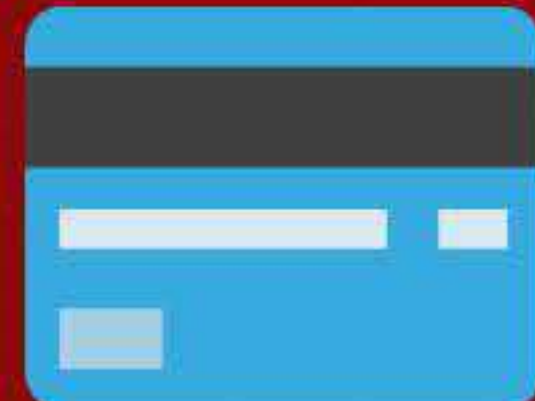


Tablet - 15.5%  
(Down from 16.1%)



Desktop - 38.5%  
(Down from 48.7%)

### Transactions



From go live in October, income from transactional payments made via the website has risen from £1,693,954 to £1,768,660 - an increase of £74,706. An average of 593 online forms are submitted per month.

## Projects and Campaigns

### Website

Feedback has been extremely positive about our new look website, which went live in October. Our two key aspirations - to provide a device responsive solution and to strengthen financial transactions - have been achieved. Although difficult to compare like for like with the old website, due to fundamental differences in set up, emerging patterns and trends show it is proving to be another string to the bow of our Channel Shift Strategy and is providing more choice to residents than ever before. Work is still being undertaken on the 'back end' of the website to ensure the user experience is as smooth as possible.

### Social Media

Huge strides have been made to further our Social Media offering. A central Facebook page, sharing success stories, showcasing South Derbyshire and promoting events, has reached almost 1,000 followers in little over six months. The use of video, in particular, has proved popular. We've also created a Social Media Strategy for 2018-2021, as well as an in depth Evidence Base and action plan. These documents will set the scene for us to clearly and consistently communicate our story and services through authentic, engaging and personal content.

### The printed press

The increasing focus on a 'digital first' approach by the press was reflected in a drop in queries in 2017/18, with stories being sourced more and more through social media. Relationships remain strong with journalists and wide ranging publicity has been secured at a local, regional and national level. Only 0.70% of coverage has been negative.

## Better online (the intranet)

67,902 Sessions ↓ 12.5%

124,549 Page Views ↓ 22.9%

65.01% Bounce rate ↑ 0.02%

12,704 News hits ↑ 48.99%

### Top Search Terms

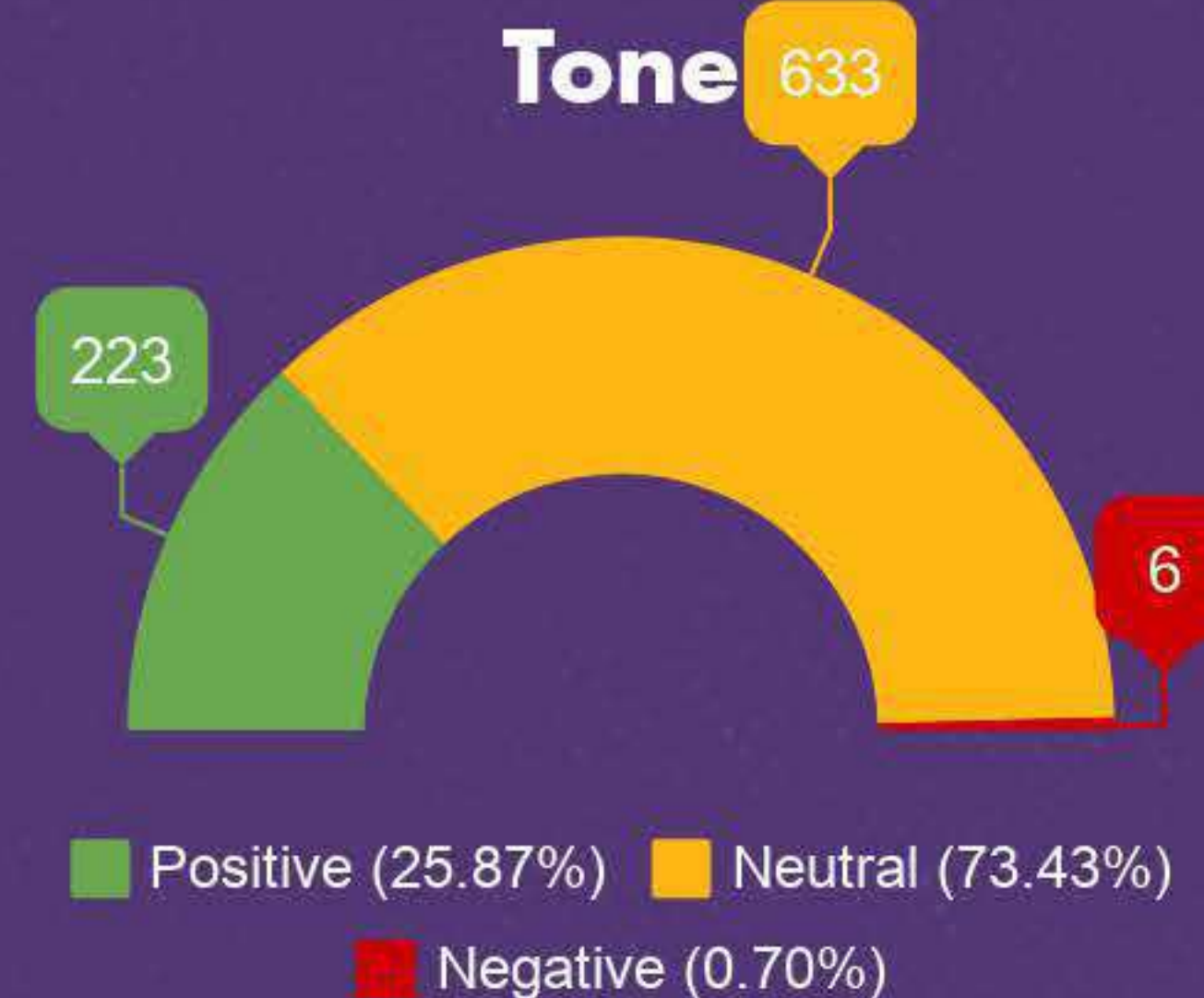
Pay | Leave | Overtime | Car | JEQ | Pay scales | Letter | ID badge | Sickness | Expenses

### Most read articles

Introducing our new Conservation Officer;  
Fresh Faces – Katherine Stanley;  
Fresh Faces – Anthony Baxter;  
Fresh Faces – Paul Whittingham.

## Media coverage

### Tone



120 Press releases

202 Media enquiries ↓ 20.3%