

Annex 2: Digital Media Campaign

Facebook and Twitter Performance Statistics



January 3, 2021 04:14pm

Caerphilly County Borough Council

This survey gives everyone living and working in Caerphilly county borough a chance to tell us what you think about council services, how well we have dealt with the COVID-19 pandemic, which of our services are important to you and how we could do things differently in the future. Please tell us in the

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
452	3	7,578	7,477	6.27%	—

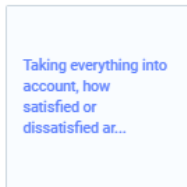


January 3, 2021 05:30pm

CaerphillyCBC

Please tell us in the COMMENTS, which 3 services provided by the Council are most important to you/your household Complete the full survey at <https://t.co/NinlCGY6d0> <https://t.co/fgZTb8F8Vk>

Clicks	Retweets	Likes	Impressions	Eng. Rate
94	11	6	4,751	2.70%

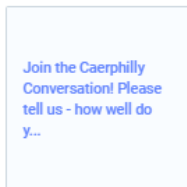


December 22, 2020 11:17am

CaerphillyCBC

Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Caerphilly County Borough Council over the last 12 months Complete the full survey at <https://t.co/OQRgeKfdQS>

Clicks	Retweets	Likes	Impressions	Eng. Rate
7	6	3	1,715	1%



December 24, 2020 11:07am

CaerphillyCBC

Join the Caerphilly Conversation! Please tell us - how well do you think Caerphilly County Borough Council has responded to the COVID-19 pandemic Complete the full survey at <https://t.co/OQRgeKfdQS>

Clicks	Retweets	Likes	Impressions	Eng. Rate
0	3	3	1,535	0.50%

Gov Delivery Newsletter Statistics



Three editions included a link to the Caerphilly Conversation.

English

All three bulletins were sent to 25,575 subscribers

6 December edition

- 19761 total opens
- 10,448 (41%) unique opens
- 3360 total clicks
- 3036 {12%) unique clicks direct to the survey

16 December edition

- 19740 total opens
- 11,332 (37%) unique opens
- 2067 total clicks
- 1954 (6%) unique clicks direct to the survey

24 December edition

- 17369 total opens
- 10,132 (35%) unique opens

- 1219 total clicks
- 1150 (4%) unique clicks direct to the survey

Welsh

All three editions were sent to 94 subscribers

6 December

- 57 total opens
- 35 (39%) unique opens
- 12 total clicks
- 10 (11%) unique clicks direct to the survey

16 December edition

- 67 total opens
- 40 (44%) unique opens
- 13 total clicks
- 12 (13%) unique clicks direct to the survey

24 December edition

- 47 total opens
- 28 (31%) unique opens
- 13 total clicks
- 2 (2%) unique clicks direct to the survey