

# LEP Communications Report for LEP July Board agenda item 10

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## 1 News stories analytics

In the period 1 May – 30 June a total of **62 news stories** were published on the HotSW LEP website, shared with broadcast, online and print media where appropriate, and shared on social media platforms (statistics below).

Of these news stories, **9 were press releases** for major announcements or achievements attributed to the LEP, **34 were articles** on useful business support initiatives and webinars, and **19 were LEP newsletters** (main corporate newsletter and specific themed newsletters: Digital Skills Partnership, Growth Hub, COVID-19 response, Maritime UK South West and Careers Hub.)

A new CRM method will be implemented in September to electronically monitor the media enquiries and coverage reports, which anecdotally can report a significant rise since the beginning of the year.

## 3 Digital Media Analytics

### HotSW LEP Twitter @HeartofSWLEP

#### 1 May – 30 June



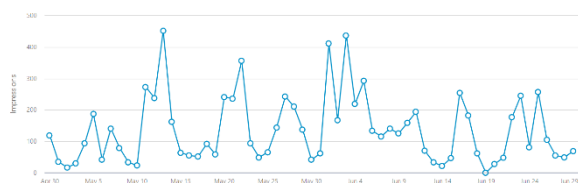
89.9k impressions in this period.

Similar performance to previous two months.

**Followers:** 4,797 at end of June. 37 new followers in this period, compared to 88 in previous two months.

### HotSW LinkedIn

#### 1 May - 30 June Impressions

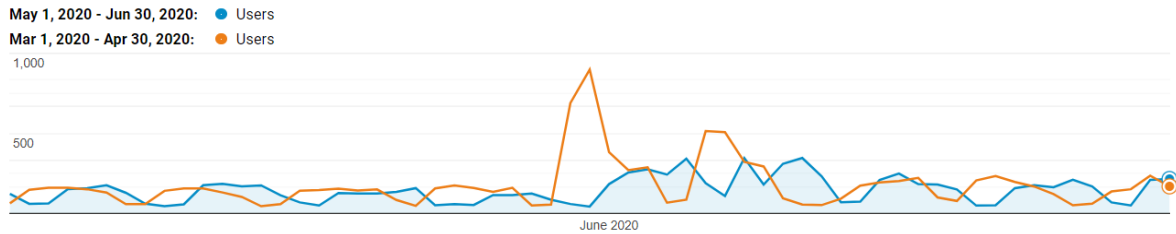


Post frequency and impressions strong, generating 134 new followers.

## HotSW LEP Website




The LEP website has a Domain Score of 45 which is considered “Good”. It is the 10<sup>th</sup> highest score out of all 38 LEPs, and we are working on a Search Engine Optimisation improvement plan to take effect in the Autumn.

The website was commended for its transparency in the Annual Review.



Website users number is down compared to previous period, this is attributed to an extraordinary spike in March/April due to the lockdown announcements.

## Mailchimp – Newsletter performance

 <b>HotSWLEP - June Newsletter</b> <span>Sent</span>	27.1% Opens	4.3% Clicks
Regular · Heart of the South West List Sent Fri, June 12th 4:09 pm to 1K recipients by you		
 <b>HotSWLEP - COVID-19 Business Resilience Newsletter - 5 June</b> <span>Sent</span>	26.5% Opens	4.6% Clicks
Regular · Heart of the South West List Sent Fri, June 5th 4:10 pm to 1K recipients by you		
May, 2020 (1)		
 <b>HotSWLEP - May Newsletter</b> <span>Sent</span>	25.4% Opens	2.9% Clicks
Regular · Heart of the South West List Sent Fri, May 22nd 12:11 pm to 1K recipients by you		

3 main LEP newsletters sent in this period.

The newsletter stats shows good open rate, with 23% being industry average.

1,798 recipients.