

Agenda item 8.

Communications Evaluation Report – November 2020

This report covers the social media and website communications activity to help measure its effectiveness in raising the profile of HotSW LEP as the thought-leader in economic development in the HotSW area.

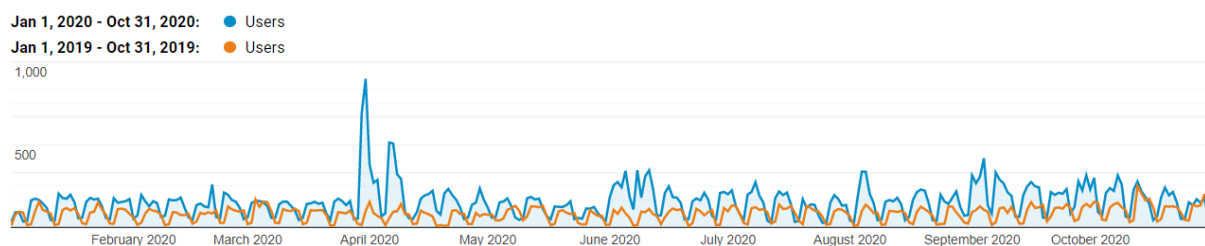
The scope of this report includes digital communications platforms and media relations activity.

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1 Website Performance Overview – www.heartofswlep.co.uk

The website is the main platform by which we raise our digital profile, all other platforms are to drive traffic to the website.

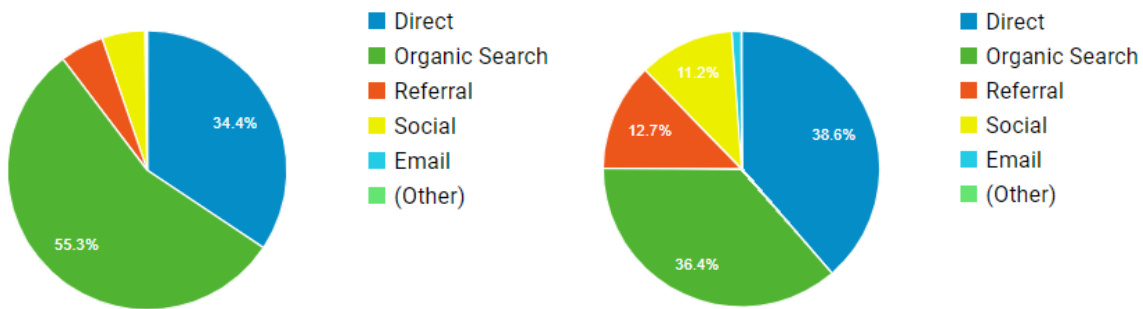


www.heartofswlep.co.uk generated much higher numbers of website visitors in 2020 compared to 2019.

Website traffic sources – 2019 and 2020 compared:

Jan 1, 2019 - Oct 31, 2019

Jan 1, 2020 - Oct 31, 2020



NB – Digital industry advice is that an ideal referral ratio is a 1/3 split between direct, organic search and engagement (referral/social media) which the LEP corporate website www.heartofswlep.co.uk has achieved this year. As the diagrams below show, there is a significant increase in traffic from engagement sources – the red and yellow segments, which is seen as a good trend.

Website analytics as at Nov 2020	HotSW LEP	Growth Hub
Website visits	37,794	155,602
New visitors	34,608	125,415
Ave length of time (mins)	1:57	1:53
Ave page views	2.02	2.136
Bounce Rate	67%	59.51%
Geography (SW%)	28%	33%
Sources (direct/organic/referral)	34/34/32%	52/17/20%
Range of landing pages (Homepage %)	18%	26%

Website analytics as at Sept 2020	HotSW LEP	Growth Hub
Website visits	27,046	79,101
New visitors	26,396	66,224
Ave length of time (mins)	2:04	1:43
Ave page views	2.09	2.2
Bounce Rate	66%	59.83%
Geography (SW%)	27%	32%
Sources (direct/organic/referral)	39/36/25%	37/19/31%
Range of landing pages (Homepage %)	17%	28.75%

What does this mean?

Both HotSW and Growth Hub websites have significantly increased traffic in the two months since the last board meeting. This is thought to be due to the Kickstart Fund attracting new visitors and the people looking for news about the economy due to the announcements from Government.

2 Social Media Performance – Engagement, Activity and Following

2.1 Twitter (Jan – Oct)

	HotSW LEP @HeartofSWLEP	Growth Hub @GrowthHubHOTSW	Skills and Careers @HotswskillsC
Tweets	300	687	529
Impressions	317,900	655,100	264,200
Engagement (Click, like, retweet, comment)	2,934	3,924	1,876
Visits to profile	4,115	5,025	1,521
Total Followers	4,919	1,863	681

What does this mean?

Number of tweets, impressions and engagement up on 2019, with a higher number of profile visits and website referral.

The engagement rate of @HeartofSWLEP is around ten-fold on the number of tweets, which is high and indicates prime content and interest.

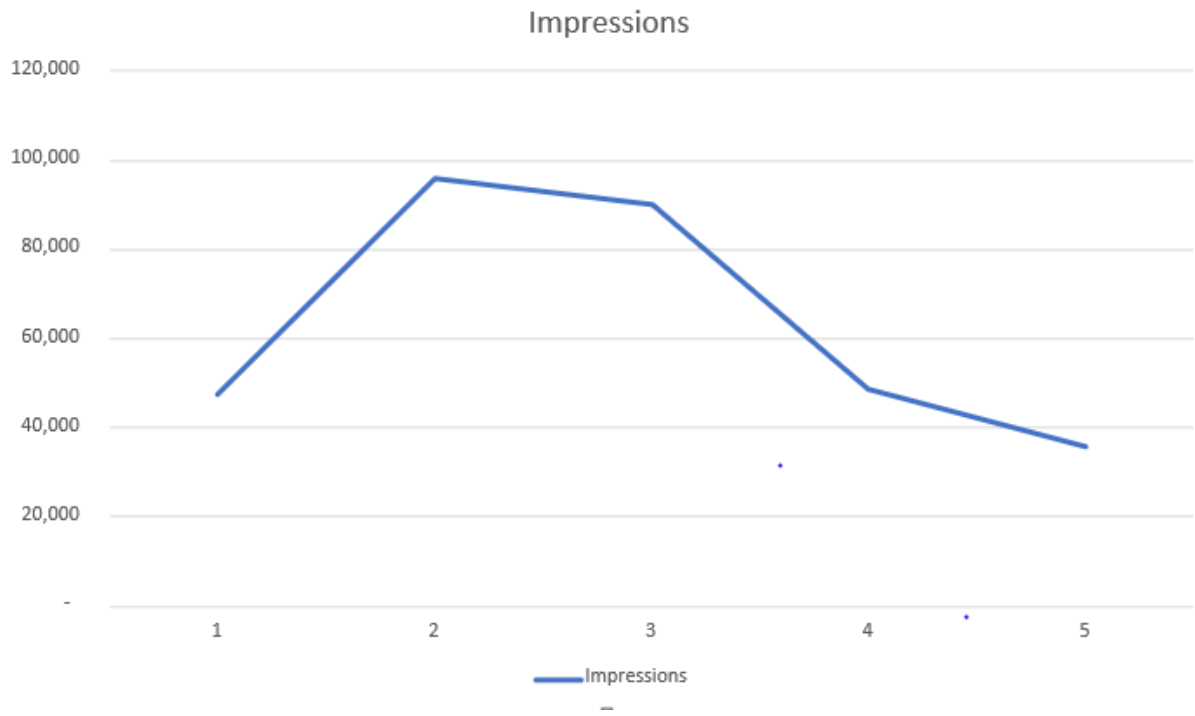
Followers to @HeartofSWLEP are up to 4,919 compared to 4,598 at the start of 2020 and 4,462 in August 2019.

Digital industry advice is that 15% increase in followers per year is good, and the @HeartofSWLEP average rate of increase is 14% per year since July 2018, with an inevitable spike in early results. Increased resources and tactics in the Digital Marketing Strategy will generate a further spike in followers and engagement.

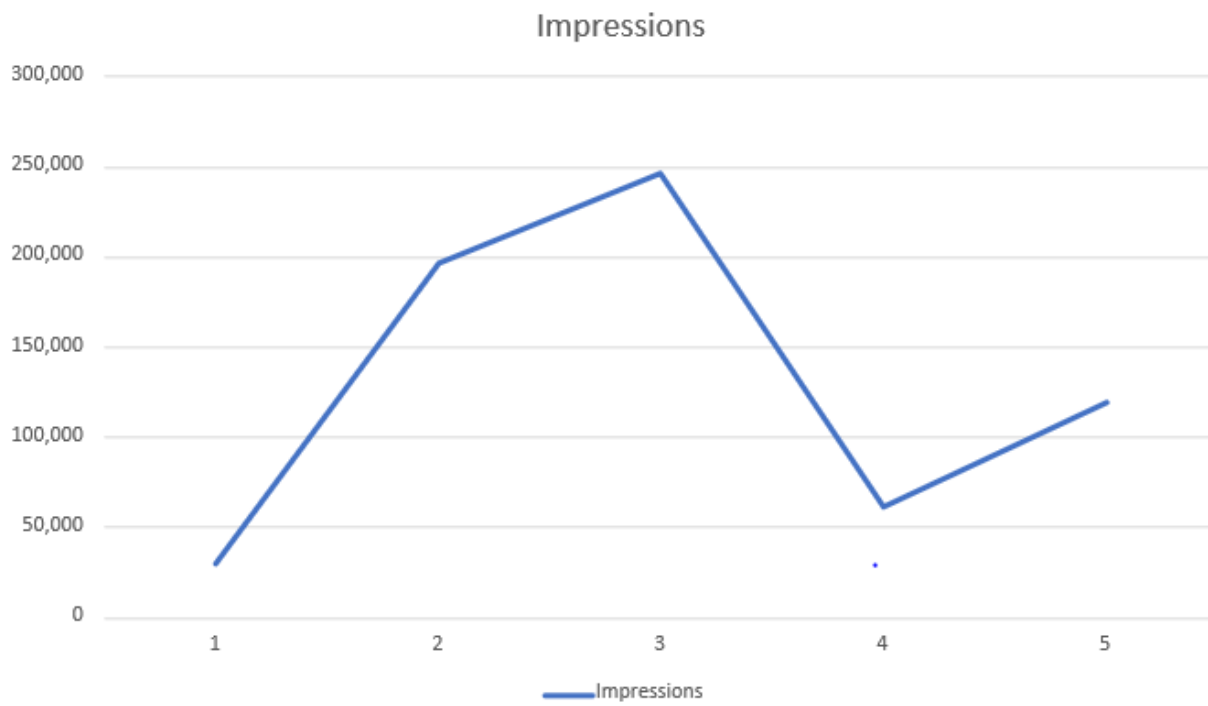
Work is underway to increase followers on the HotSWSkillsC account now that the Skills Launchpad website is live.

The graphs below show the metrics in visual form.

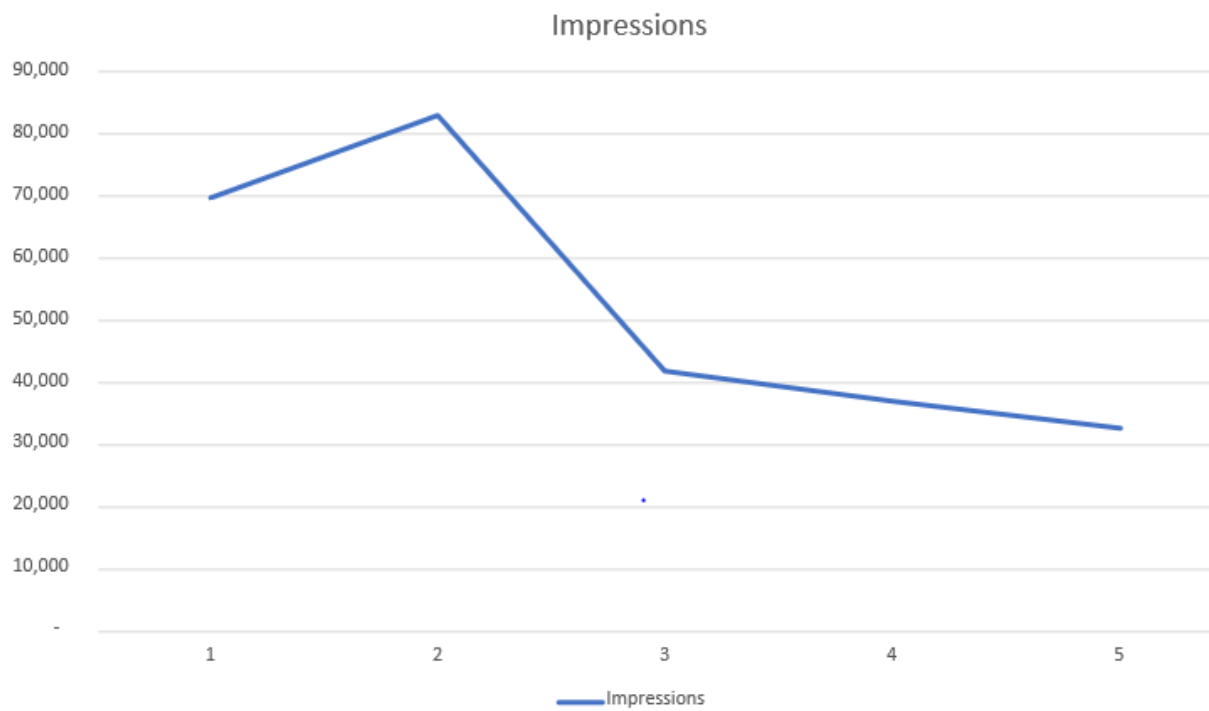
[@HeartofSWLEP](#) - HotSW LEP Account



@GrowthHubHOTSW - Growth Hub Account



@HotSWSkillsC – Careers and Skills Account



2.2 LinkedIn (Jan – Oct 2020)

	HotSW LEP	Growth Hub	Skills Launchpad
Impressions	40,749	23,631	5,629
Shares	401	627	54
Reactions	891	502	165
Clicks	1,732	719	253
Total Followers	1,549	526	165