

Hertfordshire 2020 Year of Culture Headline Statistics APRIL

74
Activities
listed
ONLINE

14 ONLINE
activities
listed by
other
organisations

YOCI
taking part
from home

16 facebook
posts
413
engagements

Filming:
SUSPENDED

Go Somewhere Local

- Newsletter focus on creativity at home and good news stories of how people are using creativity to support the wider community.
- Social Media focus on wellbeing and creativity.
- Original Plan - Big Weekend

Case Study:
Bushey
Museum
Volunteer

99 Tweets
52.9k
impressions

12 Insta posts
182
engagements

Launch Film
1,100 YouTube views

Focus Film
WGC Centenary



1097 followers
+29 in last
month



1002 followers
+22 in last
month



688 followers
+46 in last
month

creative
hertfordshire

2104 twitter
followers
783 facebook
followers

Newsletter

Sent to 787
inboxes
35% open rate

Newsletter
Social Media
1482 reach

HYOC2020
Mailing list
800
+10 in last
month

Creative Herts
Newsletter
1819 signups