

Hertfordshire 2020 Year of Culture

Headline Statistics December

35

Activities listed
ONLINE
25 listed by
organisations

2k users
visited
Creative
Hertfordshire

What's ON
Tier
Restrictions
meant
performances
suspended

46 facebook
posts
139
engagements

YOCI
2 bookings

55 Tweets
22.1 k
impressions

**Celebrate and
Illuminate**

Looking Back on 2020:
30,470 Newsletter Views
1639 Social Media posts
10,900 social media engagements
81 stories on organisations and events
shared

Featured
11 local
organisations

20 Insta posts
220
engagements

Launch Film
1,189 YouTube views

Focus Film
Celebration Film /
TAG

Newsletter

Sent to 810 inboxes
Reach TBA

Newsletter
Social Media
TBA

Creative Herts
Newsletter
2608 signups

HYOC2020
Mailing list
810



1225 followers
+3 in last
month



1117 followers
+7 in last
month



971 followers
+200 in last
month

creative
hertfordshire

2 159 Twitter
followers
858 facebook
followers

Filming:
Celebration
Film
Produced!