

# Hertfordshire 2020 Year of Culture

## Headline Statistics August

**61**  
Activities listed  
**ONLINE**  
51 listed by  
organisations

**What's ON**  
has 13 online  
events listed  
for August

2.2k users  
visited  
Creative  
Hertfordshire

  
1174 followers  
+16 in last  
month

  
1062 followers  
+16 in last  
month

  
669 followers  
+10 in last  
month

 creative  
hertfordshire  
2 114 twitter  
followers  
823 facebook  
followers

**YOCl**  
2 bookings

42 facebook  
posts  
306  
engagements

Filming:  
**SUSPENDED/**  
to be re-  
allocated

68 Tweets  
28.6k  
impressions

### Friends and Family

**Herts Pride**  
Creative Writing Competition: 'What does  
family mean to you?'  
Partnership with Radio Verulum - Interview  
with Herts born Rainbow Dad Nicholas  
McInerney  
Spotify Pride Playlist (41 songs and 15 likes)

**HYOC2020 Activity Pack**  
29 Activities from 12 different  
organisations

Featured  
6 local  
organisations

**Launch Film**  
1,156 YouTube views

**Focus Film**  
YC Herts LGBTQ  
Poetry Reading

8 Insta posts  
112  
engagements

**Newsletter**  
Sent to 807 inboxes  
31% open rate

Newsletter  
Social Media  
3830 reach

**HYOC2020**  
Mailing list  
807  
+1 in last month

**Creative Herts**  
Newsletter  
2325 signups