

# Hertfordshire 2020 Year of Culture

## Headline Statistics November

53  
Activities listed  
**ONLINE**  
13 listed by  
organisations

2k users  
visited  
Creative  
Hertfordshire

What's ON  
2nd National  
Lockdown  
means  
performances  
suspended

  
1222 followers  
+5 in last  
month

  
1110 followers  
+10 in last  
month

  
732 followers  
+1 in last  
month

 creative  
hertfordshire  
2 142 Twitter  
followers  
855 facebook  
followers

30 facebook  
posts  
201  
engagements

**YOCI**  
1 bookings

30 Tweets  
17.5k  
impressions

Filming:  
Suspended for 2nd  
National Lockdown

### **Creative Minds, Creative Industries**

9 Career Profiles of local people  
in the Creative Industries

Newsletter focus on creative  
career pathways

Featured  
7 local  
organisations

9 Insta posts  
126  
engagements

Launch Film  
1,185 YouTube views

Focus Film  
Leavesdon Sculpture  
Trail

Newsletter  
Sent to 810 inboxes  
29% open rate  
1277 total views

Newsletter  
Social Media  
606 reach

Creative Herts  
Newsletter  
2608 signups

HYOC2020  
Mailing list  
810