

# Hertfordshire 2020 Year of Culture

## Headline Statistics September

84  
Activities listed  
ONLINE  
36 listed by  
organisations

1.8k users  
visited  
Creative  
Hertfordshire

What's ON  
33 events  
listed for  
September

  
1197 followers  
+23 in last  
month

  
1095 followers  
+18 in last  
month

  
679 followers  
+10 in last  
month

 creative  
hertfordshire  
2 117 twitter  
followers  
827 facebook  
followers

**YOCl**  
3 bookings

76 facebook  
posts  
487  
engagements

86 Tweets  
33.3k  
impressions

**Heritage and History  
and Meet the Maker**

Herts Virtual Open Studios  
30 days, 30 themes, 30 daily art trails  
242 Artist Online Galleries  
43 Artist at work videos  
51 Meet The Artist videos  
HYOC 30 Creative Challenges

HYOC2020 Museum Object of the Year  
13 Objects  
Over 1000 votes

Filming:  
HVA  
Anniversary  
Video

Featured  
6 local  
organisations

Launch Film  
1,162 YouTube views

Focus Film  
HVA Anniversary  
Video

Newsletter  
Sent to 807 inboxes  
35% open rate  
1614 total views

HYOC2020  
Mailing list  
807

Newsletter  
Social Media  
1947 reach

Creative Herts  
Newsletter  
2325 signups

40 Insta posts  
536  
engagements