

# Hertfordshire 2020 Year of Culture

## Headline Statistics JANUARY

95  
activities  
listed for  
January

9 YOCl  
Bookings

c. 700  
activities  
for 2020

178 tweets  
109k  
impressions

Try Something  
New...

January Challenge  
#HertsMyCreativeCounty

115 different accounts  
232,165 reach

47 facebook  
posts  
445  
engagements

43 Insta posts  
561  
engagements

Filming:  
Indian Raga  
Dance  
Festival

Case Study:  
Stevenage  
Male Voice  
Choir

Launch Film  
Seen by 3000 on  
Screens  
895 on YouTube

Newsletter  
Sent to 721  
inboxes  
51% open rate

Mailing list  
721  
+97 in last  
month

Newsletter Social  
Media  
393 engagements  
3828 reach via  
facebook

  
808 followers  
+52 in last  
7 days

  
599 followers  
+15 in last  
7 days

  
844 followers  
+27 in last  
7 days

 creative  
hertfordshire  
2038 twitter &  
638 facebook  
followers