

Hertfordshire 2020 Year of Culture

Headline Statistics June

78
Activities listed
ONLINE
23 listed by
organisations

What's ON
has **28** online
events listed
for June

YOCL
1 Zoom
booking

24 facebook
posts
127
engagements

48 Tweets
27.7 k
impressions


1141 followers
+22 in last
month


1046 followers
+17 in last
month


702 followers
+14 in last
month

 creative
hertfordshire
2 108 twitter
followers
788 facebook
followers

Big Ideas

Festival of Ideas Re-imagined
60+ events, activities and
performances, **3112** YouTube views,
289 hours of viewing and **6317** web
sessions over week beginning **29** June.
Newsletter focus on how organisations
have changed their delivery methods
and used creativity to keep
communities together

Launch Film
1,134 YouTube views
Focus Film
Steel Pan in Motion

Newsletter
Sent to 792
inboxes
39% open rate

HYOC2020
Mailing list
802
+2 in last month

Newsletter
Social Media
1156 reach

Creative Herts
Newsletter
2027 signups

Filming:
SUSPENDED/
to be re-
allocated

Featured
6 local
organisations

14 Insta posts
166
engagements