

Hertfordshire 2020 Year of Culture Headline Statistics MARCH

108
Activities
listed for
March*

9 YOCl
Bookings*

787
activities
for 2020 *

23 facebook
posts
328
engagements

Filming:
SUSPENDED

Access the Arts

- 2500 children, 113 schools, 1,100 children massed choir, 2 chamber choirs, 6 bands, 4 dance groups, 100 Orchestra players took part in the Hertfordshire Schools Gala
- Whats **ONLINE** launched 26/3/20

Case Study:
HAFLS
Volunteer

154 Tweets
87.4K
impressions

28 Insta posts
551
engagements

Launch Film
shown at
Watersmeet, Campus West
& Hertford Theatre
1073
YouTube Views

Newsletter
Social Media
1572 reach

Newsletter
Sent to 783
inboxes
42.9% open rate

Creative Herts
Newsletter
1819 signups

Instagram
1068 followers
+56 in last
month

Twitter
980 followers
+65 in last
month

Facebook
669 followers
+35 in last
month

creative
hertfordshire
2083 twitter
followers
769 facebook
followers

HYOC2020
Mailing list
783
+32 in last
month

*due to social distancing guidelines that came into place during March 2020 - any events scheduled after 15/3/2020 did not take place