

# Hertfordshire 2020 Year of Culture

## Headline Statistics MAY

80

Activities listed  
**ONLINE**  
26 listed by  
organisations

What's ON  
has 25 online  
events listed  
for June

**YOCl**

Isolating but  
available for  
bookings!

20 facebook  
posts  
299  
engagements

Filming:

**SUSPENDED**

### The Big Outdoors

- 788 miles walked on CMS Stay Alert Walking Weekend co-ordinated online in place of Mass Health Walk
- Herts and Middlesex Wildlife Trust #WildAtHome programme saw 11,000 page visits (2,750 in May), reached 40,000 on facebook (3,500 in May) and 260 email signups (70 in May) since launch on 30 March

Featured  
7 local  
organisations

78 Tweets  
44.1k  
impressions

12 Insta posts  
182  
engagements

### Launch Film

1,110 YouTube views

### Focus Film

Herts Inclusive  
Theatre

### Newsletter

Sent to 790

inboxes

38% open rate

Newsletter  
Social Media

1516 reach



1119 followers  
+22 in last  
month



1029 followers  
+27 in last  
month



688 followers  
+46 in last  
month

creative  
hertfordshi

2 108 twitter  
followers  
786 facebook  
followers

### HYOC2020

Mailing list  
800

+3 in last month

Creative Herts  
Newsletter

1970 signups