

Healthy Peterborough Digital Statistics 2017/18

Website (figures correct as at 6 Dec)

* In the first 7 months, we had 122,562 page visits to our website

| Month/Edition | Number of views | Top 3 articles |
|---------------------------------------|-----------------|---|
| May-June 2017 (mental health) | 38,357 | 2638 – The GP Hub 1,212 – Spotting the warning signs 786 views – Keep your head |
| June-July 2017 (children's health) | 31,829 | 2,181 - Free swimming for all children under 5 904 – Get sugar smart 800 – Drink plenty |
| Aug-Sept 2017 (physical activity) | 20,858 | 1602 – FREE 3 day gym pass 501 – Let's get moving 401 – How much should you be doing |
| Sept-Oct 2017 (Stoptober 2017) | 16,524 | 282 – How quickly you will notice the benefits when you quit smoking 266 – 111 256 – Where to find a stop smoking clinic |
| Nov-Dec 2017 (Winter health) | 14,994 | 1363 – Flu jab for people aged 65 or over 864 – Flu jab for people with long term health conditions 806 – Keep colds and flu at bay |

Twitter

* In the first 7 months, we posted 167 tweets, seen by 159,370 people and 73 people started to follow Healthy Peterborough Twitter

| Month | Number of followers | Number of tweets | Number of impressions (number of times tweets seen) |
|------------|---------------------|------------------|--|
| April 2017 | 180 ↑4 | 5 | 4,467 |
| May 2017 | 186 ↑6 | 20 | 17,957 |
| June 2017 | 200 ↑14 | 18 | 15,888 |
| July 2017 | 221 ↑21 | 31 | 31,272 |
| Aug 2017 | 223 ↑2 | 23 | 25,865 |
| Sept 2017 | 232 ↑9 | 19 | 11,701 |
| Oct 2017 | 245 ↑13 | 31 | 25,839 |
| Nov 2017 | 253 ↑8 | 20 | 26,381 |

Facebook

* In the first 7 months, we posted 269 messages, which were seen 386,732 times, 516 people started to follow Healthy Peterborough Facebook

| Month | Number of likers who follow our posts | Number of posts | Number of people who saw posts |
|------------|---------------------------------------|-----------------|--------------------------------|
| April 2017 | 2,722 ↑3 | 20 | 15,132 |
| May 2017 | 2,749 ↑27 | 25 | 19,969 |
| June 2017 | 2,769 ↑20 | 34 | 42,178 |
| July 2017 | 2,805 ↑36 | 54 | 69,969 |
| Aug 2017 | 2,888 ↑83 | 38 | 40,019 |
| Sept 2017 | 3,036 ↑148 | 29 | 38,311 |
| Oct 2017 | 3,146 ↑110 | 30 | 131,335 |
| Nov 2017 | 3,238 ↑92 | 39 | 29,819 |

Paid Facebook Advertising

* In first 7 months, we had 22 separate paid for Facebook adverts, seen 329,757 times, resulting in 392 page likes (followers) and 5,358 web clicks, costing £2,547.70

| Advert | Number of people who saw advert | Number of web clicks / page likes | Date ad ran | Cost |
|--|---------------------------------|-----------------------------------|-----------------------|---------|
| Mental health theme | | | | |
| Mental health week 1 - ask for help | 13,714 | 156 link clicks | 2-9 May 2017 | £75 |
| Mental health week 2 - Keep your head | 16,743 | 139 link clicks | 8-15 May 2017 | £75 |
| Mental health week 3 - healthy eating give mind a boost | 11,634 | 168 link clicks | 15-21 May 2017 | £75 |
| Mental health week 4 - suicide pledge | 18,986 | 129 link clicks | 22-28 May 2017 | £75 |
| Mental health week 5 - stressed - Keep your head | 11,740 | 94 link clicks | 29 May – 4 June 2017 | £75 |
| Mental health week 6 - someone listen and support | 16,290 | 127 link clicks | 5 – 11 June 2017 | £75 |
| Children's health theme | | | | |
| Children's health week 1 - Active children | 16,842 | 130 link clicks | 12 – 19 June 2017 | £75 |
| Children's health week 2 - Health visitor | 12,557 | 110 link clicks | 19 - 26 June 2017 | £75 |
| Children's health week 3 - immunisations | 17,088 | 129 link clicks | 26 June – 3 July 2017 | £75 |
| Children's health week 4 - sugar smart app | 14,493 | 158 link clicks | 3 – 10 July 2017 | £75 |
| Children's health week 5 - kooth | 14,019 | 124 link clicks | 10 – 17 July 2017 | £75 |
| Children's health week 6&7 - 10 minute shake up | 24,284 | 237 link clicks | 17 -31 July 2017 | £150 |
| Physical activity theme | | | | |
| Physical activity gym pass 1 | 13,156 | 192 link clicks | 1-13 Aug 2017 | £150.00 |
| Physical activity gym pass 2 | 25,628 | 442 link clicks | 14-16 Sept 2017 | £249.39 |
| Smoking theme | | | | |
| Stoptober events | 19,001 | 655 link clicks | 18 Sep – 3 Oct | £150.00 |
| Smoking – stop & risk reduces | 19,875 | 719 link clicks | 6-23 Oct | £150.00 |
| Staywell in winter theme | | | | |
| Flu - over 65s | 7,631 | 345 link clicks | 23 Oct - 5 Nov | £95.00 |
| Flu - pregnancy | 7,918 | 199 link clicks | 30 Oct - 6 Nov | £50.00 |
| Flu – longterm health condition | 8,744 | 325 link clicks | 6-13 Nov | £75.00 |
| Flu – 2-3 year olds | 5,868 | 192 link clicks | 13-20 Nov | £75.00 |
| Stay well winter health | 14,456 | 588 link clicks | 21 Nov – ends 19 Dec | £177.14 |
| Generic | | | | |
| Healthy Peterborough facebook page likes | 19,090 | 392 page likes | 23 Aug – ends 31 Dec | £401.17 |