

Corporate social media accounts statistics: 1 April 2020 – 31 March 2021 Vs 1 April 2021 - 31 March 2022

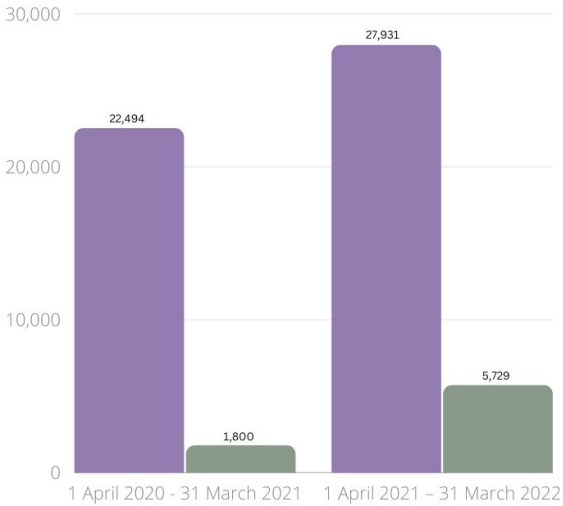
Corporate socials
(Facebook, Twitter, Instagram, LinkedIn)

Followers

A follower refers to a person who subscribes to our accounts in order to receive our updates.

Published posts

This is the number of public posts we have published.



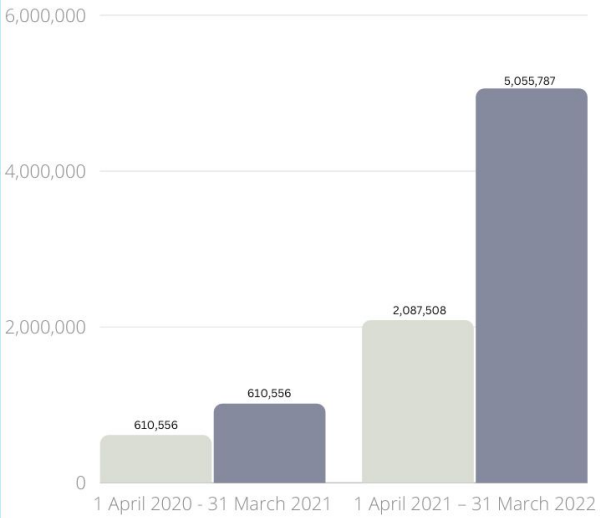
Corporate socials
(Facebook, Twitter, Instagram, LinkedIn)

Organic reach

This shows the total number of times our posts have been seen by different people. Please note, Twitter does not provide us with this data so it is not included in the total.

Post impressions

This gives the total number of times our posts have been shown on someone's screen. If posts are viewed out of the timeframe they are still included in this total.



Press release output by service area. This does not include media enquiries that we receive.

1 April 2020 – 31 March 2021

Category	Number of Releases
Business Systems	1
Communication Services	2
Community Care Services	2
Corporate	97
Corporate Development	4
Economic Development	22
Environmental Health and Licensing Services	7
Financial Services	4
Housing Advice Services	4
Legal and Democratic Services	8
Leisure Services	13
Mayor	8
Operational Services	12
Parks and Leisure services	20
Planning services	24
Revenues and Payments Services	2

1 April 2021 – 31 March 2022

Category	Number of Releases
Business Systems	2
Community Care Services	3
Corporate	29
Corporate Development	4
Economic Development	14
Environmental Health and Licensing Services	7
Financial Services	4
Housing Advice Services	1
Legal and Democratic Services	10
Leisure Services	11
Mayor	8
Neighbourhood and Housing Management	4
Operational Services	3
Parks and Leisure services	12
Planning services	42