

# Member led engagement board

Engagement and Communication



Walsall Council

PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

# Recent communications data

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- **High level** COVID messaging shared by wide range of channels. Radio, Instream, website, social media, talking newspaper. Will soon have telephone message.
- **Incident Management Team** – sub group for communications is working closely with WHG, One Walsall, Health, Education, Business,
- **Radio Advert.**
  - Two adverts (Will play them at the meeting)
  - One was lockdown specific and ended yesterday. One relates to facecovering and hands, face, space. Geared to 18-30 demographic.

# Radio schedule and weekly data

## AIRTIME SCHEDULE

TO AIR ON: FREE RADIO BLACK COUNTRY & SHROPSHIRE

DURATION: 10 WEEKS

SPOT LENGTH: 30	MON	TUES	WED	THU	FRI	SAT	SUN
0000-0600	1	2	1	1	1	1	1
0600-1000	2	1	2	1	2	1	2
1000-1300	1	1	1	2	1	1	1
1300-1600	1	2	1	1	1	2	1
1600-1900	2	1	2	1	2		
1900-2100	1	1	1	2	2	1	1
2100-2400	2	2	1	1	1	1	1

## DELIVERY

ADULTS 15+	IMPAIRTS	REACH (000S)	FREQUENCY (O.T.H.)	COMMERCIALS
1 WEEK	353,492	88,384	4	62

CAMPAIGN NUMBER: 1199534

# Radio total data



620

MESSAGES



3,534,919

IMPACTS



222,730

REACH



15.87

OTH



# Social media data

Date range

01/10/2020

31/10/2020

platform

All

department

All

## Twitter: Top 10 Tweets by Engagement

channel	date	text_trunc	engagements	eng_rate
Walsall	13/10/2020	New coronavirus restrictions have been announced for Walsall residents as a result of the government ...	822	11.2%
Walsall	13/10/2020	<U+26AD> <U+FE0F> Walsall local COVID alert level: high. New restrictions from tomorrow, 14 Oct. Res ...	781	14.5%
Walsall	26/10/2020	Parents or carers who find themselves in a position where they will be unable to provide suitable me ...	642	6.1%
Walsall	28/10/2020	At Walsall Council's Cabinet meeting tonight, Leader of Walsall Council, Councillor Mike Bird, expla ...	513	11.5%
EHWalsall	07/10/2020	Very assertive signage on this evenings #covid19 #walsall #business visits Regulatory staff still ve ...	400	13.8%
phwalsall	13/10/2020	#Walsall has been placed in the 'alert level 2' due to infection rates above 100 per 100,000 people. ...	390	8.7%
walsallforall	26/10/2020	We are now joined by Chief Inspector @RodRoseWMP @WMPolice sharing his own personal policing journey ...	371	18.8%
Walsall	14/10/2020	<U+0001F4E3> Our latest COVID-19 News from Walsall Council newsletter for residents is out now. Read ...	248	4.4%
SavvyShopper6	15/10/2020	Question - What do these pots of yogurt, cigarettes and henna all have in common? https://t.co/nlihv1 ...	236	24.3%
Walsall	02/10/2020	Make sure you take part in Walsall's COVID-19 impact survey. It only takes about 15 minutes to fill ...	231	7.2%

**Definitions:**  
**Impressions:**  
 Number of accounts who have visibility of content. Total potential audience.

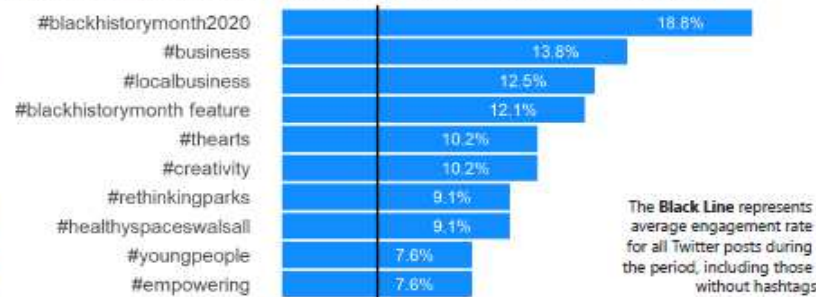
**Engagements:**  
 Number of accounts interacting with content i.e. if a user clicked or shared it with others.

**Engagement Rate:**  
 Engagements divided by Impressions. Gives % of audience engaging with content.

**5.8%**  
 Avg. Engagement Rate (engagements per total audience)

## Twitter: Max Engagement by Hashtag (Top 10)

Max % of each Tweet's audience that has engaged with content i.e. clicked on, shared/retweeted



## Facebook: Top 10 Posts by Engagement

channel	date	text_trunc	engagements	eng_rate
Our Walsall	22/10/2020	Appeal to find family of Walsall man Local residents are being asked for help with the search for r ...	6,766	7.9%
Our Walsall	13/10/2020	New coronavirus restrictions have been announced for Walsall residents as a result of the government ...	3,006	22.3%
Walsall Bins and Things	22/10/2020	The way you find your bin collection dates is changing. Walsall residents will no longer receive pri ...	2,937	14.0%
Our Walsall	13/10/2020	??Walsall local COVID alert level: high New COVID-19 restrictions come into effect tomorrow, 14 Octo ...	2,851	17.6%
Our Walsall	26/10/2020	Please see statement from Leader of Walsall Council, Councillor Mike Bird, regarding support availab ...	1,835	8.5%
Our Walsall	02/10/2020	Update: Test and Trace Support Payment: If you receive a positive COVID-19 test result or are told b ...	1,691	14.1%
Our Walsall	18/10/2020	Follow the rules in the fight against COVID-19 Walsall <U+0095> Households should no longer mix indo ...	1,524	11.1%
Our Walsall	14/10/2020	??Our latest COVID-19 News from Walsall Council newsletter for residents is out now. Read the latest ...	936	13.2%
Walsall for All	20/10/2020	#IstandTrace support payments are available to #Walsall residents who are informed by NHS Test and ...	906	12.1%
Walsall Bins and Things	13/10/2020	??Pizza boxes?? Recycling bin or rubbish bin? It<U+393C> <U+3E32> s a much debated topic isn<U+393C> < ...	791	12.0%

## Engagements by Month

How many times users have interacted with content (click/share)

