

### Social Media Statistics January to 5 August 2018

SM Platform	January	February	March	April	May	June	July – 5 Aug
Facebook @visitnewarksherwood	797 Likes 806 Followers	843 Likes 852 Followers	886 Likes 896 Followers	932 Likes 943 Followers	997 Likes 1,012 Followers	1,211 Likes 1,230 Followers	1,237 Likes 1,258 Followers
	810 Likes 819 Followers	870 Likes 879 Followers	897 Likes 907 Followers	942 Likes 954 Followers	1,002 Likes 1,018 Followers	1,221 Likes 1,240 Followers	1,281 Likes 1,302 Followers
	814 Likes 823 Followers	877 Likes 886 Followers	902 Likes 912 Followers	946 Likes 958 Followers	1,002 Likes 1,018 Followers	1,229 likes 1,248 followers	1,294 likes 1,317 Followers
	827 Likes 836 Followers		924 Likes 934 Followers	963 Likes 975 Followers	1,191 Likes 1,209 Followers	1,235 likes 1,256 followers	5 Aug: 1,637 likes 1,657 Followers
	830 Likes 839 Followers						
Twitter @NewarkSherwood	4,288 followers	4,346 followers	4,375 followers	4,430 followers	4,460 followers	4,478 followers	4,499 followers
	4,308 followers	4,363 followers	4,375 followers	4,448 followers	4,468 followers	4,488 followers	4,505 followers
	4,323 followers	4,369 followers	4,392 followers	4,453 followers	4,473 followers	4,486 followers	4,504 followers
	4,328 followers		4,409 followers	4,456 followers	4,475 followers	4,494 followers	5 Aug: 4,529 followers
	4,338 followers						
Pinterest - Cycling	83 followers 443 monthly views	83 followers 354 monthly views	83 followers 433 monthly views	82 followers 232 monthly viewers	82 followers 278 monthly viewers	444 monthly viewers	459 monthly viewers
	83 followers 701 monthly views	83 followers 493 monthly views	83 followers 289 monthly views	82 followers 297 monthly viewers	82 followers 278 monthly viewers	627 monthly viewers	768 monthly viewers
	83 followers 706 monthly views	83 followers 481 monthly views	83 followers 225 monthly viewers	82 followers 304 monthly views	82 followers 323 monthly viewers	580 monthly viewers	698 monthly viewers
	82 followers 689 monthly views		83 followers 204 monthly viewers	82 followers 293 monthly views	564 monthly viewers	449 monthly viewers	5 Aug: 322 monthly views
	82 followers 553 monthly views						

<b>Instagram</b>	337 followers	540 followers	612 followers	670 followers	734 followers	797 followers	843 followers
	381 followers	574 followers	622 followers	687 followers	747 followers	809 followers	851 followers
	434 followers	601 followers	623 followers	702 followers	762 followers	824 followers	856 followers
	480 followers		638 followers	715 followers	775 followers	839 followers	5 Aug: 893 followers
	524 followers						

### Blog posts

<b>Date</b>	<b>Title</b>	<b>Region</b>
2 January 2018	History: King John	Newark and Sherwood
8 January 2018	History: Southwell	Southwell
15 January 2018	History: Dukeries	Sherwood
22 January 2018	History: Civil War	Newark and Southwell
29 January 2018	History: Mining	Sherwood – Thoresby, Bilsthorpe & Clipstone
5 February 2018	Half term activities in Newark and Sherwood	Newark, Sherwood, Southwell
11 February 2018	Discover interesting outdoor skills in Newark and Sherwood	Newark and Sherwood
19 February 2018	If antiques are your thing, you will love Newark and its surrounds	Newark, Southwell and Sherwood
26 February 2018	Have a wonderful wedding in Newark and Sherwood	Newark, Southwell and Sherwood
5 March 2018	Easter activities	Newark, Southwell and Sherwood
13 March 2018	Music Festivals in Newark & Sherwood	Newark, Southwell and Sherwood
19 March 2018	Unique shopping experience in Newark and Sherwood	Newark, Southwell and Sherwood
26 March 2018	Cycling in Newark & Sherwood	Newark, Southwell and Sherwood
9 April 2018	Guest blog from Newark Air Museum about 45 <sup>th</sup> anniversary	Newark Air Museum
16 April 2018	Living history events May Day weekend	Newark and Sherwood
30 April 2018	Newark Book Festival and Byron Festival	Newark, Southwell
14 May 2018	Guest blog from National Holocaust Centre and Museum	Laxton
21 May 2018	May half term activities	Newark, Southwell and Sherwood
11 June 2018	A fabulous Father's Day in Newark and Sherwood	Newark, Southwell and Sherwood
27 June 2018	Open gardens at National Holocaust Centre and Museum, guest post	Laxton
3 July 2018	Byron Festival	Hucknall, Newark and Southwell
9 July 2018	Guest blog from RSPB on development of new Sherwood Forest VC	Sherwood Forest
29 July 2018	Summer holiday activities in Newark and Sherwood	Newark, Sherwood, Southwell
5 August 2018	Newark Air Museum & Rufford Abbey celebrate the 1940s	Newark, Sherwood

### TAG numbers 2018

- Figures include only orgs that have signed a membership form – other organisations participate regularly but are not members (eg RSPB, Southwell Town Council, Notts County Council)

Jan	Feb	March	April	May	June	July
36	39	41	43	43	43	45

### Campaigns

Campaign	Period
Newark & Sherwood Poetry Trail	12 March – 31 August – plus September winner announcement
Robin Hood Portrait Competition	19 March – 31 August – plus September winner announcement
English Tourism Week campaign	21 & 24 March

### Social Media Statistics June 2017 to November 2017

SM Platform	5 June 2017 – 26 June	3 July 2017 – 31 July	7 August 2017	September 2017	October 2017	November 2017	December 2017
Facebook @visitnewarksherwood	164 Likes 193 Followers	271 Likes 275 Followers	473 Likes 481 Followers	687 Likes 697 Followers	757 Likes 767 Followers	782 Likes 791 Followers	
	189 Likes 192 Followers	308 Likes 338 Followers	587 Likes 630 Followers	728 Likes 752 Followers	762 Likes 777 Followers		
	243 Likes 247 Followers	404 Likes 411 Followers		749 Likes 759 Followers			
Twitter @Homeofrobinhood	4123 followers	4,154 followers	4,183 followers	4,196 followers	4,222 followers	4,239 followers	
	4127 followers	4,162 followers	4,185 followers	4,201 followers	4,229 followers		
	4132 followers	4,172 followers	4,192 followers	4,201 followers	4,232 followers		
	4143 followers	4,174 followers		4,211 followers			
Pinterest	1 follower	2 followers	3 followers	Focussing on Cycling Pinterest			
	2 followers	2 followers	3 followers				
	2 followers	2 followers	3 followers				
	2 followers	2 followers					

Pinterest – Cycling				73 followers	82 followers 1.2K monthly views	83 followers		
			66 followers	78 followers 779 monthly views	82 followers 1.3K monthly views			
			67 followers	80 followers 756 monthly views	83 followers 1.3K monthly views			
Instagram	11 followers	71 followers	143 followers	185 followers	243 followers	275 followers		
	24 followers	84 followers	150 followers	202 followers	249 followers			
	39 followers	94 followers	170 followers	201 followers	251 followers			
	60 followers	131 followers		208 followers				
You Tube Visit Newark & Sherwood	0 subscribers	0 subscribers	0 subscribers	0 subscribers	0 subscribers	0 subscribers		
	0 subscribers	0 subscribers	0 subscribers	0 subscribers	0 subscribers			
	0 subscribers	0 subscribers	0 subscribers	0 subscribers				

### Blog Posts

Date	Title	Region
1 June 2017	Something for everyone at Newark Festival	Newark
12 June 2017	Take your Dad to Newark for Father's Day	Newark
22 June	Visit Sherwood Forest and be prepared to want to stay – lots of TAG members mentioned	Sherwood
28 June	Guest blog – Helen Moffat, RSPB	Sherwood
4 July	Literary events	Newark and Southwell
12 July	Summer activities for the kids – Robin Hood Festival, Ingenious Inventions at NCWC, Gloworm	Newark and Sherwood
18 July	Going back in time at Newark & Sherwood events: Newark Traditions, 1940s at Newark Air Museum (Newark), Medieval weekend/80s night at Kelham Hall (Newark/Southwell), outdoor cinema at Clumber Park (Sherwood), Rufford Abbey and Newark Castle	Newark and some Sherwood

28 July	Focus on Laxton - small village with a heavy historic punch: Open farming system and the National Holocaust Museum	Laxton
8 August	Learn new skills on holiday in Newark and Sherwood	Newark and Sherwood
20 August	The Major Oak Woodland Festival	Sherwood
31 August	Top cycling spots in Newark and Sherwood	Newark and Sherwood
12 September	Halloween activities in Newark & Sherwood	Newark and Sherwood
26 September	Taking your dog on holidays	Newark and Sherwood
9 October	The Bramley Festival	Southwell
24 October	Bonfire night in Newark and Sherwood	Newark and Sherwood
5 November	Christmas markets	Newark and Sherwood

### Campaigns

Date	Title	Region	Entries
19 June to 30 July	#robinhoodsays...	Sherwood	22
3 July to 31 August	Inspired by Newark & Sherwood	Newark with Sherwood element	97 as of 29/8/2017
14 August to 10 September	ToB cycling campaigns	Newark, Sherwood and Southwell	5 different campaigns
13 Nov – 31 December	Crackers at Christmas – 5% discount voucher	All	

### Collaboration/Partnerships

#### June 2017

Newark Festival included link to [www.visitnewarkandsherwood.info](http://www.visitnewarkandsherwood.info) on its website in the Places to Stay section.

Newark Racecourse may link to [visitnewarkandsherwood.info](http://visitnewarkandsherwood.info) as it phases out its own paid-for accommodation section

RSPB wrote a guest blog for us

#### July 2017

Worked with National Trust to have at The Workhouse promoting the Heritage Campaign

Took part in the Newark Book Festival to generate content for social media campaigns

TAG increased to 28 members. We had our first working meeting and leaflet swop. Clusters were formed. Online Facebook group was also formed.

Set up TAG FB group

August 2017

Acted as a central point of communication for the Sherwood Forest Trust to communicate about the Woodland Festival and share flyers.  
Sharing TAG members’ details within the group (during week commencing 21/8/17) to facilitate collaboration  
Facilitated sharing of artisan food supplier contacts – request by one member

September 2017

Shared job vacancy for TAG member (National Holocaust Centre) via main comms team and Economic Development social media channels  
Assisted TAG member to put call out for crafters for craft fair (Thoresby)  
TAG – new members

October 2017

Working with Digital Growth programme to provide training to TAG members on social media – 13 orgs signed up 9/10/17  
Breeze UK, Collingham Velo Club and Brand Newark came on board as cycling champions – providing images and rout information for Pinterest page

**TAG Numbers 2017**

June	July	August	September	October	November	December
17	28	28	32	32		

**TAG Clusters 2017**

June	July	August	September		November	December
0	3	Initial clusters successful, asking TAG is they would like more cluster work during 19 Sept meeting				

Tour of Britain/Cycling

Used the ToB to create noise around cycling in the area – produced new leaflet and set up Pinterest page. Creating Cycling Champions to get appropriate information.

PR activity – regional – for summer 2017 campaigns

PR for both campaigns sent to regional titles in England -78 releases sent out to cover areas below:	PR for both campaigns sent to other areas and to specialist media titles and organisations	Writing groups sent info about Inspired by Newark & Sherwood	PR for #robinhoodsays... distributed through newswires
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<p>Bedfordshire  Berkshire  Birmingham  Buckinghamshire  Cambridgeshire  Cheshire  Cumbria  Cornwall  Derbyshire  Devon  Dorset  Durham  Essex  Gloucestershire  Hampshire  Hertfordshire  Kent  Lancashire  Leicestershire  Lincolnshire  Manchester  Merseyside  Norfolk  Northamptonshire  Nottinghamshire  Oxfordshire  Shropshire  Somerset  Staffordshire  Suffolk  Surrey  Sussex  Warwickshire  Worcestershire  Yorkshire</p>	<p>Other regional, both campaigns:  Wales – 8 titles  Scotland - 23  Northern Ireland – 7</p> <p><u>Travel mags sent both campaigns:</u>  Family Travel Magazine  Family Travel website  Travel Pulse  Travel Daily News  Travel Weekly</p> <p><u>Inspired by Newark &amp; Sherwood:</u>  Almond Press  Christopher Fielden Comp list  Creative Writing Ink  Forward Poetry  Poetry Society  Poets &amp; Writers Magazine  Poets &amp; Writers Online  The Poetry Library  The Writer  Writers Online  Writer’s Digest  Writers Forum  Writers Reign  Writing Forum</p> <p><u>Competition websites for both campaigns:</u>  Hot UK deals (via third party and cannot submit your own competition)  Loquax  The Competition Database</p>	<p>Week commencing  17/7/17</p>	<p>Via pressat news:  Reached 12,750 recipients including news terminals and syndication partners.</p> <p>Viewed 1,954 times via RSS feed.</p> <p>Press pack (release and images) downloaded 18 times.</p> <p>Geographic reach:  66.7% in US  16.7 % in UK  16.7% in France</p>
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