

Blog Stats

8,900 Blog Visits (to date, up 2.2K since 16 June)

7,000 Individual Visitors:(to date, up 1.6K since 16 June)

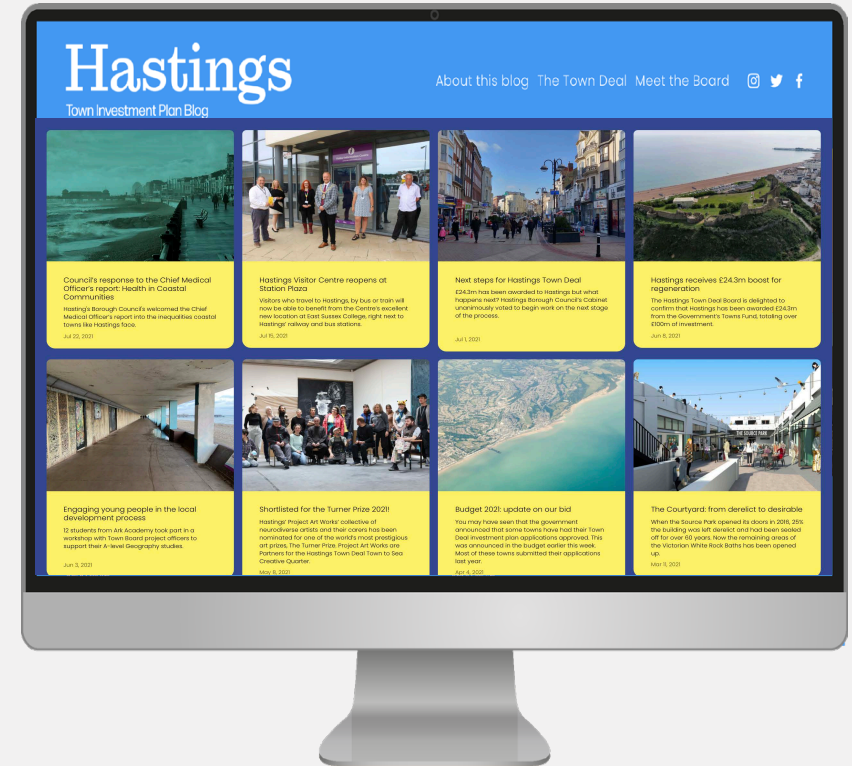
17,000 Pageviews:
(Up 3k since 16 June)

Top 3 viewed pages since June:

- Next Steps for Hastings Town Deal**
 – Visitors 1,294,
 – Average time on page 2:20 mins.
 Posted 1 July.
- Home Page**
 – Visits 836
 – Average time on page 1:46 mins
- The Courtyard: from Derelict to Desirable**
 – Visits 284
 – Average time on page 2:57 mins

Top Sources of traffic (no of website visits):

Direct 2,500 HBC website 1,200 Social media 4,200



Social Media



Twitter – Followers 104 (+8)



LinkedIn Followers
96 (+24)



Facebook Followers
222 (+37)



Instagram Followers
730 (+57)

Town Deal Instagram Comparison Table			
	Posts	Followers	Following
Hastings	22	730	54
Todmorden	49	379	492
Camborne	108	261	170

Top Content:

Hastings Being Featured in the Chief Medical Officer's Annual Report

25,350 People Reached

Shared 47 times. 34% weren't following Hastings Town Deal Channels.
Organic content. Original design
Did well on Facebook & Instagram.



Larking