



Devon & Severn IFCA – Communications Report 26/02/18 to 22/05/18

Communications Activity:

Enewsletter: Spring Enewsletter Published March, next newsletter July 18

Media Activity:

Production and circulation of **Press Releases** to media:

- New Boat
- Illegal net removal in Weston

Press Coverage:

- Fishing News, The Weston Mercury, WMNs
- Interview arranged with Keith Rossiter for coverage of MCS visit in July (WMNs feature)

Social Media Management:

Total Impressions*: 240k (*number of times content was seen in News Feed or visits to FB and Twitter Pages)

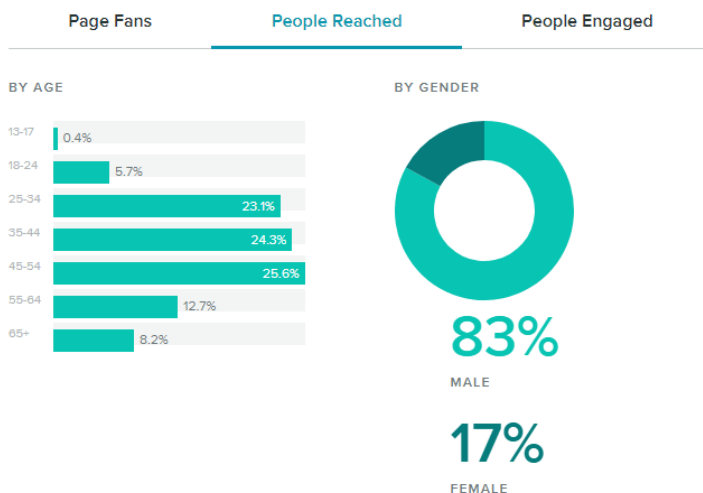
Total Engagements*: 4,232 (*total number of reactions, comments, shares, retweets, replies with audience)

Klout*: **54** 23/05/18 (November 54, December 55, January 56, February 55, March, April 53, May 54)

****Klout** is the social media value ranking, from 1-100, 40 being a good average. Measurement of influence, by 'reach' 'amplification' and 'network impact' high scores reflect actively engaged audience with an impact on a wider audience.*

Facebook: No. of followers 191 (+93%)

Facebook Audience Demographics

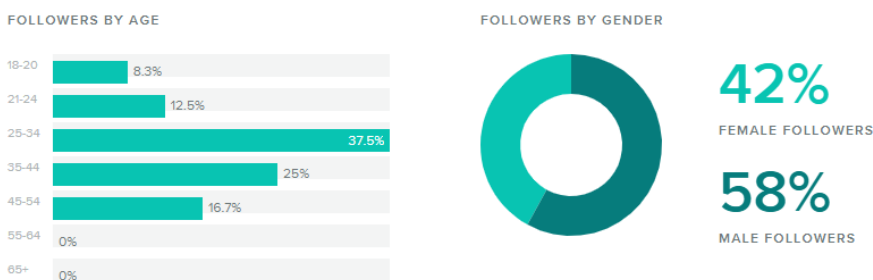


Top Facebook posts (Based on number of people content reached, includes content 'shared' with others) with links to websites for further information:

1. **D&S: Illegal Net Removal at Weston Super Mare (6,069)**
2. **D&S: Patrols in Plymouth (3,630)**
3. Lyme Bay Infographic (947)
4. **D&S: Environment Team Cuttle Potting Surveys (703)**
5. **D&S: Netting Byelaw (197)**

Twitter No. of Followers: 2,530 (+6%)

Twitter Audience Demographics



Men and people between the ages of 25-34 appear to be the leading force among your followers.

Top Twitter Posts (based on number of people content reached, includes Retweets) with website links to further information

1. MCS Beach Cleans (161k)
2. **D&S: IFCA Plymouth curfew patrols (12.2k)**
3. **D&S: New Boat (30k)**
4. RNLI safety advice (10.3k)
5. **D&S: Illegal Net Removal (8.7k)**

Klout Comparison Table:

<u>Organisation</u>	<u>Klout</u>	<u>Twitter Followers</u>	<u>FB Likes</u>
National			
Environment Agency	88	521k	37k
Defra UK	80	126k	8.8k
MMO	77	6.7k	1.1k
Regional IFCA			
Devon Wildlife Trust	64	28k	9.1k
Environment Agency SW	61	23k	-
Devon & Severn IFCA	54	2.5k	191
Westcountry Rivers Trust	52	3.7k	868
Natural England SW	50	3.8k	-
Southern IFCA	50	2.5k	720
Marine Institute (Plymouth Uni)	49	4.5k	-
Northumberland IFCA	44	599	281
Severn Estuary Partnership	43	1.5k	198
Eastern IFCA	42	1k	171
Sussex IFCA	42	1.3k	551
South Devon & Channel Shell fishermen	40	559	1.3k
Kent & Essex IFCA	33	504	25
Association of IFCA	31	322	39
North Western IFCA	30	596	50
Isles of Scilly IFCA	20	343	381