



## **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)

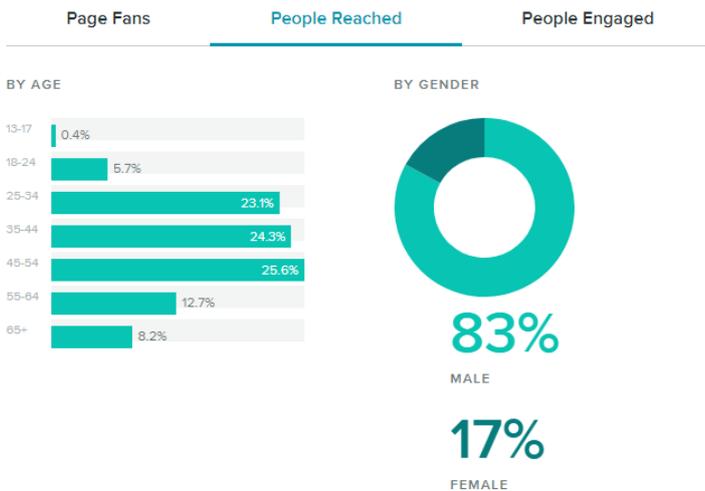
Total Engagements\*: 4,232 (\*total number of reactions, comments, shares, retweets, replies with audience)

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

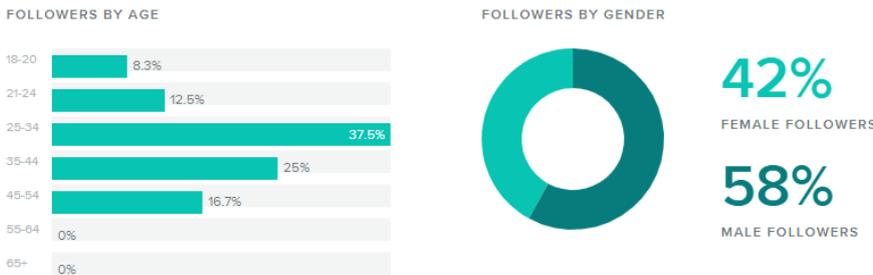


**Top Facebook posts** (Based on number of people content reached, includes content 'shared' with others) with links to websites for further information:

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