

Project		Communications for Boston Big Local	
Delivery partner		Mark Baker Graphic Design	
Theme	Communications	Priority	
Activity	Promoting the project and communicating good news stories	Budget code 4.4	Communications
<p>Project outcomes (from SLA)</p> <p>Enhance all aspects of the plan and, in so doing, raise the profile of BBL themes, activities and the work of its partners. The aim of the communications strategy is to tell and inform residents and organisations about Boston Big Local, listen and respond to what residents tell us, and share success and build community ownership and capacity.</p> <p>Communications will include:</p> <ul style="list-style-type: none"> • Sharing stories of success from initiatives in the Boston Big Local plan. • Sharing the work of the partnership. • Building community interest through letting people know what's been agreed in the BBL Plan, encouraging people to take part, get involved and volunteer in other ways across Boston. <p>Ensuring regular and timely communications through BBL's website, social media accounts, and local media. Creation of leaflets and newsletters for online and printed distribution, as well as other resources such as pop-up banners and promotional freebies.</p>			
Reporting period dates	1 January to 31 March 2019	Number and age of people benefiting from the project	N/A
<p>Introduction</p> <p><i>This report provides a Boston Big Local communications update for the quarter 1 January to 31 March 2019. This is the third quarterly report for Boston Big Local communications from Mark at gingersquirrel.com.</i></p> <p><i>As well as regular website and social media updates, I attend meetings and events in BBL area.</i></p> <p><i>The main aim of this third quarter was to support the employment of a new Plan coordinator and promote the next plan.</i></p>			
<p>Activities undertaken during reporting period</p> <p><i>Since the last report, 6 new posts and stories have been added to the BBL website. You can read each of these posts using the links below:</i></p> <ul style="list-style-type: none"> • Big Local Rep's Review – October to December 2018 • Project Coordinator Job Role 			

- [Many More Good Samaritans](#)
- [Thank You From Women's Aid](#)
- [£500 for Boston & South Holland Talking Newspaper](#)
- [2019-21 Plan – Assessor Feedback](#)

Print and promotional items

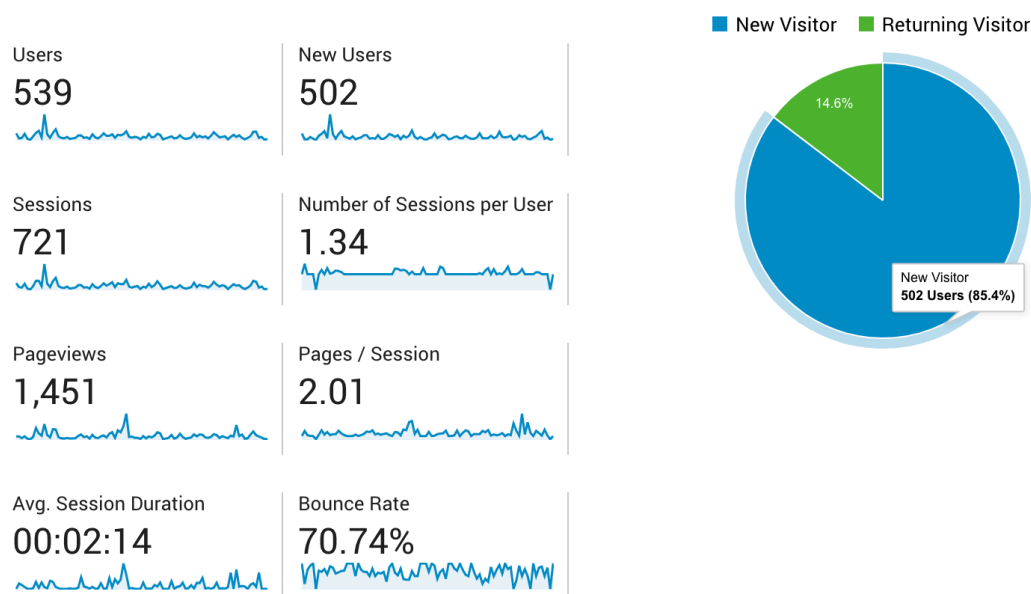
As well as the latest news updates, the latest edition of the BBL newsletter has been created and is being printed ready for distribution to the whole area. The newsletter has also been distributed via MailChimp and added to the BBL website and social media pages.

Website

Ongoing maintenance of the website has continued, including uploading the latest management reports, minutes and blog stories, and changing the seasonal banner.





















I have also updated the funding page to include the combined events and community chest applications - <http://bostonbiglocal.co.uk/funding/>

Using Google Analytics, I am able to report that the number of visits to bostonbiglocal.co.uk for the period 1 January to 31 March 2019 was: 721 visits to the website during the quarter, an increase from 706 users last quarter. Each visitor stayed on the site for an average of 2 minute and 14 seconds an increase from 1 minute and 54 seconds from last quarter.








Aside from the home page, the top three pages visited during the quarter were: '2019-21 Plan – Assessor Feedback', 'Finding' and 'Contact'.

The top ten page visits for the latest period are shown below.

Page		Pageviews	% Pageviews
1. /		43	 29.25%
2. /2019-21-plan-assessor-feedback/		16	 10.88%
3. /funding/		9	 6.12%
4. /contact/		6	 4.08%
5. /funding/community-chest/		6	 4.08%
6. /plan-2/		6	 4.08%
7. /news/		5	 3.40%
8. /about/minutes/		4	 2.72%
9. /thank-you-from-womens-aid/		4	 2.72%
10. /about/		3	 2.04%

Google Analytics also provides an insight into the behaviour of website visitors, including the device they use to view the site. During this quarter, 37.68% of visitors to the site accessed it using a Windows Computer, 5.80% of visits were through an Apple Mac, 27.54% of visitors viewed the site iOS and 15.94% device on an Android device.

Operating System	Users	% Users
1. Windows	26	 37.68%
2. iOS	19	 27.54%
3. Android	11	 15.94%
4. (not set)	9	 13.04%
5. Macintosh	4	 5.80%





Social media activity

The following social media activity took place between 1 October and 31 December 2018:

Twitter

- 14.1k Impressions
- 45 Tweets by BBL (a total of 2305 BBL Tweets to date)
- 949 Twitter followers (24 new since last report)

Our top tweets:

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Boston Big Local @bostonbiglocal · Mar 4			1,324	25	1.9%
	Please join us in welcoming our new Plan Coordinator, Katy Roberts. To get in touch with Katy or Boston Big Local please do so using our info@bostonbiglocal.co.uk email address. BBL emails sent to personal email addresses will now be redirected to the info@bostonbiglocal.co.uk mailbox. pic.twitter.com/A7gKY2bPVj					Promote
	View Tweet activity					
	Boston Big Local @bostonbiglocal · Jan 29			1,129	8	0.7%
	2 days to go. We hope to see you there. We will have nibbles and drinks for you to let us know what you think of our draft 2-year plan to invest in the @bostonbiglocal area. pic.twitter.com/SF3xjffOSe					Promote
	View Tweet activity					
	Boston Big Local @bostonbiglocal · Jan 9			686	8	1.2%
	DID YOU KNOW? @billbadham, The Boston Big Local Rep, cycles from #Nottingham to #Boston for each of our meetings? Read his latest @bostonbiglocal report at: bostonbiglocal.co.uk/big-local-reps... pic.twitter.com/DIBfHyugRL					Promote
	View Tweet activity					
	Boston Big Local @bostonbiglocal · Jan 10			610	4	0.7%
	TONIGHT'S MEETING! If you live in the #BBLarea - bostonbiglocal.co.uk/area/ - and would like to come along and help invest money in your area, please do pop us a quick message to let us know you would like to come along. pic.twitter.com/P0dKbrd59u					Promote
	View Tweet activity					

Facebook

- 41 new Facebook posts or shares by BBL
- 371 Facebook Page Likes (26 new since last report)
- 338 followers (28 new since last report)


The top two post on Facebook during this reporting period were:

1. ' Please join us in welcoming our new Plan Coordinator, Katy Roberts. If you need to get in touch with Katy or anyone else at Boston Big Local please do so using our info@bostonbiglocal.co.uk email address. Any BBL emails sent to an individual's personal email address will now be redirected to the info@bostonbiglocal.co.uk.' which reached 1969 people, had 130 post clicks and 43 Likes, Comments and Shares.

Post Details

Boston Big Local
Published by Mark Baker [?] · 4 March ·

Please join us in welcoming our new Plan Coordinator, Katy Roberts. If you need to get in touch with Katy or anyone else at **Boston Big Local** please do so using our info@bostonbiglocal.co.uk email address. Any BBL emails sent to an individual's personal email address will now be redirected to the info@bostonbiglocal.co.uk.



Get more likes, comments and shares
Boost this post for £23 to reach up to 40,000 people.

1,969 People reached **173** Engagements [Boost Post](#)

Debbie Bradley, Fiona Ball and 14 others · 2 Comments · 2 shares

Like Comment Share

Performance for your post

1,969 People Reached

43 Reactions, comments & shares

37 Like	16 On post	21 On shares
1 Love	0 On post	1 On shares
3 Comments	2 On Post	1 On Shares
2 Shares	2 On Post	0 On Shares

130 Post Clicks

17 Photo views	0 Link clicks	113 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts

2. 'PROJECT COORDINATOR Job Role With [Boston Big Local](http://bostonbiglocal.co.uk/project-coordinator-job-role/) - 8 hours per week at £16 p/hr + expenses and additional hours by arrangement. Learn more and apply at: <http://bostonbiglocal.co.uk/project-coordinator-job-role/>' which reached 858 people, had 113 post clicks and 15 Likes, Comments and Shares.

Post Details

Boston Big Local
Published by Mark Baker [?] · 11 January ·

PROJECT COORDINATOR
Job Role With **Boston Big Local** - 8 hours per week at £16 p/hr + expenses and additional hours by arrangement.
Learn more and apply at:
<http://bostonbiglocal.co.uk/project-coordinator-job-role/>



Get more likes, comments and shares
Boost this post for £23 to reach up to 40,000 people.

858 People reached **128** Engagements [Boost Post](#)

Bill Badham, Lindsey McBarron and 2 others · 1 Comment · 8 shares

Like Comment Share

Performance for your post

858 People Reached

15 Likes, Comments & Shares

6 Likes	4 On Post	2 On Shares
1 Comments	1 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

113 Post Clicks

7 Photo views	39 Link clicks	67 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts

3. 'We are now open and at the Len Medlock Centre until 7pm. Come along and see what we have planned for the next 2 years. All are welcome for a cuppa and some nibbles. We would love to hear your feedback and suggestions.' which reached 844 people, had 93 post clicks and 10 Likes, Comments and Shares.

Post Details

Boston Big Local
Published by Mark Baker [?] · 31 January ·

We are now open and at the Len Medlock Centre until 7pm. Come along and see what we have planned for the next 2 years. All are welcome for a cuppa and some nibbles. We would love to hear your feedback and suggestions.



Get more likes, comments and shares
Boost this post for £23 to reach up to 40,000 people.

844 People reached **103** Engagements [Boost Post](#)

Darren Bayley and Bill Badham

Like Comment Share

Performance for your post

844 People Reached**10** Likes, Comments & Shares

6 Likes	2 On Post	4 On Shares
3 Comments	0 On Post	3 On Shares
1 Shares	0 On Post	1 On Shares

93 Post Clicks

20 Photo views	0 Link clicks	73 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Outcomes the project has contributed to

The communications service has continued to support and promote Boston Big Local's aims, objectives and priorities and, through regular social media postings and website stories of change, has continued to report on funded activities and record Big Local achievements in Boston.