The Height of the Reeds

# Facebook

Posts relating to The Height of the Reeds:

* Total REACH = **21,806** (impossible to collect impressions for individual posts)
* Total engagements = **1,748**
* Video views = **4,800**

General:

* Followers at start of project = **11,064**
* Followers at end of project = **13,351**

# Twitter

Tweets relating to The Height of the Reeds:

* Total impressions = **67,439**
* Total engagements = **1,536**

The Height of the Reeds was our top tweet in February (in terms of impressions) and third top tweet in March, so was a popular message/popular content, and reflected the huge public interest in the project.

There were **75** participant uses of our branded hashtag #HeartheHumber (mostly people sharing their thought on and photos of the experience) + many other tweets not using this branded hashtag.

General:

* Followers at start of project = **30,835**
* Followers at end of project = **31,823**

# Instagram

Posts relating to The Height of the Reeds:

* Total impressions = **1843**
* Total engagements = **123**

General:

* Followers at start of project – **2,695**
* Followers at end of project – **3,207**

# YouTube

Videos relating to The Height of the Reeds:

Video views = **3,960**

Website

Website

Overall, how has your project impacted upon your online presence?

**TOTAL PAGE VIEWS  - 156,418**

**UNIQUE PAGE VIEWS - 99,589**

**AVERAGE TIME ON PAGE - 00:02:06**