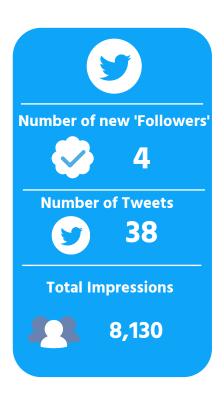
### **Public Protection** Partnership Wokingham

**Bracknell Forest** West Berkshire



### **PPP Digital Media Update July2021**







### Total combined reach for July 65,394

A shared service provided by **Bracknell Forest Council, West Berkshire Council and Wokingham Borough Council.** 







# Facebook f @PublicProtectionPartnershipUK

May	New Likes 43	Reach 65,409	No. Posts 49
June	21	51,461	63
July	9	19,789	43
Aug	32	30,546	37
Sept	144	75,521	52
Oct	83	116,261	52
Nov	82	106,252	65
Dec	56	97,872	65
Jan 2021	184	189,269	80
Feb	68	158,271	49
March	68	66,093	60
April	3	24,627	45
May	11	62,269	39
June	11	26,763	39
July	10	41,980	46

Organic likes seem to be consistent over the past few months. Engagement was up on previous month, partly because of the popular 'Meet the Animal Warden' posts.







## Facebook f @PublicProtectionPartnershipUK

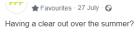
### **Top 3 Facebook July Posts**

Meet the Animal Wardens - Summer 2021 25

Our Animal Warden Officers will be out and about at the following locations, on the dates shown, to talk to members of the public about the role the wardens play in the community. The wardens can also check your dogs microchip details are correct and that the microchip is still in place. We're giving away free dog 'poop' bags and would be happy to talk to you about the welfare of your dog or dog(s) you might be concerned about.

We've ke... See more





Make sure you find a licensed waste carrier or you could end up paying.

If you are a householder you must ensure that all your household waste is properly disposed of. This applies to all domestic properties, caravans and residential homes. This is referred to in law as a Duty of Care and means that you must ensure that waste removed from your property is disposed of lawfully. If you don't you could face a fine of up to £400... See more



Meet the Animal Wardens Post - Reach 9,736



**Keep Your Animals Cool - Reach 2,851** 

Having a Summer clear out? - Reach 1,353

A shared service provided by Bracknell Forest Council, West Berkshire Council and Wokingham Bourough Council.







# **Twitter**



	New Followers	<b>Impressions</b>	No. Tweets
Mar	19	30,100	50
Apr	19	25,000	59
May	6	16,200	47
June	49	13,600	59
July	19	9,429	39
Aug	6	9,708	29
Sept	5	6,917	28
Oct	4	11,503	41
Nov	5	10,000	67
Dec	7	9,653	48
Jan 2021	13	13,200	76
Feb	3	6,939	42
March	15	6,030	48
April	10	7,440	38
May	5	9,479	34
June	5	6,480	35
July	4	8,130	38







## **Twitter**



## **Top 3 Twitter posts for July 2021**

#### Water Safety Tweet - 876



#### Public Protection Partnership

@PublicPP UK

As the school holidays have started make sure children take care around water and stay away from rivers and lakes. One of the main risks is cold-water shock. See link below for more details:

http://ow.ly/CJ5N50FxK9s pic.twitter.com/JBDTExtofK

#### Food Labelling Webinar - reach 684



#### Public Protection Partnership

@PublicPP UK

The @foodgov is running a free food labelling webinar for food businesses on 4th Aug, re changes that take place in Oct.

New labelling requirements will help protect consumers by providing potentially life-saving allergen information on the packaging.

http://ow.ly/FNdi50FxD7q pic.twitter.com/vrABsGGc

#### Public Protection Partnership

@PublicPP UK

Meet the Animal Wardens today around Wokingham - see link below for timings and locations.

The wardens will be on hand to check your dogs microchip details are up to date and answer any doggy related questions you might have. 🚹

### - Reach 431

Meet the Animal Wardens



@WokinghamBC

https://publicprotectionpartnership.org.uk/news -articles/meet-the-animal-wardens-summer-2021/ ... pic.twitter.com/yG7y6YIJxG



Month	Visitors	Page Views	<b>Articles Published</b>
June	7,638	16,344	21
July	6,218	13,942	9
Aug	5,416	12,568	10
Sept	5,925	12,337	13
Oct	9,669	16,410	15
Nov	5,830	12,165	15
Dec	5,071	9,726	6
Jan 2021	6,685	12,802	20
Feb	5,592	11,373	9
March	7,362	14,105	9
April	6,712	13,013	16
May	6,786	13,030	13
June	7,676	14,364	8
July	6,253	15,284	9

#### **Social Platforms Traffic**

Number of page views to website from social media posts.

	Facebook	Twitter
Feb	528	272
March	423	282
April	331	169
May	230	33
June	548	165
July	445	65

A shared service provided by Bracknell Forest Council, West Berkshire Council and Wokingham Bourough Council.







During July 2021 the website had had 6253 visits with 15,284 page views.

In July there were 9 articles published to the website as follows (with links):

1st July - <u>Meet the Animal Wardens</u>

2nd July - Warm Weather and Distraction Burglary Advice from Thames Valley Police

12th July - Free Webinar for Tobacco Retailers

13th July 2021 - <u>Summer Roadmap Step 4</u>

13th July 2021 - Court Results from July, for Traffic Weight Restrictions Breaches

15th July 2021 - <u>Updated Guidance on Wedding and civil partnership ceremonies, reception</u> <u>and</u>

celebrations under Step 4

16th July 2021 - Looking for a new puppy to welcome into your home and lives?

16th July 2021 - Children and Water Safety During School Holidays

The most viewed pages, excluding home page and contact us, on the website during July were:

919 Page Views - <u>Meet the Animal Wardens - Summer Events</u>

455 Page Views - Neighbourhood issues - what we can and cannot consider

319 Page Views - Neighbour Concerns







## **Other Media Coverage**

Number of press enquiries direct to PPP in July were 2.

Official Press Releases from PPP during July were 1 - 9 articles published on website.

Radio Coverage:

None

Press Coverage:

22nd July- Bracknell residents angry over fly tipping at Winkfield woodland area. <a href="https://www.bracknellnews.co.uk/news/19461020.bracknell-residents-angry-fly-tipping-winkfield-woodland-area/">https://www.bracknellnews.co.uk/news/19461020.bracknell-residents-angry-fly-tipping-winkfield-woodland-area/</a>

7th July- Bracknell MP backs Doggy DNA bill that could end microchips <a href="https://www.bracknellnews.co.uk/news/19426207.bracknell-mp-backs-doggy-dna-bill-end-microchips/">https://www.bracknellnews.co.uk/news/19426207.bracknell-mp-backs-doggy-dna-bill-end-microchips/</a>

5th July- Bracknell Jubilee gardens to close following rat infestation concerns <a href="https://www.bracknellnews.co.uk/news/19420892.bracknell-jubilee-gardens-close-following-rat-infestation-concerns/">https://www.bracknellnews.co.uk/news/19420892.bracknell-jubilee-gardens-close-following-rat-infestation-concerns/</a>

1st July - Flytippers dump building waste and gas bottles in Bracknell <a href="https://www.bracknellnews.co.uk/news/19412060.flytippers-dump-building-waste-gas-bottles-bracknell/">https://www.bracknellnews.co.uk/news/19412060.flytippers-dump-building-waste-gas-bottles-bracknell/</a>

22nd July - The Public Protection Partnership and why Woky don't want it <a href="https://www.bracknellnews.co.uk/news/19462259.public-protection-partnership-woky-dont-want/">https://www.bracknellnews.co.uk/news/19462259.public-protection-partnership-woky-dont-want/</a>

30th July - Newbury Real Ale Festival set for return to Northcroft Park <a href="https://www.newburytoday.co.uk/news/newbury-real-ale-festival-set-for-return-9209628/">https://www.newburytoday.co.uk/news/newbury-real-ale-festival-set-for-return-9209628/</a>