



## PPP Digital Media Update July 2021



Number of new 'Likes'



10

Number of Posts



46

Total Reach



41,980



Number of new 'Followers'



4

Number of Tweets



38

Total Impressions



8,130



Number of Visitors'



6253

Number of Articles



9

Number of Page Views



15,284

## Total combined reach for July 65,394

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

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.

## Top 3 Facebook July Posts

Meet the Animal Wardens - Summer 2021 🐾

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](#)



**MEET THE ANIMAL WARDENS - SUMMER 2021**

- Check your dogs microchip details
- Collect some free dog 'poop' bags
- Ask the team for any help and advice, or just come and have a chat about your dog
- Check website for dates and locations

**Community Protection - Animal Wardens**

Public Protection Partnership | Bracknell Forest West Berkshire Wokingham

### Meet the Animal Wardens Post - Reach 9,736



PPP ★ Favourites · 16 July · 🌐

As the weather starts to warm up this weekend here's some top tips on keeping your animals cool in hot weather:

- ✓ NEVER leave animals in cars, caravans or conservatories
- ✓ Use a pet safe sun cream on exposed areas of skin... [See more](#)

**Top Tips for Keeping Pets Cool in Hot Weather**

- Never leave animals in conservatories, hot cars, outhouses or caravans.
- Use a pet safe sun cream on exposed parts of skin.
- Find access to shade and water. You can add ice cubes to water bowl. Also use a damp towel for them to lie on.
- Avoid walks during hottest part of the day.

Public Protection Partnership | Bracknell Forest West Berkshire Wokingham

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

PPP ★ Favourites · 27 July · 🌐

Having a clear out over the summer?

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](#)



**Community Protection**

Public Protection Partnership | Bracknell Forest West Berkshire Wokingham

### Having a Summer clear out? - Reach 1,353

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



# Twitter



# @PublicPP\_UK

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

# Twitter



# @PublicPP\_UK

## 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](http://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](http://pic.twitter.com/vrABsGGc)

### Meet the Animal Wardens - Reach 431



**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. 🐕

@WokinghamBC

<https://publicprotectionpartnership.org.uk/news-articles/meet-the-animal-wardens-summer-2021/> ... [pic.twitter.com/yG7y6YIJxG](http://pic.twitter.com/yG7y6YIJxG)

Month	Visitors	Page Views	Articles Published
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

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 - [Meet the Animal Wardens](#)

2nd July - [Warm Weather and Distraction Burglary Advice from Thames Valley Police](#)

12th July - [Free Webinar for Tobacco Retailers](#)

13th July 2021 - [Summer Roadmap Step 4](#)

13th July 2021 - [Court Results from July, for Traffic Weight Restrictions Breaches](#)

15th July 2021 - [Updated Guidance on Wedding and civil partnership ceremonies, reception and 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 - [Meet the Animal Wardens - Summer Events](#)

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.

<https://www.bracknellnews.co.uk/news/19461020.bracknell-residents-angry-fly-tipping-winkfield-woodland-area/>

7th July- Bracknell MP backs Doggy DNA bill that could end microchips

<https://www.bracknellnews.co.uk/news/19426207.bracknell-mp-backs-doggy-dna-bill-end-microchips/>

5th July- Bracknell Jubilee gardens to close following rat infestation concerns

<https://www.bracknellnews.co.uk/news/19420892.bracknell-jubilee-gardens-close-following-rat-infestation-concerns/>

1st July - Flytippers dump building waste and gas bottles in Bracknell

<https://www.bracknellnews.co.uk/news/19412060.flytippers-dump-building-waste-gas-bottles-bracknell/>

22nd July - The Public Protection Partnership and why Woky don't want it

<https://www.bracknellnews.co.uk/news/19462259.public-protection-partnership-woky-dont-want/>

30th July - Newbury Real Ale Festival set for return to Northcroft Park

<https://www.newburytoday.co.uk/news/newbury-real-ale-festival-set-for-return-9209628/>