



ICCAN Digital Review 2019-20

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In this presentation we will be assessing ICCAN's main digital channels.

What are we looking at?

ICCAN's social media channels and website

Why are we looking at this?

To evaluate how we have performed and find recommendations for social going forward.



Channel	Purpose	Limitations	Metrics analysed
Twitter	<ul style="list-style-type: none"> Sharing opinions Sharing ideas Promotions Complaints 	<ul style="list-style-type: none"> The like button Twitter handles don't always indicate the identity of the user 	Impressions
Facebook (sub-page)	<ul style="list-style-type: none"> Connect with friends and family Advertise jobs Selling items Express an identity Community 	<ul style="list-style-type: none"> Unable to follow other Facebook members We can't see who follows us 	Reach
LinkedIn (sub-page)	<ul style="list-style-type: none"> Professional networking Virtual CV Sharing business ideas Advertising for jobs 	<ul style="list-style-type: none"> Unable to follow other LinkedIn members Unable to like as ICCAN unless the item is in our feed 	Impressions

Categorising the top ten posts for each channel

Twitter	Facebook	LinkedIn
Engagement (6)	Engagement (5)	Engagement (4)
Action (3)	Job (2)	Event (3)
Informational (1)	Action (1)	Action (1)
	Blog (1)	Informational (1)
	Education (1)	Outreach (1)
	Event (1)	
	Non-aviation (1)	

- Each channel works differently, and different data is available
- Number of followers doesn't correlate with the amount of engagement we get
- The higher the impression, the higher the chance of engagement
- Drop during periods where people may have other priorities
- There are different reasons why a post might do well

Top posts by impressions + engagements



Twitter



Newcastle Airport visit and ACC meeting

June 2019

- 6,544 impressions
- 261 engagements (3.98%)

LinkedIn



Birmingham Consultation Toolkit workshop

March 2020

- 1,623 impressions
- 59 engagements (3.64%)

Facebook

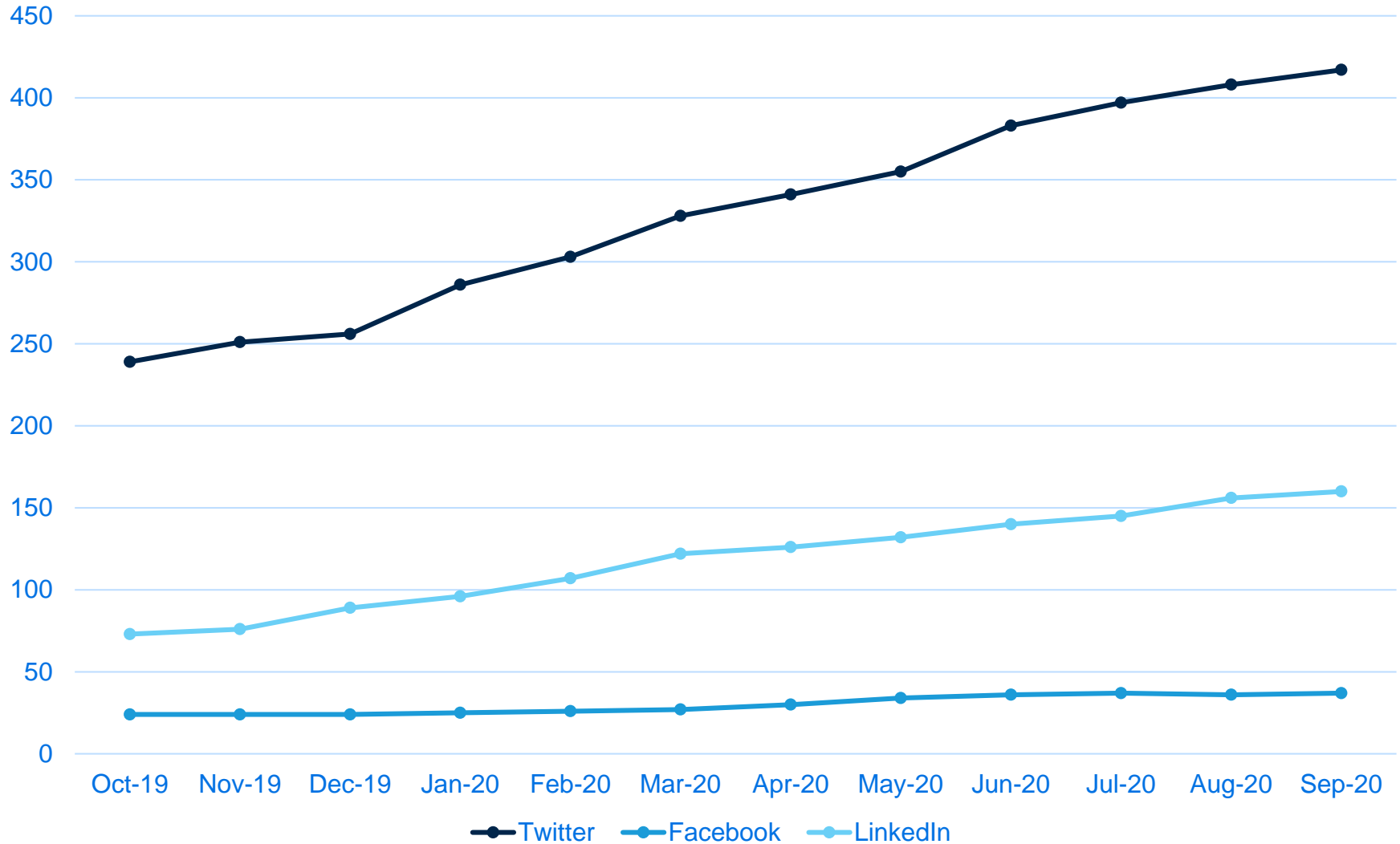


Rob attending EMS Bruel and Kjaer Aviation Noise Forum

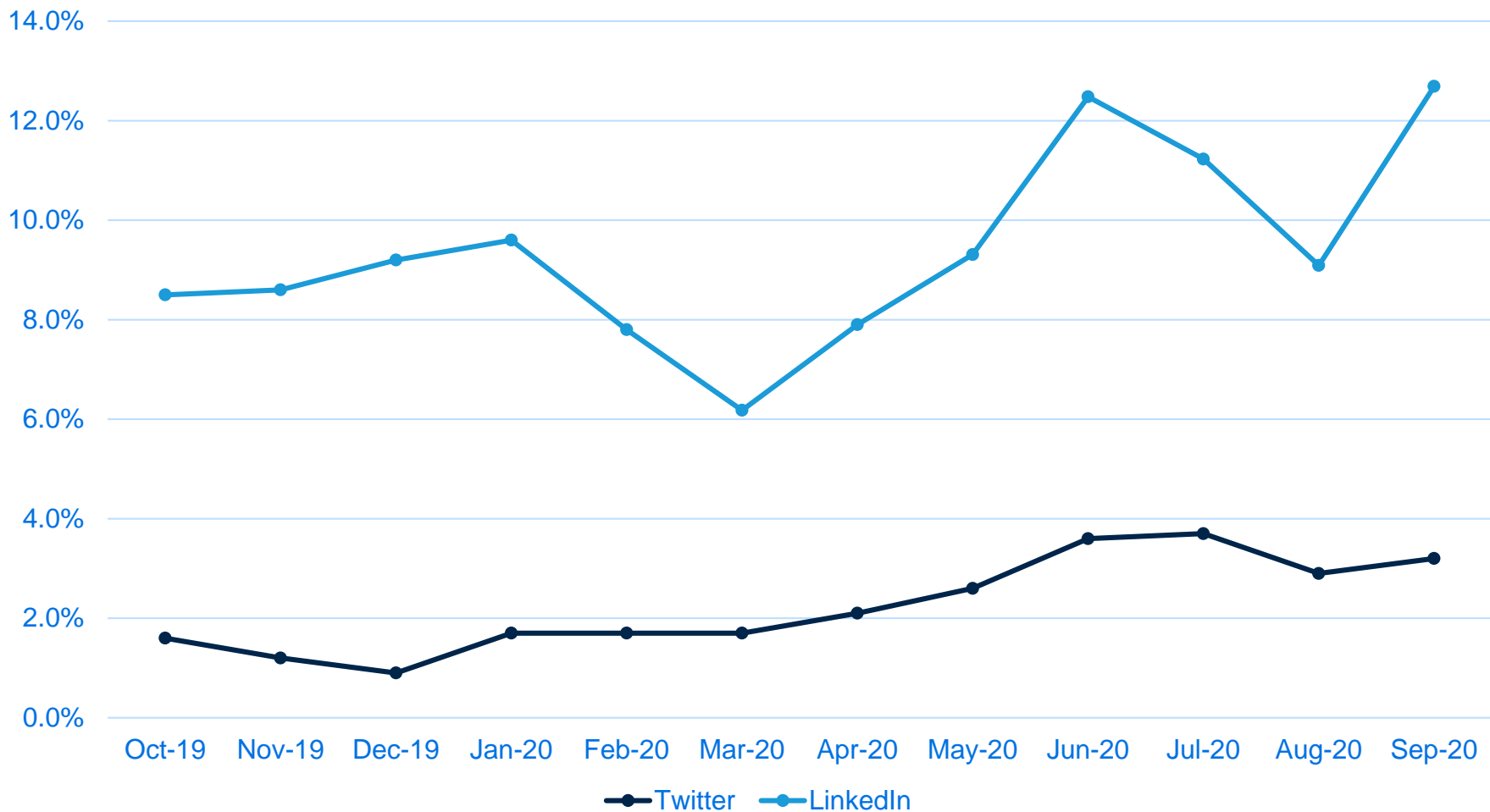
September 2019

- 205 impressions
- 84 engagements (40.97%)

Social followers



Engagement Rate



Social media channels – key findings and recommendations



What we are doing well

- Imagery
- Staff share posts
- Rising engagement
- Improved reach
- Increased followers
- Directing people to the website

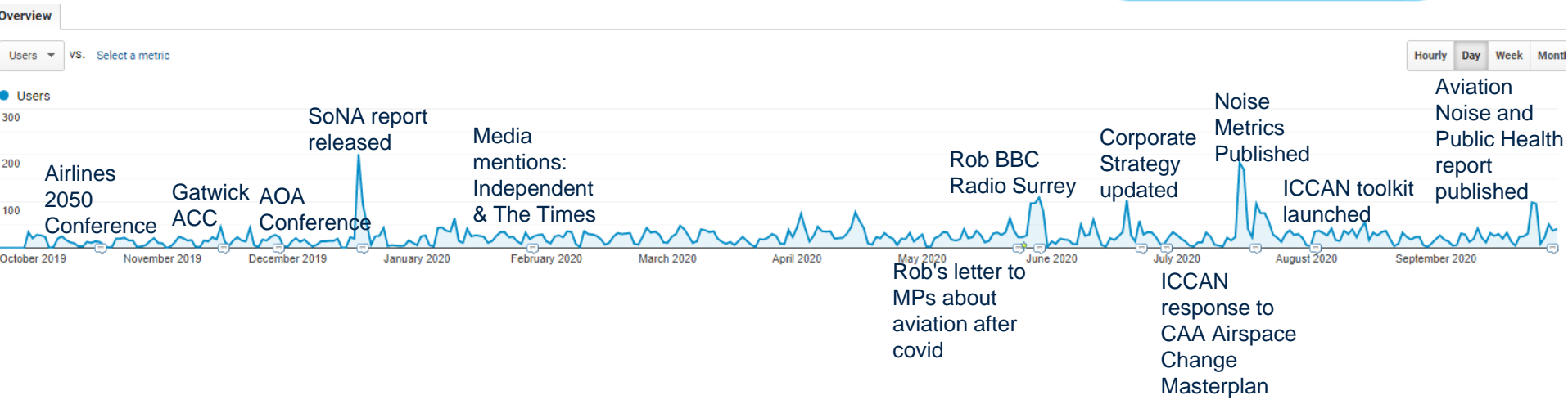
How we could evolve

- Encourage stakeholders to share posts mentioning them
- Share ICCAN posts
- Paid promotions
- Give more context
- Vary imagery across channels
- Turn our social into a conversation
- More hashtags
- More video and audio content
- Shorter, snappier posts

iccan.gov.uk yearly performance



22 September 2019 – 30 September 2020

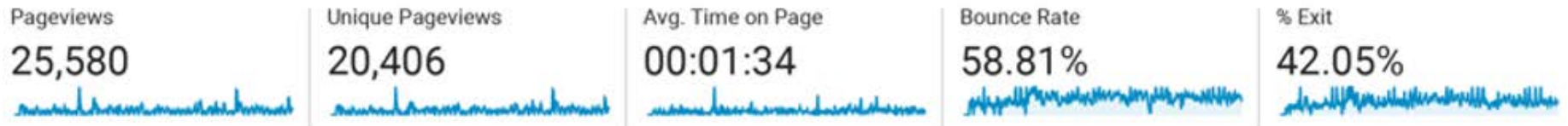


Country	Users	% Users
1. United Kingdom	4,281	68.39%
2. United States	650	10.38%
3. Netherlands	192	3.07%
4. Germany	118	1.88%
5. France	93	1.49%

Browser	Users	% Users
1. Chrome	3,195	51.37%
2. Safari	1,256	20.19%
3. Internet Explorer	590	9.49%
4. Edge	465	7.48%
5. Firefox	313	5.03%
6. Safari (in-app)	129	2.07%
7. Samsung Internet	125	2.01%
8. Android Webview	57	0.92%
9. *	22	0.35%
10. Opera	20	0.32%



Page	Pageviews	% Pageviews
1. /	7,608	29.74%
2. /about-iccan/the-iccan-team/	1,665	6.51%
3. /iccan-our-work/publications/	1,445	5.65%
4. /about-iccan/	1,190	4.65%
5. /iccan-news/	975	3.81%
6. /iccan-review-aviation-noise-metrics-measurements/	931	3.64%
7. /about-iccan/jobs-working-for-iccan/	875	3.42%
8. /about-iccan/iccan-affairs/	857	3.35%
9. /iccan-survey-of-noise-attitudes-2014-review/	841	3.29%
10. /iccan-our-work/	682	2.67%





Website:

- Develop more new content
- Introduce an events page
- Share this interesting content on social media
- Utilise this content
- Conduct SEO

Discussion

