

# AGENDA ITEM 12

## APPENDIX I

### INFOGRAPHIC OF EXTENT OF ENGAGEMENT DURING THE MIR CONSULTATION PERIOD

# facebook

47 Posts  
 Lifetime Reach: 22,915 accounts  
 1,510 Engaged users  
 6.6% Engagement Rate



**user actions**  
 135 Likes  
 2 Comments  
 39 Shares  
 558 Links Clicks

Hosted 9 FB Events  
 Reached: 11,219 Accounts  
 107 People Responded  
 9% Response Rate



# Consultations: 329 Responses

**8%**  
 of all website traffic visited the MIR page

Website  
 cairngorms.co.uk/consultation/mir/  
**6,904** pageviews\*

**9th**  
 Most Visted Page



Have your say on the main issues that we have identified in the next Local Development Plan - the document guiding all future development in the Cairngorms National Park.  
[View the Main Issues Report and have your say >](#)

3 Newsletters sent\*\*\*  
 1,532 Opens  
 38% Open Rate  
 60 Clicks to website

\*\*\* Cairngorms Monthly News Newsletter Mailing List: 1,368 recipients

\* Pageviews = the total number of times the webpage was seen by web visitors

# twitter

57 Posts  
 Tweet Impressions: 129,842  
 1,526 Engagements  
 1% Engagement Rate

**user actions**  
 353 Likes  
 9 Comments  
 220 Shares  
 260 Links Clicks



Hashtag Exposure on Twitter in February:  
**42,771**\*\*

\*\* Impressions from the last 10 Tweets using the hashtag in February 2018

**#BIG PARK BIG QUESTIONS**

**Tweet impressions** = total number of times our tweets were displayed in twitter newsfeeds

**Lifetime reach** = the number of FB accounts our posts were delivered too  
**Engaged users** = the total number of individuals who took an action on one of our posts