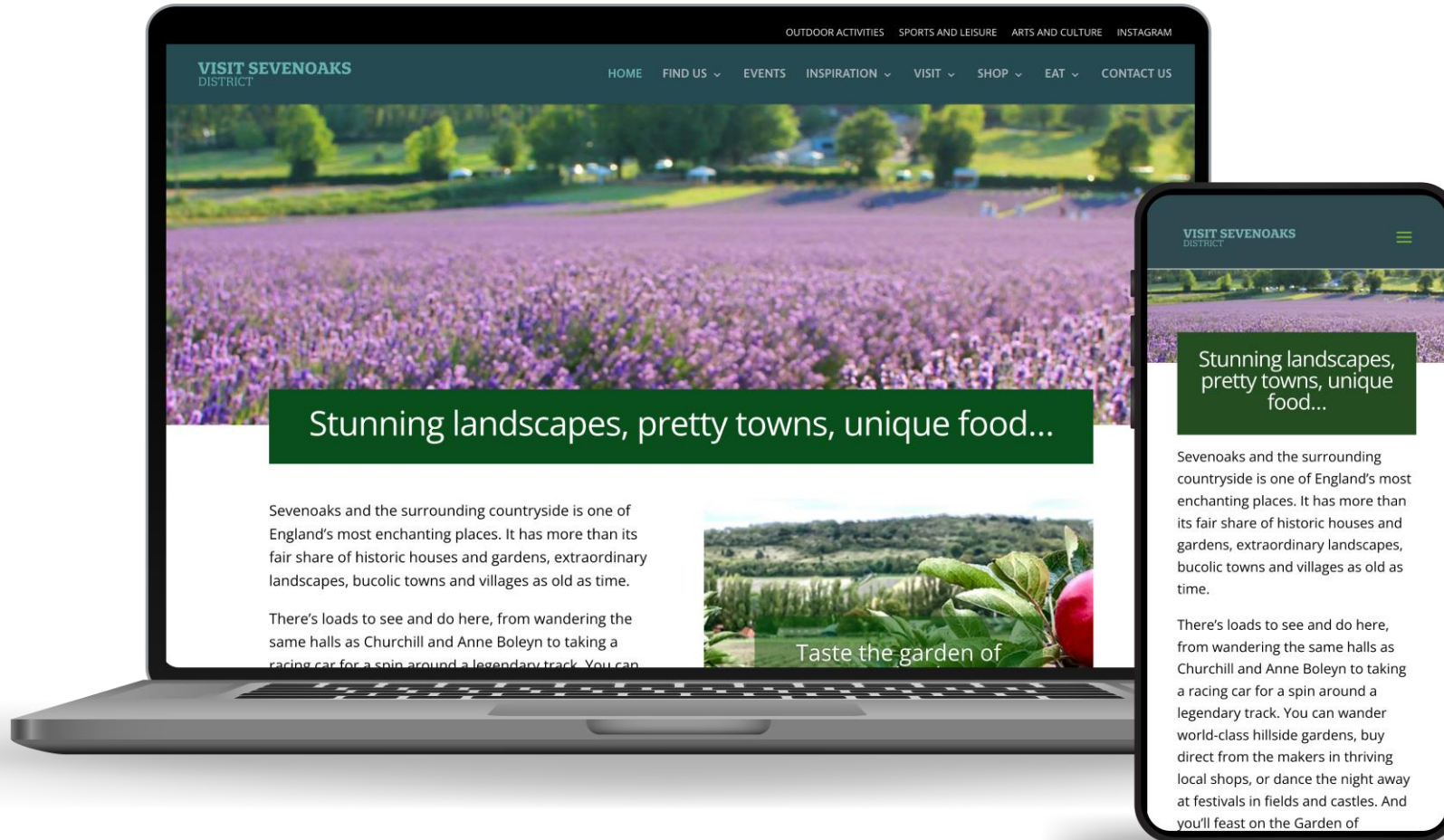


Digital Media report 2023



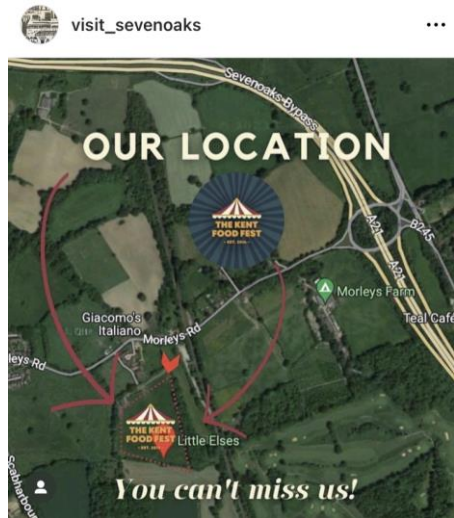
Emma West
Economic Development Officer – Tourism & Rural



Key data

- 4.1k users
- High ranking Search Engine Optimization (SEO)
- 59 sec average engagement time
- Top 3 users by country
 - UK
 - China
 - USA

Instagram – best performing posts



visit_sevenoaks

Liked by littleelses and 26 others

visit_sevenoaks There's so much to enjoy this weekend, from the Food Festival at Little Elses near Weald (so much happening there) to the first weekend of the brilliant Art in June (artists open studios all over the area) to the wonderful, award-nominated Penshurst Market (fresh asparagus!). This is a vibrant and wonderful place to live and explore. #visitsevenoaks #moresevenoaks #westkent #foodfestkent #penshurstmarket #penshurst #weald #littleelses #morleysfarm #artinjunekent #artistskent #openstudioskent #sevenoaksdistrict #sevenoaksnewsdesk

thefoodfestkent Thankyou for the post 🙌

ryanmhayman @beth_willson_

7 June



visit_sevenoaks

Liked by thetuliptreetea and 21 others

visit_sevenoaks Time to celebrate Afternoon Tea Week! The Sevenoaks district has a fabulous choice of tea rooms to visit, like the quaint Tulip Tea Room in Chiddingstone or the charming rose garden at the Fir Tree House Tea Room in Penshurst. Or maybe visit Westerham or Otford for a whole range of cafes, with formal towers of cakes and sandwiches or casual tea and cake. Check www.visitsevenoaks.co.uk for inspiration! #afternoonteaweek #moresevenoaks #visitsevenoaks

thetuliptreetea Thanks for mentioning us, delighted you used our photo!

visit_sevenoaks @thetuliptreetea it looks so good!

7 August



visit_sevenoaks
Kent, United Kingdom

Liked by poppynicholson and 23 others

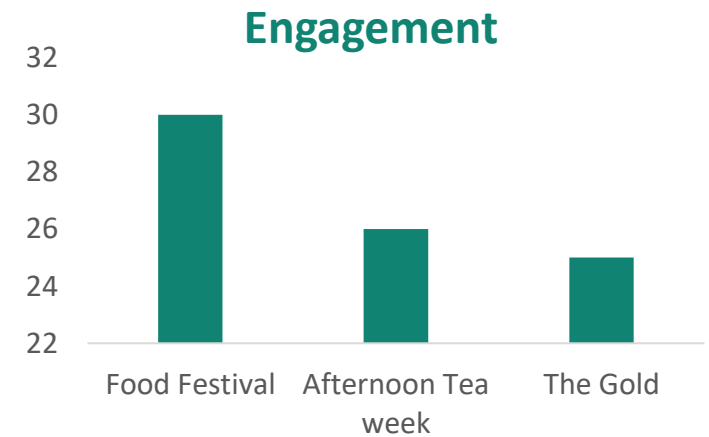
visit_sevenoaks Did you know The Gold was filmed in West Kingsdown in Sevenoaks and is now available on @bbciplayer

#visitsevenoaks #kentfilmoffice #visitkent #kent #TheGold #bbc1

View all 2 comments

visit_tunbridgewells 🙌🙌

9 March

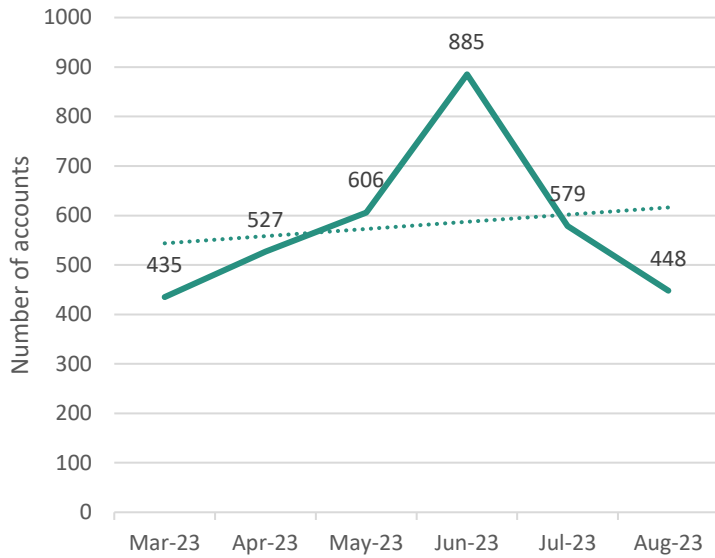


Instagram - Visit Sevenoaks

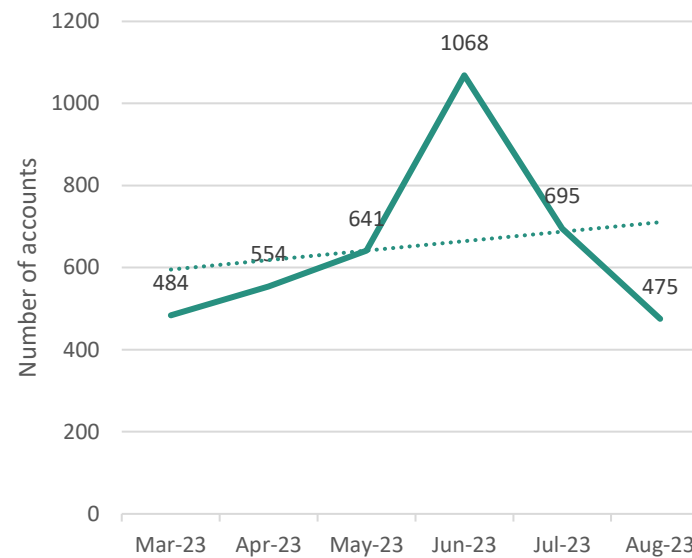
Posts	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Reach	435	527	606	885	579	448
Impressions	484	554	641	1,068	695	475
Likes	24	23	30	46	22	22
Comments	2	0	1	2	0	2
Profile visits	3	4	2	7	3	7
Total engagements	29	27	33	55	35	31
Engagement rate	6.7%	5.1%	5.4%	6.2%	6%	6.9%

Instagram - Visit Sevenoaks

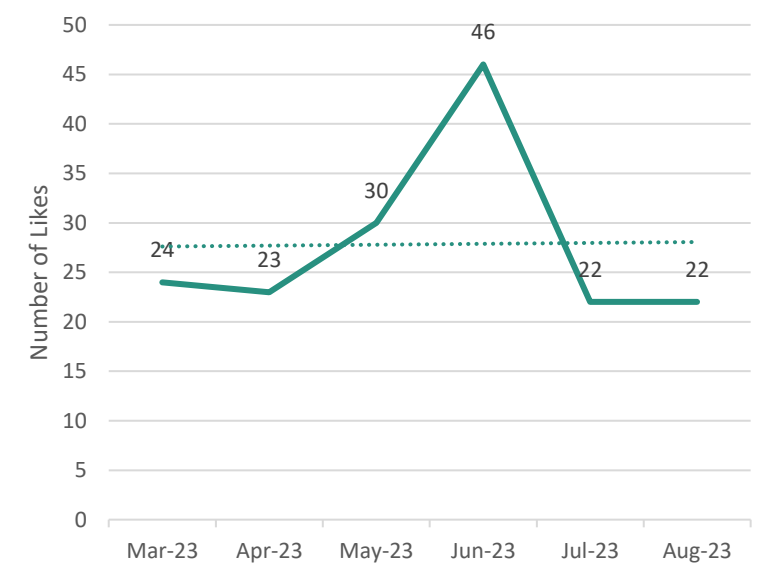
Reach



Impressions



Likes



The background of the slide is a teal-tinted photograph of two hikers walking away from the camera on a grassy hill. The hiker in the foreground is wearing a backpack and a light-colored shirt. The hiker in the background is further up the hill. The overall scene is misty or hazy, with rolling hills in the distance.

Digital Marketing Overview

Visit Kent

Visit Kent digital marketing – visitkent.co.uk



'Gorgeous stately homes, irresistible gardens, Roman remains and a picturesque landscape, including the rippling hills of the High Weald and the rolling North Downs, make Sevenoaks in Kent a destination you can't afford to miss.'

1.6M
Page views

1.3M
minutes on the website

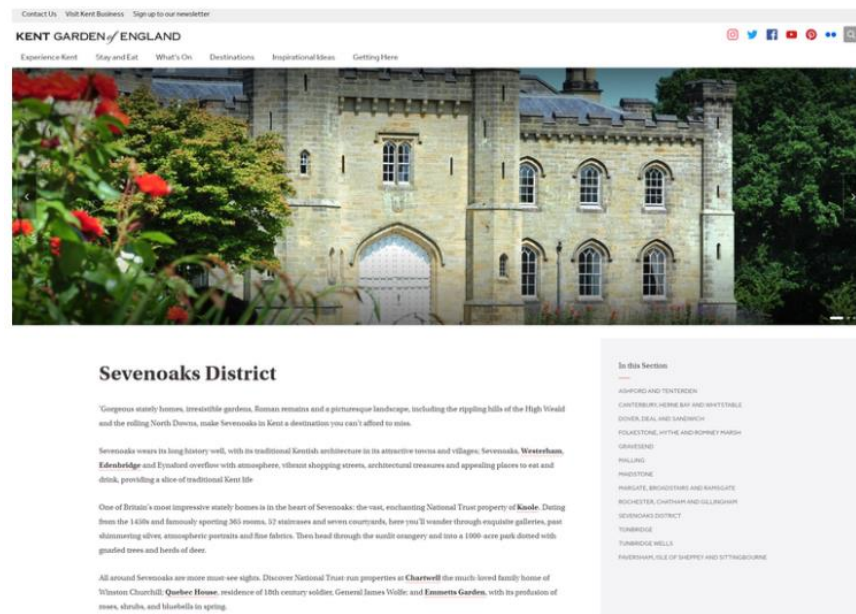
926k
Sessions

Service Level of Agreement Deliverables

Deliverable 1

Dedicated Sevenoaks district destination page on Visit Kent website

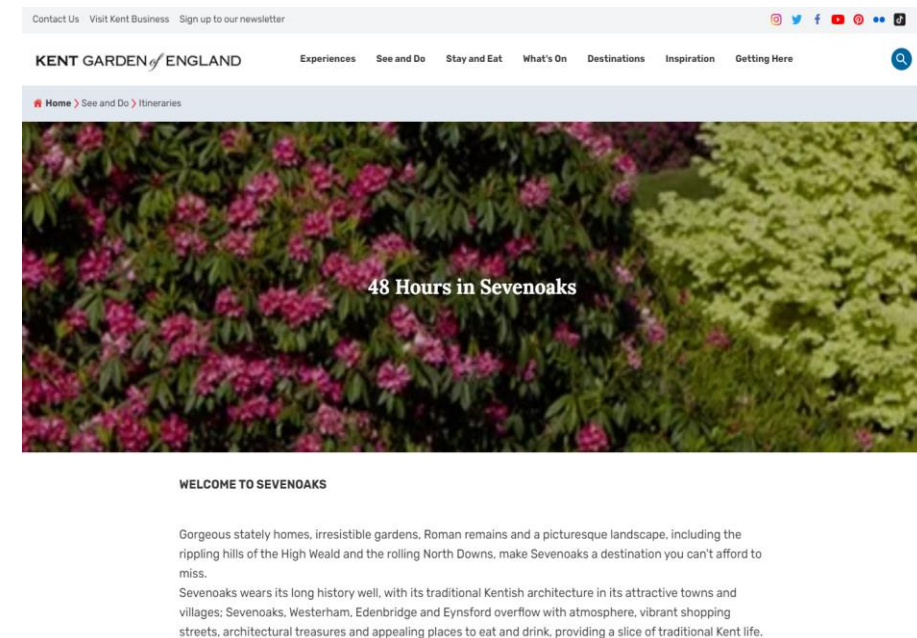
<http://www.visitkent.co.uk/destinations/Sevenoaks-district>



Deliverable 2

Inspirational 48hrs in Sevenoaks District

<https://www.visitkent.co.uk/see-and-do/itineraries/48-hours-in-sevenoaks>



Service Level of Agreement Deliverables

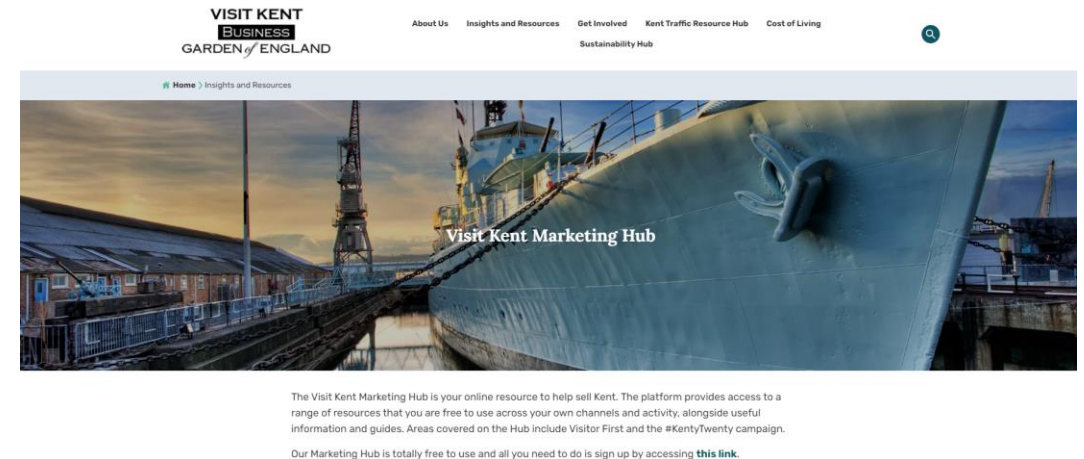
Deliverable 3

Inclusions in featured inspirational content on www.visitkent.co.uk and shared across all channels. Including council owned tourism businesses and events or non-investor partners

- Shared experiences in Kent - *Heart of Sevenoaks*
- 2021 Taste of Kent Award winners - *Brisket & Barrell*
- Kent's intriguing facts - *Lullingstone Castle*
- Save the Date - *Heart of Sevenoaks (Street Food Fest & Rhythm and Oaks)*
- Coffee shops and brunch spots in Kent - *Otto's Coffee Shop*
- Pre-Christmas breaks - *The Mount Vineyard, Castle Farm*
- Treat yourself in Kent - *Chiddingstone village, Eynsford village, Mount Vineyard, Fairmead Cottage, Taylor House*
- Halloween in Kent 2021 - *Lullingstone Castle & The World Gardens*
- Dog friendly places to eat and drink - *The Leceister Arms, The Spotted Dog*

Deliverable 4

Provision of Visit Kent Marketing Hub with marketing assets that are free for businesses in the Sevenoaks district to access



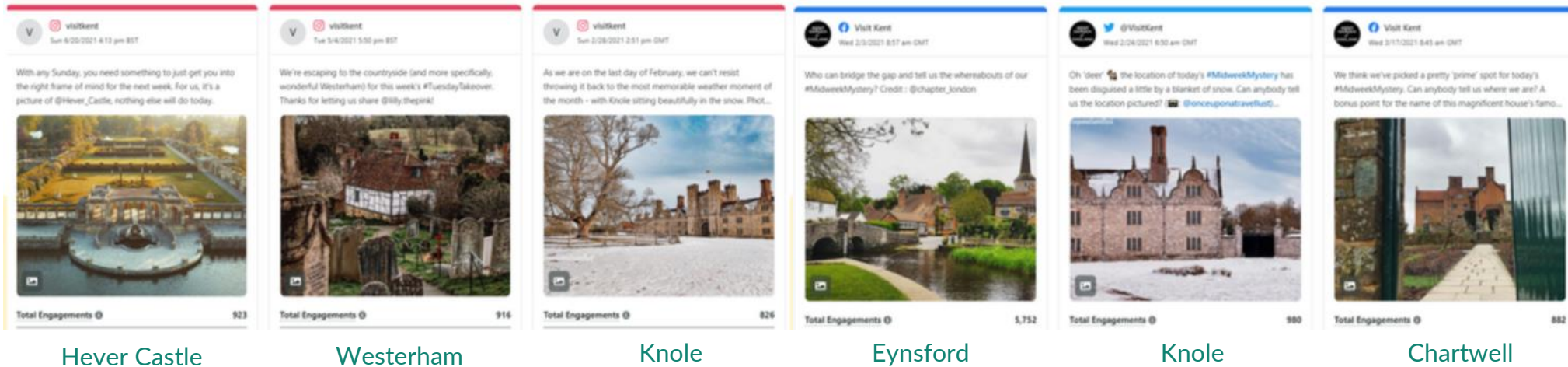
<https://www.visitkentbusiness.co.uk/insights-and-resources/visit-kent-marketing-hub>

Visit Kent digital marketing – socials

22.8m
Impressions

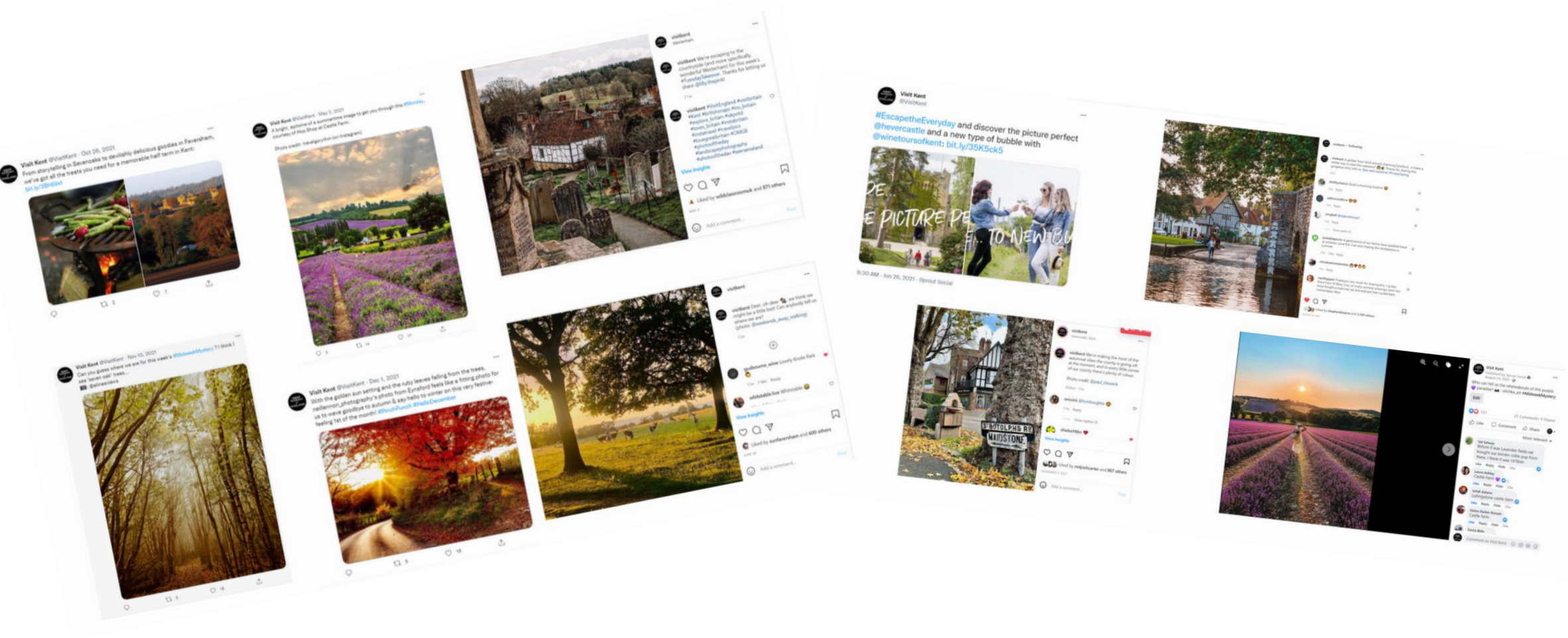
1,992
Organic social posts
across Instagram,
Twitter and Facebook

654k
Engagements



Sevenoaks on socials and blogs

Over 120 organic social posts featuring the Sevenoaks district, resulting in over 560,000 impressions.





SEVENOAKS

SO MUCH MORE

Digital media report | August 2023



Vibrant



Historic



Entrepreneurial



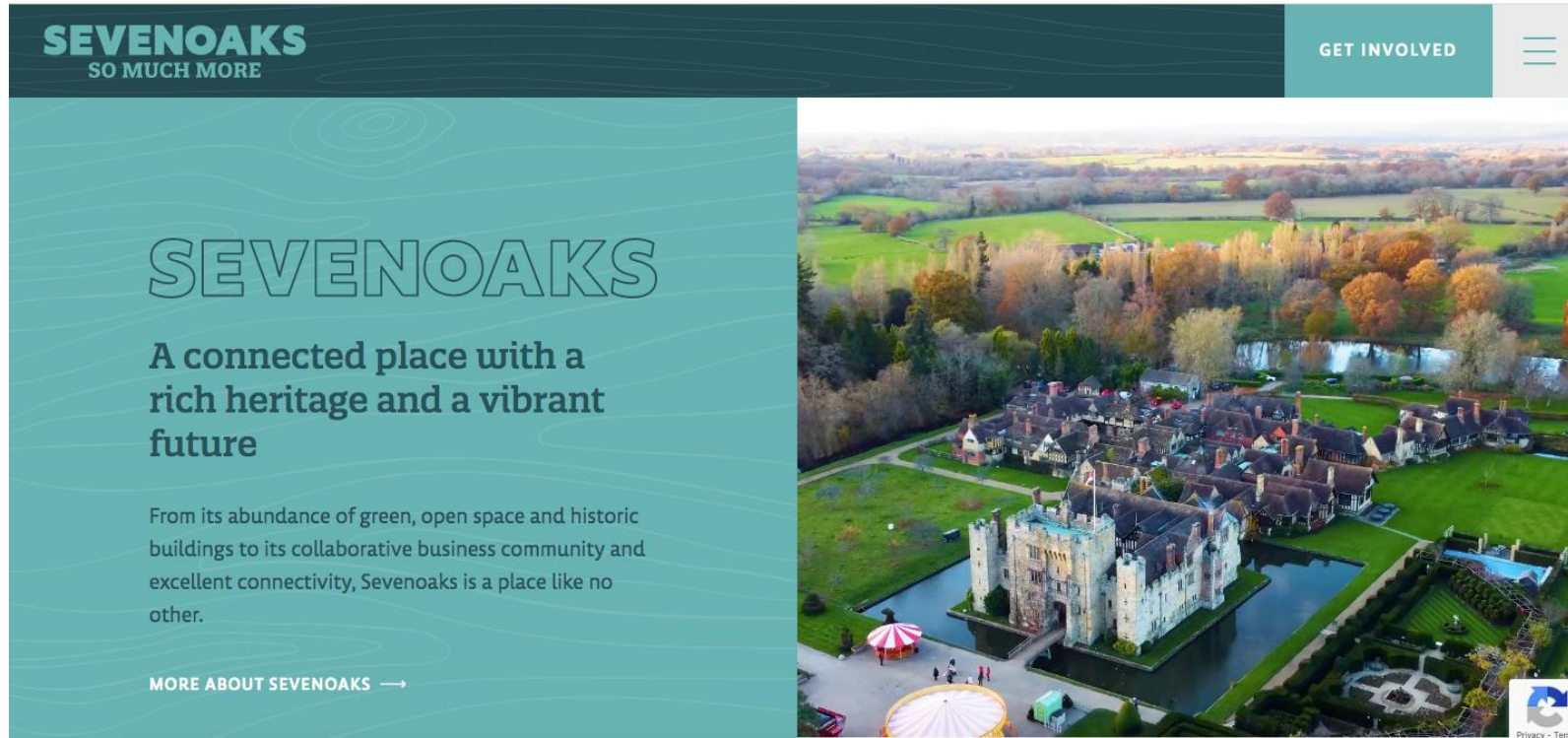
Beautiful



Connected



More Sevenoaks website



Key stats

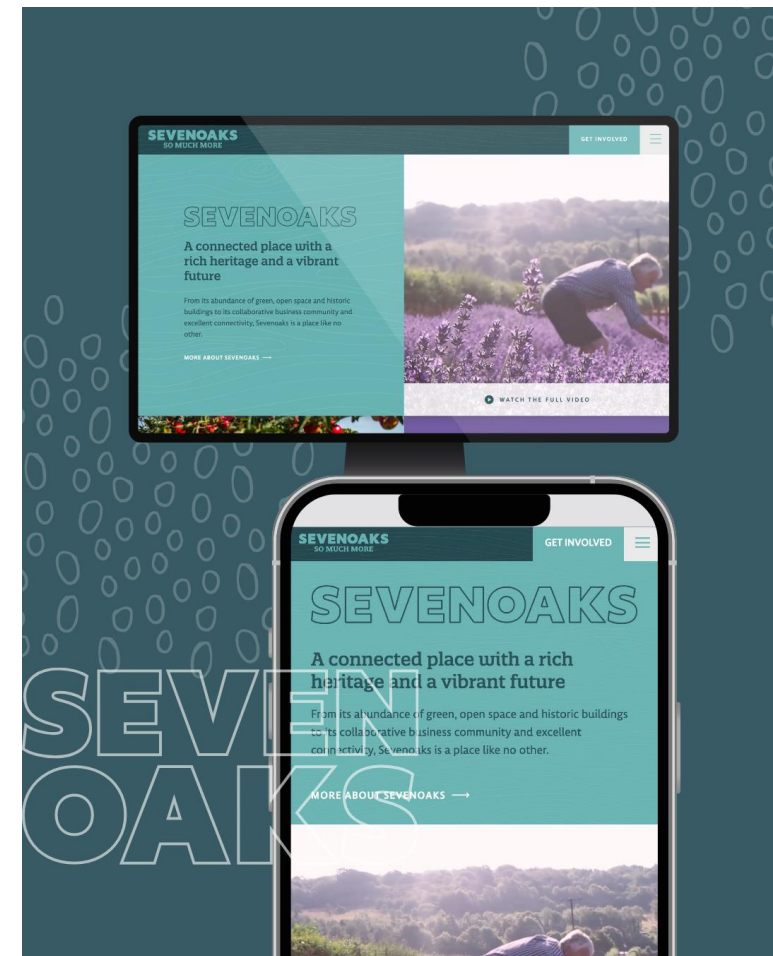
- 3,895 total website views
- 1,901 unique website users
- 1 min 35 sec average engagement time
- Average engagement rate on desktop: 64.76% (compared to average GA4 engagement rate of 55%)

<https://www.moresevenoaks.co.uk>

More Sevenoaks website

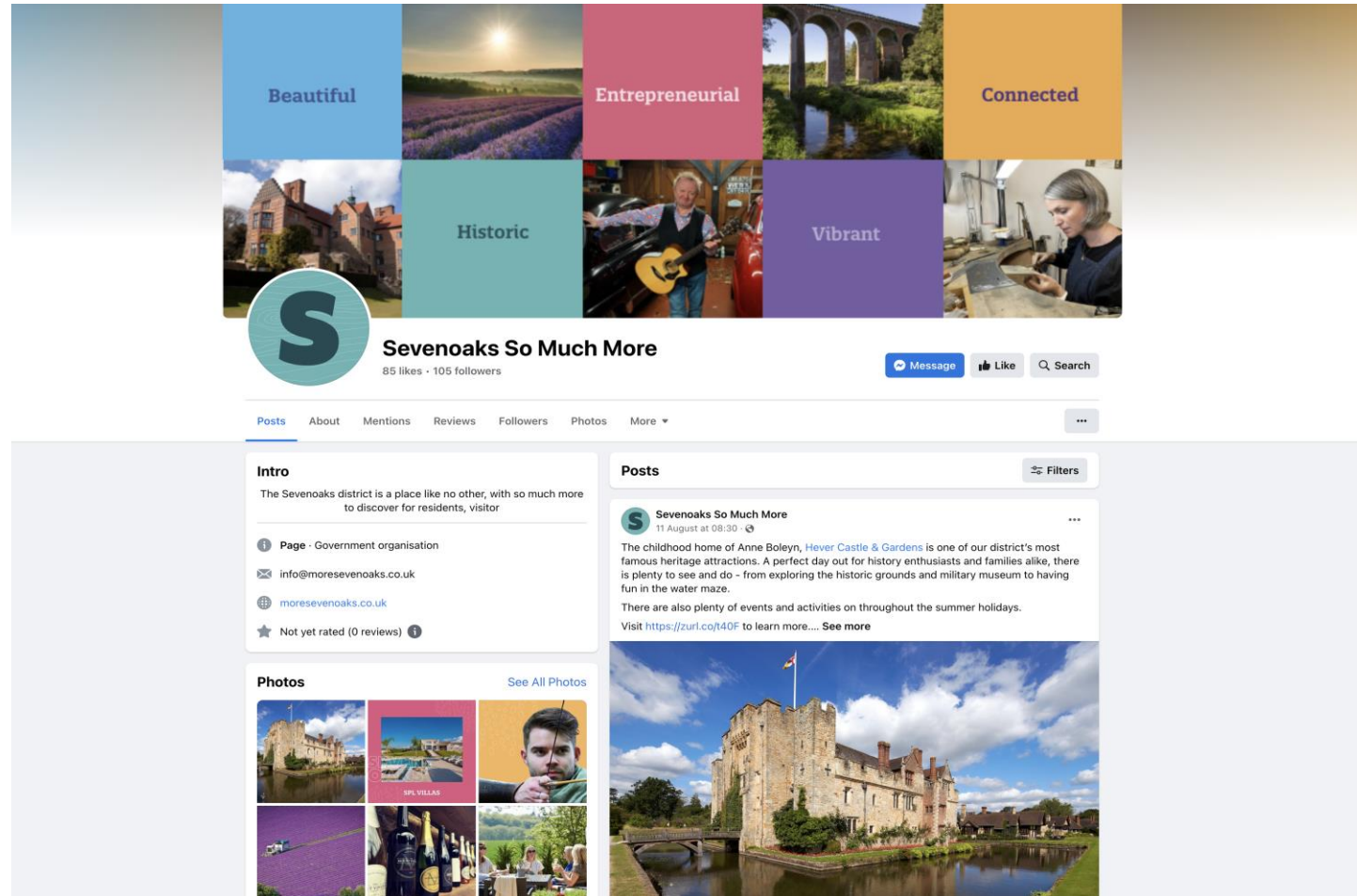
Key stats

- Organic social is the best performing channel for website traffic (by user)
- Top three website traffic locations: London, Sevenoaks and Maidstone
- Top three website pages: Homepage, Autumn Hamper Competition and Business Directory



<https://www.moresevenoaks.co.uk>

Facebook



Key stats

- Average engagement rate: 11.1% (compared to the industry average of 0.15%)
- Total followers: 105
- Total reach: 8,258
- Best performing post: Robin Hood competition.

<https://www.facebook.com/moresevenoaks>

Facebook

Since commencing the Sevenoaks So Much More campaign in June 2022, we have seen some good performance statistics, most notably the **average engagement rate of 11.1%, which is well above the industry average of 0.15%**. The channel has also **reached 8,258 accounts**.

The **best performing post to date was the Robin Hood competition post**, which would have helped drive traffic to the entry post on Instagram. It shows the value in running competitions on social media.

Across the 12 months, we can see some peaks and troughs in performance, which is to be expected. The **highs can be attributed to the launch, social media competitions and increased posting schedule**, while the **dips can be attributed to reduced activity** while we agreed ongoing support from Pillory Barn, to help move the brand forward.

It is extremely promising to see that the **performance figures for May are a notable increase month-on-month** and among the best performing months to date. For instance, **reactions were up 175%** and there was a **122.3% increase in impressions in May 2023**. June 2023 performance remains strong.

Facebook

Posts	Jun-22	Jul-22	Aug-22	Sept-22	Oct-22	Nov-22
Reach	823	2,184	1,178	801	1,216	144
Impressions	888	2,273	1,068	916	1,301	165
Reactions	57	97	85	21	40	8
Comments	6	6	1	2	3	0
Shares	14	29	19	10	3	1
Website clicks	6	19	17	76	88	1
Total engagements	83	151	122	109	134	10
Engagement rate	10.09%	6.91%	10.35%	13.6%	11.01%	6.94%

Posts	Dec-22	Jan-23	Feb-23*	Mar-23	April-23	May-23	Jun-23
Reach	783	49	-	332	132	300	316
Impressions	829	55	-	354	152	338	346
Reactions	28	5	-	13	12	33	18
Comments	4	0	-	0	0	1	0
Shares	5	0	-	2	1	0	1
Website clicks	63	0	-	21	6	19	9
Total engagements	100	5	-	36	19	53	28
Engagement rate	12.77%	10.2%	-	10.8%	14.3%	17.6%	8.8%

* Please note that due to an error in Meta Business Suite we have not been able to source data for February 2023.

Instagram



moresevenoaks

Edit Profile



53 posts

490 followers

239 following

Sevenoaks So Much More

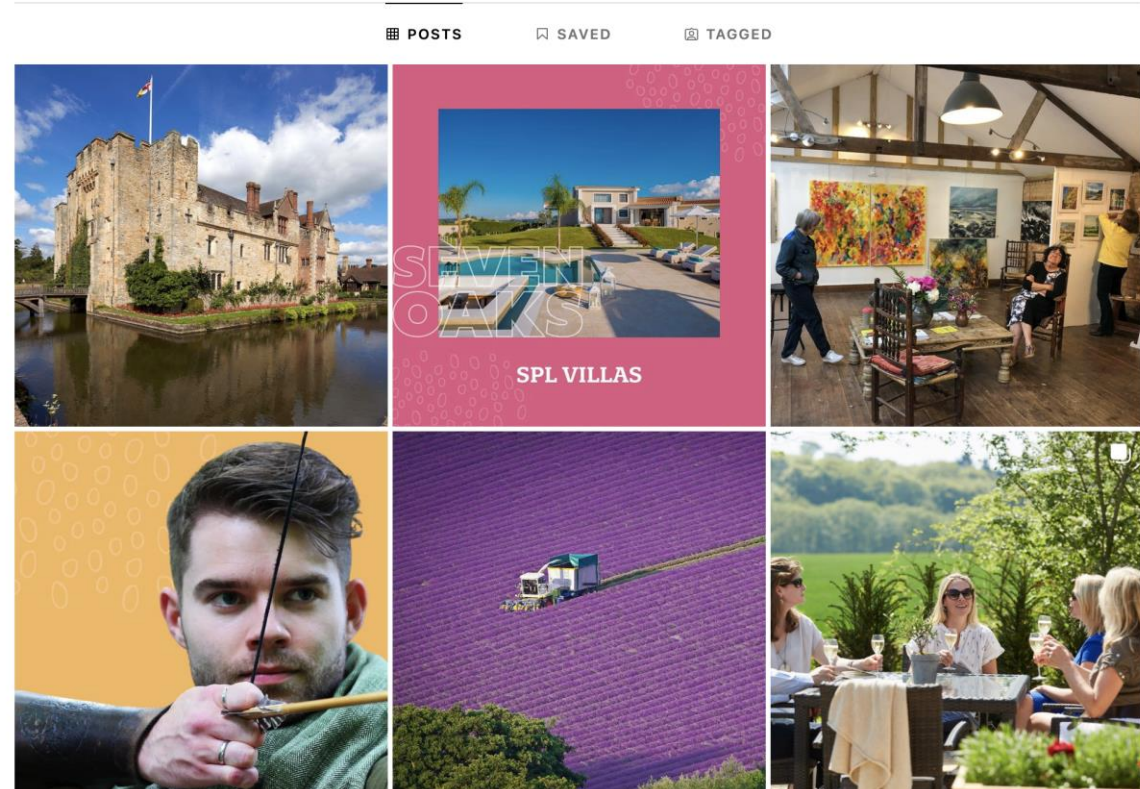
The Sevenoaks district is a place like no other, with so much more to discover for residents, visitors, businesses and investors.

#sevenoaks

🌐 linktr.ee/moresevenoaks

Key stats

- Average **engagement** rate 23.6%
(compared to the industry average of 1-5%)
- Total **followers** 490
- Instagram has generated a **total of 9,236 impressions**.
- **Best performing post:** Launch post



<https://www.instagram.com/moresevenoaks>

Instagram

Since commencing the Sevenoaks So Much More campaign in June 2022, we have seen some good performance statistics, most notably the **average engagement rate of 23.6%, which is well above the industry average which sits between 1-5%**. The channel has also generated a **total of 9,236 impressions**, which is the number of times our content was seen.

The **best performing post to date was the launch post**, which demonstrates the buzz we managed to create around the launch of the Place brand. It also shows that **graphics perform as well as lifestyle images** on Instagram.

Across the 12 months, we can see some peaks and troughs in performance, which is to be expected. The **highs can be attributed to the launch, social media competitions and increased posting schedule**, while the **dips can be attributed to reduced activity** while we agreed ongoing support from Pillory Barn, to help move the brand forward.

It is extremely promising to see that the **performance figures for May are a notable increase month-on-month** and among the best performing months to date. For instance, **reach is up 302%** and there was an **88.39% increase in total engagements in May 2023**. June 2023 performance remains strong.



Instagram

Posts	Jun-22	Jul-22	Aug-22	Sept-22	Oct-22	Nov-22
Reach	819	1,619	1,462	201	441	219
Impressions	963	1,173	1,729	232	498	235
Likes	127	163	144	25	40	4
Comments	9	15	3	0	2	0
Profile visits	40	67	217	70	155	48
Total engagements	176	245	264	95	197	52
Engagement rate	21.49%	15.13%	18.05%	47.2%	44.6%	23.7%

Posts	Dec-22	Jan-23	Feb-23*	Mar-23	April-23	May-23	Jun-23
Reach	1,216	184	-	588	336	1,354	894
Impressions	1,348	206	-	581	234	1,011	1,026
Likes	70	11	-	33	8	84	56
Comments	0	0	-	7	0	6	6
Profile visits	79	71	61	124	78	72	77
Total engagements	149	82	-	164	86	162	139
Engagement rate	12.2%	44.5%	-	27.8%	25.6%	11.9%	15.5%

* Please note that due to an error in Meta Business Suite Pillory Barn have not been able to source data for February 2023.

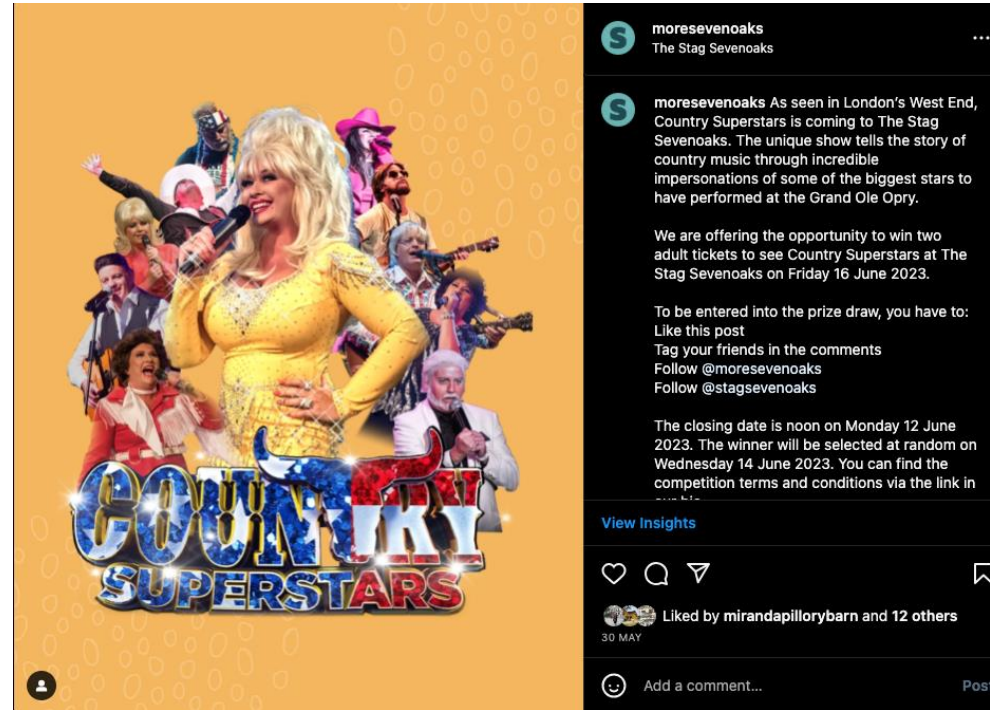
Social media competitions

Autumn Hamper



52 unique newsletter sign ups, 57 new Instagram followers and an excellent selection of images from across the District.

County Superstars



Reached 295 people and 21 engagements

Robin Hood



Reached 1,873 people and generated 21 engagements

LinkedIn

Key stats

- Average engagement rate: 8% (compared to the industry average of 2%)
- Total followers: 105
- LinkedIn has directed 463 clicks through to the website.
- Best performing post: Rightmove's Happy at Home Study

The screenshot shows the LinkedIn profile for 'Sevenoaks So Much More'. The profile banner features a grid of six images with labels: 'Beautiful', 'Entrepreneurial', 'Connected', 'Historic', and 'Vibrant'. The profile picture is a large letter 'S' on a teal background. The page title is 'Sevenoaks So Much More' with a notification bell icon. Below the title is the description: 'The Sevenoaks district is a place like no other with so much more to discover.' and the location: 'Government Administration · Kent · 105 followers · 1 employee'. A notification says 'Lee & 35 other connections follow this page'. There are three buttons: 'Message', 'Following', and 'More'. The navigation menu includes 'Home', 'About', 'Posts', 'Jobs', and 'People'. The 'About' section contains two paragraphs of text describing the district's features and diversity. At the bottom, there is a 'Show all details' link with a right-pointing arrow.

<https://www.linkedin.com/company/moresevenoaks>

LinkedIn

Since commencing the Sevenoaks So Much More campaign in June 2022, we have seen some good performance statistics, most notably the **average engagement rate of 8%, which is four times the industry average.** The channel has also generated **463 clicks through to the More Sevenoaks website.**

The **best performing post to date was the Rightmove's Happy at Home study,** which shows content linked to the 'Live' pillar performs well on LinkedIn as well as 'Work' and 'Invest' content.

Across the 12 months, we can see some peaks and troughs in performance, which is to be expected. The **highs can be attributed to the launch, social media competitions and increased posting schedule,** while the **dips can be attributed to reduced activity** while we agreed ongoing support from Pillory Barn, to help move the brand forward.

It is extremely promising to see that the **performance figures for May and June 2023 are a notable increase month-on-month** and among the best performing months to date. For instance, **impressions are up 299% in May 2023** and there was a **62.79% increase in engagement rate in June 2023.**

The screenshot shows a LinkedIn post from the page 'Sevenoaks So Much More', which has 105 followers and was updated 9 months ago. The post text reads: 'Rightmove's recent Happy at Home study named Sevenoaks as the second happiest place to live in the South East. The report revealed that "having a sense of belonging to your local area is the most important contributor towards happiness, along with having a strong sense of community, and polite and friendly residents." Read Kent Online's article here: <https://zcu.io/yT5Z>'. Below the text are several hashtags: #sevenoaks, #sevenoaksdistrict, #moresevenoaks, #exploressevenoaks, #explore, #visitkent, #england, #living, #happy, #happiestplacelive, #rightmove, and #happyathome. The main image in the post is a white sign on a path that says 'WELCOME TO THE MARKET TOWN OF SEVENOAKS' and lists 'PONTOISE • FRANCE' and 'RHEINBACH • GERMANY'. The post shows it was shared by 'You and 27 others' and has 5 reposts. At the bottom, there is a 'Reactions' section with several profile pictures and a '+20' button.

LinkedIn

Posts	Jun-22	Jul-22	Aug-22	Sept-22	Oct-22	Nov-22
Impressions	1,120	2,147	397	165	686	181
Clicks	54	263	9	5	24	3
Reactions	57	97	29	10	36	10
Shares	5	15	3	0	8	1
Engagements	116	375	41	15	68	14
Engagement rate	10.36%	17.47%	12.4%	2.24%	9.01%	3.79%

Posts	Dec-22	Jan-23	Feb-23	Mar-23	April-23	May-23	Jun-23
Impressions	1,231	369	6	106	310	1,238	703
Clicks	29	7	0	7	15	26	21
Reactions	44	7	0	8	5	62	33
Shares	4	0	0	0	1	1	4
Engagements	77	14	0	15	21	89	58
Engagement rate	5.3%	7.73%	0	16.2%	8.44%	4.22%	6.87%

Twitter

Key stats

- Average engagement rate: 4.96% (compared to the industry average of 0.037%)
- Total impressions: 7,214
- Total followers: 85
- Best performing post: Time Out's inclusion of Castle Farm in their lavender fields article

The screenshot displays the Twitter profile for 'Sevenoaks So Much More' (@more_sevenoaks). The profile header includes the name, handle, location (Sevenoaks, Kent), website (moresevenoaks.co.uk), and join date (August 2021). The bio states: 'The Sevenoaks district is a place like no other, with so much more to discover for residents, visitors, businesses and investors.' The profile shows 80 following and 85 followers. A recent post from August 11 features a photo of Hever Castle and text: 'The childhood home of Anne Boleyn, @hevercastle is one of our district's most famous heritage attractions. A perfect day out for history enthusiasts and families alike, there is plenty to see and do. Visit hevercastle.co.uk/whats-on/ to learn more.' The post has 1 reply, 3 likes, and 71 retweets. The interface also shows a navigation menu on the left, a grid of featured images at the top, and a 'You might like' section on the right.

https://twitter.com/more_sevenoaks

Twitter

Since commencing the Sevenoaks So Much More campaign in June 2022, we have seen some good performance statistics, most notably the **average engagement rate of 4.96%**, which **sits well above the industry average of 0.037%**. The channel has also generated a total of **7,214 impressions**, which is the number of times More Sevenoaks content has been seen.

The **best performing post to date was TimeOut's lavender fields article** which included Castle Farm. Moving forward, Pillory Barn will use external endorsements of the Sevenoaks District on Twitter as this works well.

Across the 12 months, we can see some peaks and troughs in performance, which is to be expected. The **highs can be attributed to the launch, social media competitions and increased posting schedule**, while the **dips can be attributed to reduced activity** while we agreed ongoing support from Pillory Barn, to help move the brand forward. Across the board, we have seen **reduced engagement since the acquisition of Twitter by Elon Musk**, therefore we need to consider if this is a platform for the campaign in the future.

It is extremely promising to see that the **performance figures for May 2023 are a notable increase month-on-month** and among the best performing months to date. For instance, **impressions are up 510.3%** and a **600% increase in engagements in May 2023**. June 2023 performance remains strong.



Twitter

Posts	Jun-22	Jul-22	Aug-22	Sept-22	Oct-22	Nov-22
Impressions	1,107	1,939	1,425	318	208	33
Retweets	5	7	2	2	4	0
Likes	24	35	9	3	3	2
Clicks	26	15	5	1	10	0
Engagements	100	81	42	22	15	3
Engagement rate	9.03%	4.18%	19.25%	3.4%	4.7%	1.1%

Posts	Dec-22	Jan-23	Feb-23	Mar-23	April-23	May-23	Jun-23
Impressions	219	107	87	111	145	885	630
Retweets	0	0	0	0	0	6	7
Likes	3	3	0	2	1	20	13
Clicks	1	0	3	1	2	6	1
Engagements	8	5	0	7	8	56	31
Engagement rate	3.3%	4.7%	0.1%	5.95%	5.75%	3.5%	3.1%

Questions

