

PR PERFORMANCE REPORT:

May 2022

PR & MEDIA

Our media coverage in April



15

News stories



93%
positive



7%
neutral



0%
negative

This month we advertised that Ongo Carnival was back after two years.

We got a great response on both social media and external media.

On facebook the post got 34 likes, 58 comments, 81 shares, 14,407 people reached and 1,126 engagements.

The media also picked up this story and it was shared with Placeshapers, which got over 25,000 views.

Overall very positive!

Our stories of the month include more apprenticeships up for grabs, Ongo Recruitment celebrate best year ever and Ongo Carnival is back. These have all collectively gained a lot of interest online and over social media.

INTERNAL COMMS



407

Number of news stories and messages published: 35



colleagues
logged
on in the
last month

Number of views on news and messages published:
1614



Number of Yammer posts: 15



The most viewed story this month was Nichola's Friday update on 1 April. This received 143 views, 9 comments and 15 likes. This gained the most views as it was someone new giving the update and there was also a guest appearance, which is always nice to see.

Every month the weekly round up videos are the most engaged with.

MARKETING

LinkedIn page

LinkedIn: Ongo

In May we received:

- 506 search appearances
- 221 unique visitors
- 22 new followers
- 4.6K post impressions
- 11 custom button clicks

Twitter

Twitter: Ongo

In May we received:

- 7.49K tweet impressions
- 1.353K profile visits
- 60 mentions
- 13 new followers
- 33 tweets

Facebook

Facebook: Ongo

In May we received:

- 38,993 reach
- 1,418 page visits
- 43 new followers
- 77.6% of interations are women and 22.4% men

SOCIAL MEDIA

Top post of the month

- **Facebook:** Be aware of scammers warning post (20,384 impressions)
- **Twitter:** Myos house, excellence award (520 impressions)
- **LinkedIn:** Walk and talk event (754 impressions)



LinkedIn reach

Twitter reach

Facebook reach



WEBSITE ongoco.uk

Here are our top three most visited pages

1. Homes to rent
2. My Move
3. Find a home

Busiest Days for site traffic

1. 2 May – Sutton House
2. 1 May – Sutton House
3. Monday 9 May – high number of Custconf22 views on this day



page views



Site traffic data:

- 10,798 people visited website (1,200 more than previous 2 months before)
- 83% of traffic is new to the site (never visited before), this is the same as April and March
- 53% Female this month (Females are 12% more likely to access via mobile than males)
- 46% of site traffic is aged 25 – 44, only 16% are below 25 years old.
- Scunthorpe was top location of visitors (25%), then London (13%), Sheffield has surged this month at 8%. Grimsby, Barton and Doncaster all low, Lincoln not in the top 10
- 68% of traffic was on a mobile phone (Same as last month)
- 88% of My Move traffic was on a mobile phone
- 73% of My Home traffic was on a mobile (Same as March)

Following marketing activity and changes to make My Home easier to find, the page has received 985 visits in May, 18% more than April when the changes first rolled out, and 34% more than March

SPOTLIGHT ON...

Customer Conference

On Wednesday 1 June we held our customer conference at the Wortley Hotel in Scunthorpe.

Throughout May, we did a lot of marketing around getting as many tenants to attend. We did this by advertising on social media, this was over a 4 week period and in that time we invited our tenants to come along and sign up via our website. By doing this we received 21 sign ups. We also did some facebook ads, which cost us £100 in total. We received 342 reach and 424 impressions. We sent a text our to all tenants, which helped us get 110 sign ups to the event. From this we were able to create a reserve list of tenants that wanted to attend and we even dedicated the hashtag #OngoGoGreen to the event. In total we had over 60 tenants attend the event on the day. It was an overall success.

