

# Humber LEP Communications Report: September 2019

## Recent Media Coverage:

July and August has seen a large spread of media coverage for the Humber LEP—though it has been quieter in regards to external comms and social media engagement, largely due to the summer break.

The most successful coverage we received was for the press releases announcing several funding allocations from the LEP board - £2m funding for regions high streets, £1m funding for C4DI campus in Hull and £1m for an advanced manufacturing unit at Stallingborough. These were widely circulated in print and online and in the broadcast media. Social media engagement on LinkedIn and Twitter was also really positive for these stories.

Meanwhile, we also began publicising the upcoming Energy and Clean Growth in the Northern Powerhouse conference, launched our project pipeline and publicised the successes of the Humber Business Growth Hub over the last 12 months.

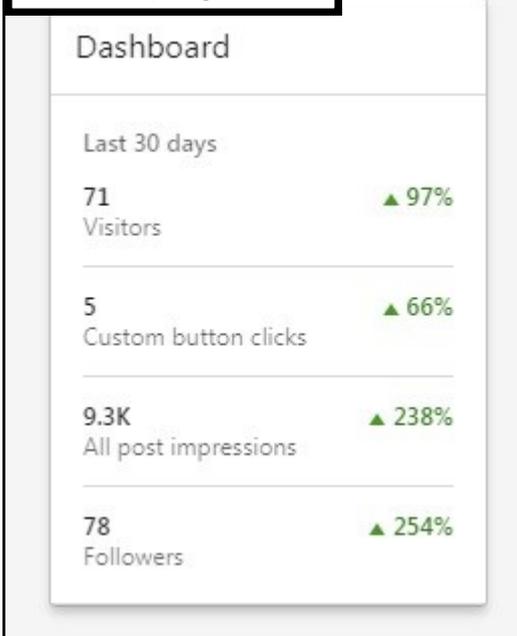
We also highlighted the Brexit support available to businesses, commented on the news a preferred buyer had been found for British Steel, and published a Q&A with Lord Haskins as our Industrial Strategy consultation closed.

We have also put together some engagement articles for our own comms streams—including improvements to broadband in the Humber and case studies on businesses that have been supported by the Growing the Humber fund.

**Future campaigns:** We are continuing to publicise the Energy and Clean Growth conference and have begun planning a comms strategy for the Industrial Strategy launch this autumn.

## Launching our own LinkedIn + Twitter Engagement:

### LinkedIn progress:



### LinkedIn:

We began using LinkedIn for communications this summer; previously the page had existed but no content was placed on the page.

Numbers now stand at 813 page followers and posts are largely being engaged with. Work to grow the page will continue.

### Twitter:

We are continuing to see growth on our Twitter page—now at over 8,500 followers—which is very strong for a LEP of our size.

Engagement is slower than earlier in the summer when we launched the LIS and held our Annual Business Summit, but it should return to full strength this autumn.

### 28 day summary with change over previous period



### Twitter progress: