

SDNPA KEY COMMUNICATIONS & ENGAGEMENT ACHIEVEMENTS 2019/20

EVENTS

 **84** [↗] EVENTS ATTENDED

 **18,000** [↗] PEOPLE engaged with

MEDIA

 **49.5m** [↗] PEOPLE REACHED

 **113** [↗] PRESS RELEASES issued

 **4,958** [↗] MENTIONS in the media (inc. in UK nationals)

 **1,839** [↗] MENTIONS in regional media

 **14.4m** [↗] PR VALUE

SOCIAL MEDIA ENGAGEMENT

 **45%** [↗] 39,309 FOLLOWERS* on social media channels

 **442,689** TOTAL ENGAGEMENT on social media channels

 **7.2m** TOTAL REACH on social media channels

 **25%** [↗] 14,478 FOLLOWERS

 **31%** [↗] 13,213 LIKES

 **107%** [↗] 11,618 FOLLOWERS*
* increase since 2018/19

AWARENESS OF NATIONAL PARK

 **65%** [↗] AWARE of South Downs

 **85%** [↗] IN SOUTH EAST aware of the South Downs National Park

 **12%** [↗] IN SOUTH EAST recognised one or more elements of shared identity

SDNPA WEBSITE

ANNUAL USERS

 **503,798** [↗] 17%

 **6,564** [↗]

E-NEWSLETTER subscribers to date

 **1,752** [↘]

VIEWRANGER number of route downloads

 **10** ENTRY SIGNS installed

SHARED IDENTITY

 **10** KEY INTERPRETATION PROJECTS

 **203,000** [↗]

TAKE THE LEAD* reached through media
*including Heathlands Reunited

 **130,956** [↘]

PUBLICATIONS distributed through 390 venues by Brochure Connect

SDNPA DISCOVERY MAP

ANNUAL USERS

 **21,353** [↗] 126