

Annex 1

Details of communications campaign ‘impressions’

CYC-managed social media accounts:

- Posts – 353;
- Reach / Impressions – 403,948;
- Engagement – 3772;
- Likes – 599;
- Shares – 754;
- Comments – 188.

Radio campaigns:

- In excess of 1000 radio adverts (across YO1 and York Mix) over two months.

Printed adverts:

- Full page in York Vision – 1250 printed copies;
- Full page in Local Link – 265,000 printed copies;
- 4 full page and 4 half page adverts in York Press – estimated to reach of 83% adults in York;
- December 2022 edition of Our City – delivered to 80,000 homes;
- Printed and distributed in excess of 345 posters and 300 voter information booklets.

Website: figures for relevant pages (vote by post, register to vote and voter ID) for the period of the campaign gives us 2,316 page views total.