

HULL KINGSTON RADIO 107.4FM 2018 STATS



SOCIAL MEDIA PLATFORMS

we had between 15- 25% increase overall in 2018, year on year

928,750
PEOPLE
REACHED
ON
FACEBOOK

1,800,600
TWEET
IMPRESSIONS

199,305
PEOPLE
ENGAGED
ON
FACBOOK

196,456
PROFILE
VISITS

- ADDITIONAL STATS**
- 4,544 FACEBOOK LIKES
 - 80 NEW PAGE LIKES ON AV.PER MONTH
 - 2,757 TWITTER FOLLOWERS
 - 40 NEW TWITTER FOLLOWERS ON AV.PER MONTH
 - 6 MILLION PEOPLE REACHED ON FACEBOOK SINCE FEB 2015
 - 1.5 MILLION PEOPLE ENGAGED ON FACEBOOK SINCE FEB201

LISTENER FIGURES UP BY 17.2% ON 2017

Annual Update 2018

We can accurately monitor our online and mobile phone apps listening figures. However, we are not part of the RAJAR survey, as it is cost prohibitive to us as a community radio station. Roughly online listening is around 1/4 of the total for overall listening, and is increasing.

TO PUT IT SIMPLY IN 2018 WE HAD MORE PEOPLE LISTENING TO US, THEN IN THE YEARS BEFORE, AND ALREADY 2019 LOOKS ON TARGET TO BEAT 2018 'S FIGURES!

IN 2018

2,010,570 MINUTES
OF OUR BROADCASTS WERE
LISTENED TO ONLINE.
WE HAD
775,350
UNIQUE SESSIONS



Page views up by 12% on 2017

WWW.Hullkingstonradio.com

We had over 1.8 million unique page views of our varied website content in 2018

SoundCloud player

9.2% increase on 2017

27,957

Content Plays in 2018



Volunteers

We would be nowhere without our loyal and dedicated volunteers.

We currently have around **60** volunteers involved with the station, with another **6** new volunteers in training.

We encourage our volunteers to be the best they can and make the most of the opportunities we offer them.

We have helped a large number into paid employment, both inside and outside the radio industry, and into further education

We are a community radio station, run by volunteers on a not for profit basis . We have continually grown since 2014 and we are a benchmark community radio station.

It is a great opportunity for your company to share in the massive & successful social impact we've made by working with & investing in a community asset that has become entrenched, well liked, and provides lots of opportunities to the communities we both serve.

It will also boost your C.S.R. profile in doing so.

Want to learn more or get more details? Great!
How about a nice chat ?

Email
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Or call 01482 715105

