

Campaign Performance Report

Event Title: AGM and Board Elections
 Date: 27 May 2020
 Location: Online
 Ticket Price: FREE

Registrations: **2020**
 Member 76
 Non-Member 2

COMMS OUTPUTS (email)

**Documents including proxy forms, motions, nomination forms and other supporting documentation provided.*

Topic	Date	Content	Opens	Clicks	Campaign Clicks
Call for Nominations	25 Mar	Member News	3073	1452	16
Call for Nominations	1 April	Member News	2567	714	22
Call for Motions	9 April	Member News	2289	368	3
Call for Nominations	9 April	Member News	2289	368	12
Call for Motions	16 April	Member News	2327	407	3
Call for Nominations	16 April	Member News	2327	407	33
AGM	17 April	What's On	2093	472	44
Call for Motions	22 April	Member News	3000	263	27
Notice of AGM	29 April	Member News	2846	296	60
*****New API Website goes live*****					
Notice of AGM	5 May	Special Notice	2764	130	N/A
AGM Motions info	6 May	Member News	2318	299	70
Board Elections	11 May	Special Notice	(data not available form Big Pulse)		
Board Elections	13 May	Member News	2130	317	11
AGM	18 May	What's On	2933	509	100
2020 AGM Motions	20 May	Member Alert	2764	248	N/A
Participating in AGM	21 May	Member News	2031	394	N/A

LinkedIn

Date Posted	Title of Update	Impressions	Engagements	Link clicks
26-Mar	2020 Call for Nominations	1553	7	31
8-Apr	2020 Call for Nominations - Positions on the Board of Directors	509	3	12
16-Apr	2020 Call for Nominations - Positions on the Board of Directors	368	2	4
10-May	Meet the Candidates	717	8	21
14-May	Candidate Profiles & Voting	118	2	1
19-May	Voting closes tonight	216	1	3

20-May	AGM Motions Update	718	10	17
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Twitter

Date Posted	Title of Update	Impressions	Engagements	Engagement Rate
27-Mar	2020 Call for Nominations	641	7	1.10%
15-Apr	Call for Motions	454	5	1.10%
11-May	Candidate Information	277	5	1.80%
15-May	Candidate Profiles & Voting	76	1	1.30%