

UKCES Analytics January 2014

In brief...

We saw a big bounce back in stats for January, mostly driven through a combination of a very successful youth employment campaign using the hashtag #ThanksForTheBreak, and the publication and digital coverage of the Employer Skills Survey with the hashtag #ESS13.

There were **14,115 visitors to the website** with a notable peak on the day of the launch of the Employer Skills Survey, and the

most downloaded file was the full ESS report.

The most popular blog for the month was Reema's [Thanks for the break](#), which was used as a landing page for the campaign of the same name.

Social

UKCES Twitter followers were **up by 286**, which is the strongest Twitter growth we've seen since we started tracking social analytics.

The most retweeted tweet was "**Employer Skills Survey infographic: recruitment, skills shortages, and their impact #ESS13**" which was retweeted **35 times**.

LMIforAll twitter saw a slower rate of growth, gaining **31 followers** over the month.

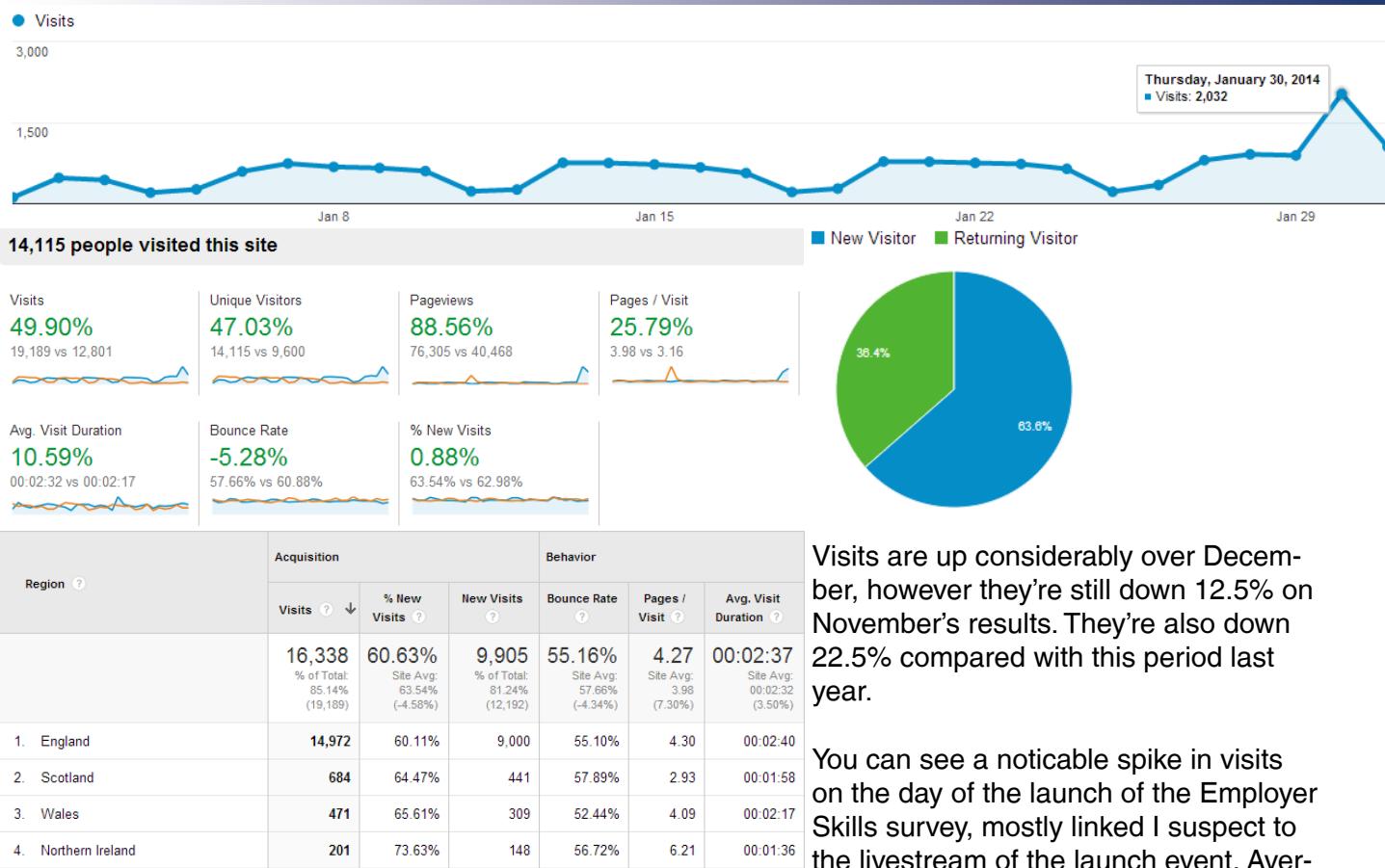
Our **LinkedIn** following grew by **43**, and engagement was marginally lower than in December, mostly due to a lack of content

being put out via this channel.

The most popular images of the month on our **Pinterest channel** related to #ThanksForTheBreak or #ESS13. We had **227 followers** on 31 January.

Youtube views were up 76% over December, again being our highest on record. Here however lots of the credit lies with great-business.gov.uk rather than our own efforts.

Website

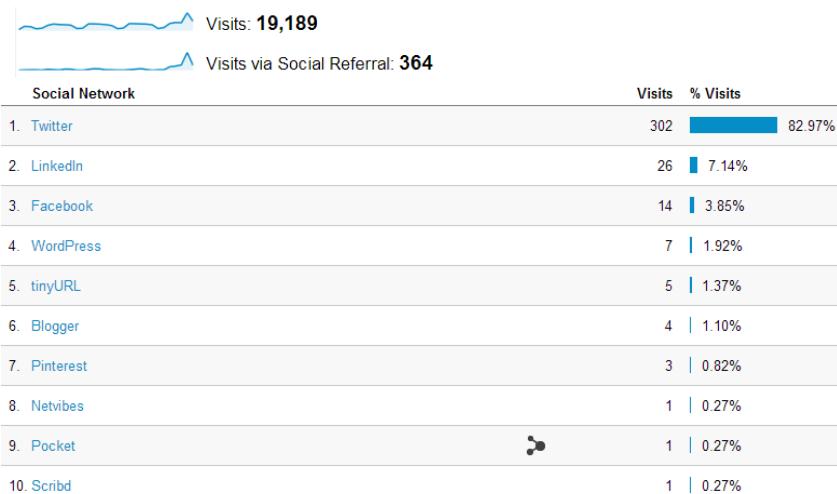


Average visit duration was up considerably, also probably due to this event.

92% of UK visits were from England, followed by 4% from Scotland, 3% from Wales and 1% from Northern Ireland. This is fairly typical of visits to the website.

Visits are up considerably over December, however they're still down 12.5% on November's results. They're also down 22.5% compared with this period last year.

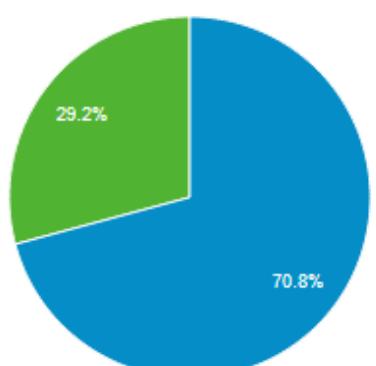
You can see a noticeable spike in visits on the day of the launch of the Employer Skills survey, mostly linked I suspect to the livestream of the launch event. Average visit duration was up considerably, also probably due to this event.



Social referrals were up 140% over December, but still only about half of what we saw in November. Most social referrals were clustered around the ESS13 launch. #ThanksForTheBreak unsurprisingly had no major social impact on web visits, since none of its content was hosted on the website. We should note also that this figure doesn't take into account direct links to infographics supporting the ESS13 launch, as direct links to files aren't picked up by google tracking code. It's likely therefore that referrals to the website were higher than the figure indicated here.

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
	76,305 % of Total: 100.00% (76,305)	41,559 % of Total: 100.00% (41,559)	00:00:51 Site Avg: 00:00:51 (0.00%)	19,189 % of Total: 100.00% (19,189)
1. Sorry your page can not be found UKCES	25,165	580	00:00:04	225
2. UK Commission for Employment and Skills UKCES	7,138	5,392	00:01:03	4,758
3. Publications UKCES	3,325	2,659	00:00:40	354
4. Search results UKCES	2,327	1,776	00:01:08	67
5. About us UKCES	2,108	1,597	00:01:07	309
6. Sector Skills Councils Our work UKCES	1,725	1,366	00:02:38	1,322
7. The UK Commission's Employer Skills Survey (UKCESS) Our work UKCES	1,716	1,355	00:02:45	839
8. Employer Ownership of Skills Pilot Our work UKCES	1,276	1,014	00:01:43	690
9. Our work UKCES	1,250	970	00:00:53	66
10. Contact us About this site UKCES	1,246	1,022	00:04:01	552
Total	7265	6475		
1. evidence-report-81-ukces-employer-skills-survey-13-full-report.pdf	385	320		
2. ukces-employer-skills-survey-13-executive-summary-81.pdf	282	235		
3. review-of-adult-vocational-qualifications-in-england-final.pdf	245	219		
4. ukces-employer-skills-survey-11.pdf	216	201		
5. evidence-report-41-working-futures-2010-2020.pdf	167	139		
6. employer-ownership-of-skills-building-the-momentum.pdf	120	103		
7. ukcess13-chapter-2.pdf	120	107		
8. evidence-report-64-ukces-employer-perspectives-survey-2012-full-report.pdf	102	95		
9. ip-video-content-itt.docx	90	84		
10. ukcess13-chapter-3.pdf	79	69		

Blog



Again I'm not sure what's causing the peak in "page not found" pageviews - they're all clustered around the ESS13 launch, but I'm not entirely sure what people were trying to access.

The list of top pages apart from that is fairly typical, with the ESS13 page making a notable appearance at No. 7.

Top downloaded files were mostly ESS related, with the AVQ report also maintaining some good longevity.

Region ?	Acquisition			Behavior		
	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
	1,435 % of Total: 86.34% (1,662)	67.87% Site Avg: 70.82% (-4.16%)	974 % of Total: 82.75% (1,177)	76.10% Site Avg: 77.50% (-1.81%)	1.70 Site Avg: 1.66 (2.60%)	00:01:25 Site Avg: 00:01:18 (9.25%)
1. England	1,355	66.72%	904	75.42%	1.73	00:01:28
2. Scotland	36	75.00%	27	91.67%	1.11	00:00:10
3. Wales	35	97.14%	34	85.71%	1.23	00:01:04
4. Northern Ireland	7	100.00%	7	85.71%	1.14	00:00:00
				2,760 % of Total: 100.00% (2,760)	2,238 % of Total: 100.00% (2,238)	00:01:58 Site Avg: 00:01:58 (0.00%)
1. Thanks for the break UK Commission for Employment and Skills				604	506	00:04:26
2. UK Commission for Employment and Skills We are a social partnership, led by Commissioners from large and small employers, trade unions and the voluntary sector. Our mission is to raise skill levels to help drive enterprise, create more and better jobs and economic growth.				341	224	00:01:16
3. Why being young and unemployed is a Game of Thrones UK Commission for Employment and Skills				314	257	00:03:05
4. Not just Disney and anime: Gemma Roberts's story UK Commission for Employment and Skills				210	166	00:04:14
5. Why Nestlé is stepping up to meet the youth employment challenge UK Commission for Employment and Skills				202	174	00:03:27
6. Youth employment: from Fleetwood Mac to D-Ream UK Commission for Employment and Skills				170	148	00:03:05
7. Why we need to be ambitious on skills UK Commission for Employment and Skills				46	37	00:05:54
8. About UK Commission for Employment and Skills				30	24	00:01:07
9. Ensuring Apprenticeships Remain Rigorous UK Commission for Employment and Skills				29	22	00:00:43
10. From work experience to full time job – Sam Lomas's story UK Commission for Employment and Skills				29	27	00:00:34
1. Twitter				423	 83.27%	
1. blogs.bis.gov.uk/ukces/2014/01/20/thanks-for-the-break/				254	 60.05'	
2. blogs.bis.gov.uk/ukces/2014/01/23/why-being-young-and-unemployed-is-a-game-of-thrones-2/				71	 16.78'	
3. blogs.bis.gov.uk/ukces/2014/01/15/not-just-disney-and-anime-gemma-robertss-story/				26	 6.15'	
4. blogs.bis.gov.uk/ukces/2014/01/31/why-we-need-to-be-ambitious-on-skills/				24	 5.67'	
5. blogs.bis.gov.uk/ukces/2013/12/18/youth-employment-from-fleetwood-mac-to-dream/				20	 4.73'	
6. blogs.bis.gov.uk/ukces/				15	 3.55'	
7. blogs.bis.gov.uk/ukces/2013/12/11/how-a-logistics-placement-helped-me-transition-to-a-civilian-career/				5	 1.18'	
8. blogs.bis.gov.uk/ukces/2013/11/21/why-nestle-is-stepping-up-to-meet-the-youth-employment-challenge/				3	 0.71'	
9. blogs.bis.gov.uk/ukces/?p=1251&preview=true				1	 0.24'	
10. blogs.bis.gov.uk/ukces/2013/10/14/joshdohertysstory/				1	 0.24'	
	276 % of Total: 16.61% (1,662)			276 % of Total: 16.61% (1,662)		
1. gameofthrones	86			31.16%		
2. fleetwoodmactodream	81			29.35%		
3. thanksforthebreak	44			15.94%		
4. notjustdisneyandanime	39			14.13%		
5. Julia	21			7.61%		
6. rigorousapprenticeships	3			1.09%		
7. samlomas	2			0.72%		

Very positive results from the blog. 1,327 unique visitors is the highest level of traffic since these evaluations started. It's also 55% higher than this time last year.

UK visits overwhelmingly came from England.

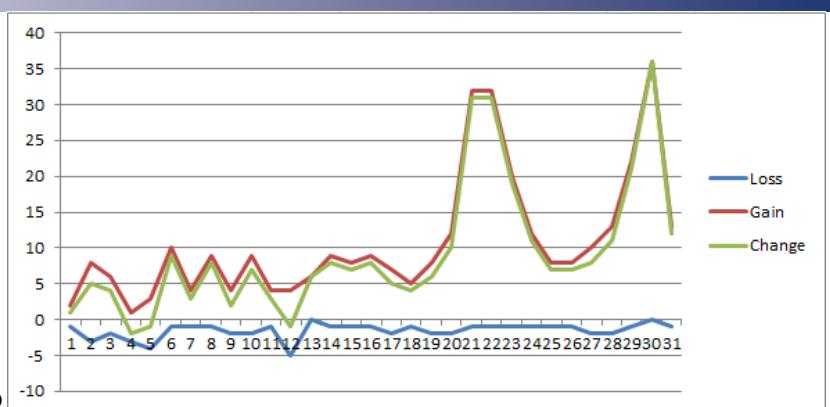
Traffic peaks here are mainly around the #ThanksForTheBreak campaign, with the original post by Reema achieving record numbers of views. The second most viewed blog was also #ThanksForTheBreak related. The impact of this Game of Thrones blog was also probably higher than indicated here, as a buzzfeed version of this blog received an additional 150 views (more info in the #ThanksForTheBreak evaluation.)

There were also record numbers of social referrals to the blog, with 423 visits from Twitter and at least 276 from LinkedIn. Interestingly, the original #ThanksForTheBreak was far less popular on LinkedIn than on Twitter, with Iqbal Wahhab's piece and the Game of Thrones blog occupying the top referral slots.

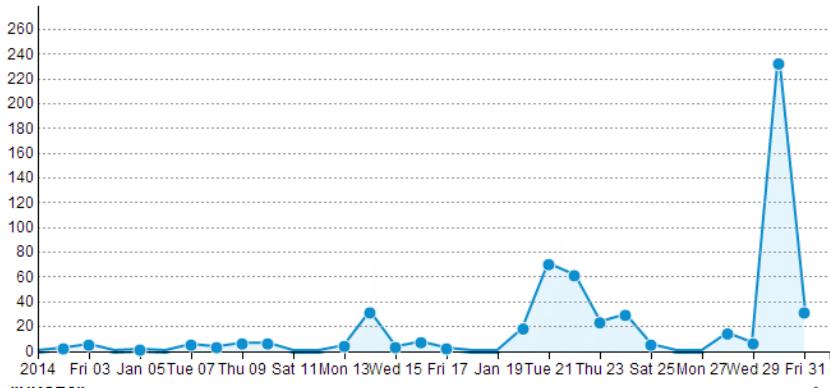
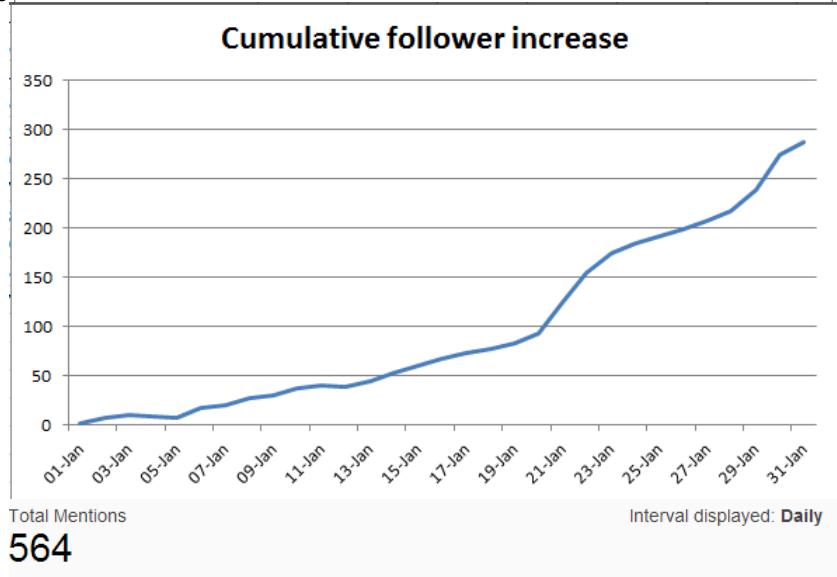
UKCES Twitter

December	
Followers at start of month	6452
Followers at end of month	6738
Total gain	334
Total loss	-48
Total change	286

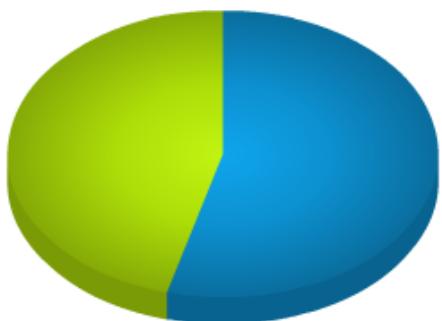
The combination of #ThanksForTheBreak and #ESS13 led to the strongest Twitter growth we've seen since we started tracking social analytics. We were gaining between 32 and 36 followers per day during the active days of this campaign, and you can see a clear impact of these two activities in the slope of the graphs to the right.



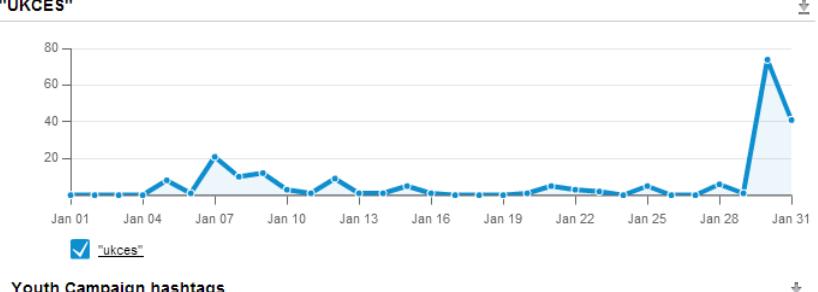
Mentions of @ukces were considerably higher during #ESS13 than during #ThanksForTheBreak, which makes sense as we were promoting a far more “branded” product during ESS than we were during the youth campaign. Comparing the two hashtags for the campaign, we can see that #ESS13 had a higher peak, but that #ThanksForTheBreak (potentially) had greater longevity (it’s possible that #ESS13 may continue well into February, but I haven’t noticed that many tweets past 30th January using this hashtag).



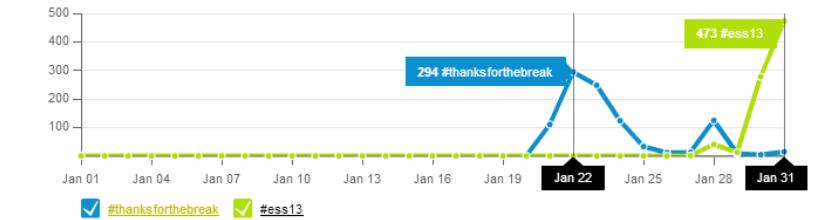
Twitter : Compare Keywords (pie)



Keyword	Hits
#thanksforthebreak	54.2% (1,011)
#ess13	45.8% (854)



Youth Campaign hashtags

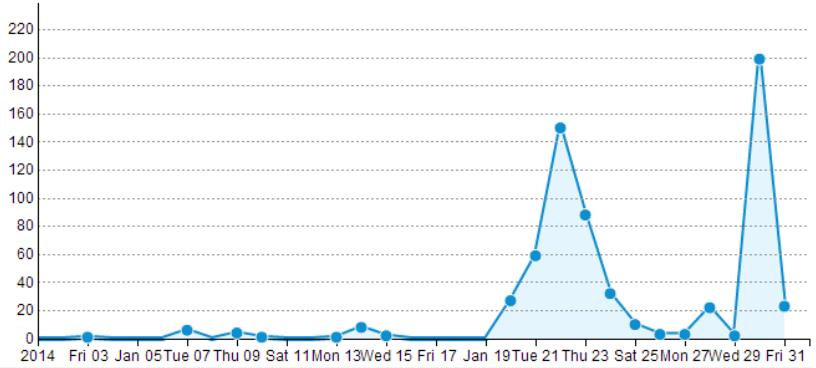


Most influential mentions were again split between #ThanksForTheBreak and #ESS13. Most are fairly skills-bubbly, with the notable exception perhaps of FSB.

Two peaks in retweets and link clicks again mirror the two campaigns in January, and the most retweeted tweets and most clicked on links were related to either #ESS13 or #ThanksForTheBreak.

Jan 24, 12:05	@BusinessLinkGov	RT @ukces "First breaks & taking chances - important for everyone, but especially young ppl http://t.co/JRWb4kcUsN..."	80.9
Jan 23, 10:51	@JasonElsom	Enjoyed a fruitful meet with @UKTI_Education yesterday to support British industry + support @ukces with their campaign @VisitBritain #bett2014	71.1
Jan 30, 12:53	@fsb_hq	Interesting from @UKCES, http://t.co/cZ5BAqKyQe Our members say young people lack employability skills. Work experience crucial for these.	67.9
Jan 30, 9:41	@fsb_hq	Great to be @ukces #ESS13 launch with @faisalislam today! #FSBSkills	67.9
Jan 30, 13:55	@fsb_hq	@thebarrowboy1 @ukces we're in this article, noting UK recovery may be slower than that of other countries if we don't have the right skills	67.9
Jan 30, 10:54	@fsb_hq	@ukces says 66% employers train staff, but for those who don't, cost & time are biggest barriers. #ESS13 Is this your experience?	67.9
Jan 23, 9:38	@robnilm	@ukces I had two friends who worked at Prince Edwards theatre near by. Word of mouth.	67.2
Jan 21, 16:37	@suebecks	Some lovely #thanksforthebreak stories emerging via @ukces cc @SHUCareers	66.2
Jan 28, 10:35	@SkillsetSSC	Nice @ukces blog on #GameOfThrones and skills http://t.co/oBuhi1Zpd (via @MMbelas)	65.7

Total Retweets **641** Interval displayed: Daily



▶ Jan 30, 10:17	Employer Skills Survey 2013 infographic: recruitment, skills shortages, and their impacts: http://t.co/awG2jN4zI #ESS13	35
▶ Jan 22, 10:21	Youth unemployment has gone down by 39,000 - could reduce it further by giving one young person their first break? #thanksforthebreak	16
▶ Jan 23, 22:58	10 ways to change a young person's life - some easy, some hard, all important & needed > http://t.co/crossSMmBRD #thanksforthebreak	15
▶ Jan 21, 11:28	The value of experience, first breaks and taking chances on people CANNOT be overstated > http://t.co/PccWeCsNgG #thanksforthebreak	15
▶ Jan 21, 18:54	We all know how important first jobs are - but only 6% of employers offer school leavers their first break into work! #thanksforthebreak	13
▶ Jan 30, 9:49	Half of manufacturing vacancies difficult to fill because of skills shortages #ESS13 http://t.co/K8c7PQfnP watch at http://t.co/kAYBkZuduv	12
▶ Jan 22, 20:55	Do you agree with the stereotype of #youngpeople today as lazy, work shy and illiterate? We DONT. Here's why: http://t.co/WxUOCdN7My	12
▶ Jan 23, 15:16	An interactive list of 10 ways to give young people their first break into work! > http://t.co/7ELpDepMv #thanksforthebreak	12
▶ Jan 20, 19:26	First jobs are CRUCIAL, esp for young people. We want to highlight how important they are. Here's how you can help! > http://t.co/PccWeCsNgG	12
▶ Jan 30, 9:40	Michael Davis CEO of @ukces - over half of employers are under-utilising the skills of their staff #ESS13 http://t.co/PJ9o63wKId	11

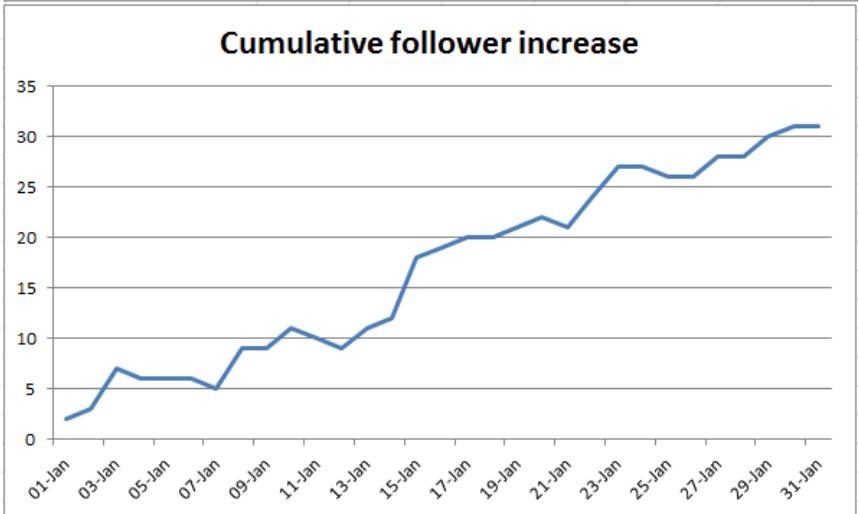
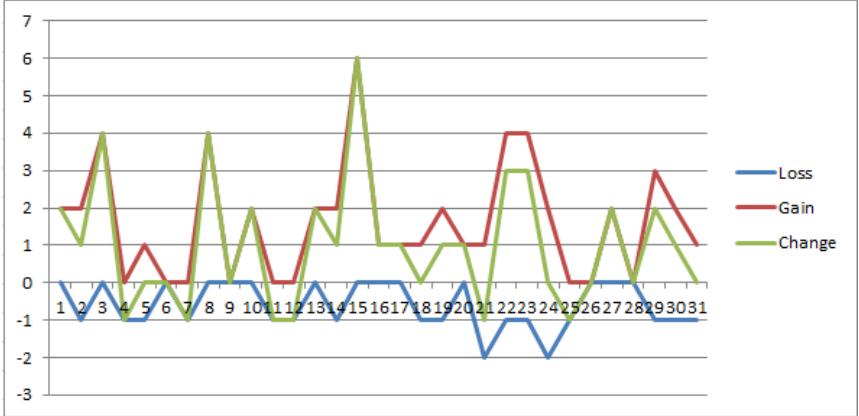
Ow.ly : Most Popular Links

Rank	Date	Post	Clicks
1	Jan 30, 2014	http://ow.ly/t7eq0 http://storify.com/ukces/employer-skills-survey... If you missed any of the coverage of our #ESS13 skills survey launch today, catch up with our Storify round-up: http://ow.ly/t7eq0	84 clicks
2	Jan 23, 2014	http://ow.ly/sSEIG http://blogs.bis.gov.uk/ukces/2014/01/23/why-be... Ever wondered what youth unemployment has in common with King Joffrey? New blog > http://ow.ly/sSEIG #gameofthrones #GoT	39 clicks
3	Jan 23, 2014	http://ow.ly/sRZPN http://www.ukces.org.uk/assets/ukces/docs/suppo... RT @ukces: Want to give a #youngperson a break but not sure where to start? Here's 10 ways to help http://ow.ly/sRZPN #thanksforthebreak	38 clicks
4	Jan 30, 2014	http://ow.ly/t6rao http://www.ukces.org.uk/assets/ukces/images/our... Employer Skills Survey 2013 infographic: skills gaps, skills lacking, their causes and impacts: http://ow.ly/t6rao #ESS13	38 clicks
5	Jan 30, 2014	http://ow.ly/t4Ujk http://www.ukces.org.uk/ESS13?utm_source=twitte... ... and the Employer Skills Survey 2013 UK Report and UK data tables will be available at 0930 > http://ow.ly/t4Ujk #ESS13	34 clicks
6	Jan 24, 2014	http://ow.ly/sUqOz http://www.hays.co.uk/jobs/ukces/ New research vacancies at UKCES! Work with us! More info > http://ow.ly/sUqOz #jobs #job	33 clicks
7	Jan 27, 2014	http://ow.ly/sYVZI http://ukces-mail.org.uk/ESSLive/2CU-TFJ-2B1AN0... We're publishing flagship Employer Skills Survey 2013 on 30th January. You can watch a livestream at > http://ow.ly/sYVZI #ESS13	33 clicks
8	Jan 22, 2014	http://ow.ly/sPphl http://www.youtube.com/watch?v=9yuZhacF5us Give a #youngperson a break & you get lots in return. Here are some of the #businessbenefits > http://ow.ly/sPphl #thanksforthebreak	32 clicks
9	Jan 23, 2014	http://ow.ly/sSEJL http://www.ukces.org.uk/assets/ukces/docs/suppo... Ten ways to help young people say #thanksforthebreak - No.1: Recruit them into their first job! > http://ow.ly/sSEJL	32 clicks
10	Jan 10, 2014	http://ow.ly/sllMk http://www.cipd.co.uk/hr-resources/valuing-your... RT @ukces: @theRSAorg @CIPD Nice new animation explaining why valuing your talent matters! > http://ow.ly/sllMk	29 clicks

LMIforAll twitter

December	
Followers at start of month	139
Followers at end of month	170
Total gain	50
Total loss	-19
Total change	31

Things seem to be slowing down a bit on the LMIforAll twitter channel. The overall trend is still upwards, but at a slower rate than we've seen in previous months. Retweets and link clicks were also slightly lower than previously. Most of this is probably due to a lack of new content being put out via the channel.



Date	Original Tweet	Clicks
Jan 28, 12:25	Build an #app using our @UKODI certified #opendata and win your share of £20k! > http://t.co/ZPjEyh4Rsc	4
Jan 29, 15:05	Less than 4weeks 'til the close of #careershack @appchallenge Let your students/colleagues know about our poster http://t.co/ajxJ3HY9zO	2
Jan 28, 8:01	More info about the data behind our API > http://t.co/OBlusud8mh #careershack	2
Jan 27, 10:23	#Careershack poster > let people know about our @appchallenge in your school, college or place of work http://t.co/KavNcStyf	2
Jan 26, 20:15	Want to get involved in #careershack but need a little help? Our @appchallenge welcomes team entries - here's strength in numbers!	2
Jan 21, 14:35	Here's where you can download the brief for the #careershack @appchallenge - £20k prize fund http://t.co/jDwexryL	2
Jan 8, 20:05	Tempted but unsure where to start with your #careershack @appchallenge entry? Take a look at our how-to guide http://t.co/2C01Ma5fL	2
Jan 27, 20:01	Opportunities for graphic designers in Yorkshire set to rise 19% by 2020 #stats #careershack	1
Jan 29, 16:20	CareerTrix shows just one use of our #opendata > http://t.co/cirKhBL5i0 What could you do? #careershack @appchallenge @neontribe	1
Jan 31, 17:15	Got questions about your #careershack #app entry? Don't leave it 'til the last minute - tweet us and ask! @appchallenge	1

Ow.ly : Most Popular Links			
Rank	Date	Post	Clicks
1	Jan 21, 2014	http://ow.ly/sMTN2 http://careershack.appchallenge.net/rules/ Take a look at our criteria to ensure you have the best chance of winning a share of £20k http://ow.ly/sMTN2 #careershack @appchallenge	9 clicks
2	Jan 7, 2014	http://ow.ly/slbbH http://www.cpd.co.uk/hr-resources/valuing-your... Nice new animation by @CPD about why valuing talent matters > http://ow.ly/slbbH	5 clicks
3	Jan 21, 2014	http://ow.ly/sMUDz http://careershack.appchallenge.net/download-brief/ Here's where you can download the brief for the #careershack @appchallenge - £20k prize fund http://ow.ly/sMUDz	5 clicks
4	Jan 9, 2014	http://ow.ly/sqph7 http://careershack.appchallenge.net/guide/ We're here to help if you have questions, just ask! This guide is great for beginners> http://ow.ly/sqph7 @appchallenge #careershack	4 clicks
5	Dec 11, 2013	http://ow.ly/rEKk5 @ITCSheffield Got any budding app developers? How would they like to win £5k in our 16-24 #careershack @appchallenge? http://ow.ly/rEKk5	4 clicks
6	Jan 9, 2014	http://ow.ly/sqqwE http://www.ebizmba.com/articles/best-html5-webs... @McLean_Tom_Hey, HTML5 just is the most up to date and more interactive version of HTML. Some examples using it > http://ow.ly/sqqwE	3 clicks
7	Jan 15, 2014	http://ow.ly/sC6jV http://careershack.appchallenge.net/ @eskillsUK We've launched the #careershack app contest which has a 16-24 FE student prize category > http://ow.ly/sC6jV	3 clicks
8	Jan 9, 2014	http://ow.ly/sqrQB @McLean_Tom_Hey If it's an interactive tool using the apiyou can send us a video of it working that's cool!Like this > http://ow.ly/sqrQB	2 clicks
9	Jan 2, 2014	http://ow.ly/rXugL http://careershack.appchallenge.net/guide/ Thinking of entering #careershack @appchallenge? We recommend you start here > http://ow.ly/rXugL	2 clicks
10	Jan 29, 2014	http://ow.ly/l44C9 @ukces : In 2011 we created these maps from Employer Skills Survey data. Full data for #ESS13 will be released tmrw http://ow.ly/l44C9	2 clicks

LinkedIn

Work with us! We are recruiting Re...	1/24/2014	All followers	Sponsor	922	31	2	-	3.58%
What does being young and unemp...	1/23/2014	All followers	Sponsor	1,069	12	4	-	1.50%
Who kickstarted your career? Why ...	1/20/2014	All followers	Sponsor	1,214	5	2	-	0.58%
Not just Disney and animé: New blo...	1/15/2014	All followers	Sponsor	746	2	1	-	0.40%

Reach ?

Impressions Uniques

— Sponsored — Organic



Engagement ?

Clicks Likes Comments Shares Followers

— Sponsored — Organic



904
January 1, 2014

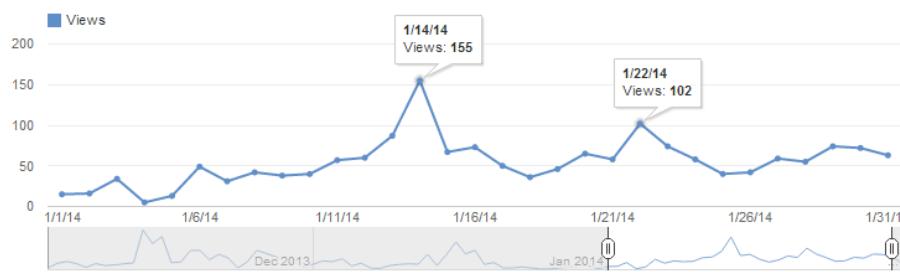
947 (+3)
January 31, 2014

?

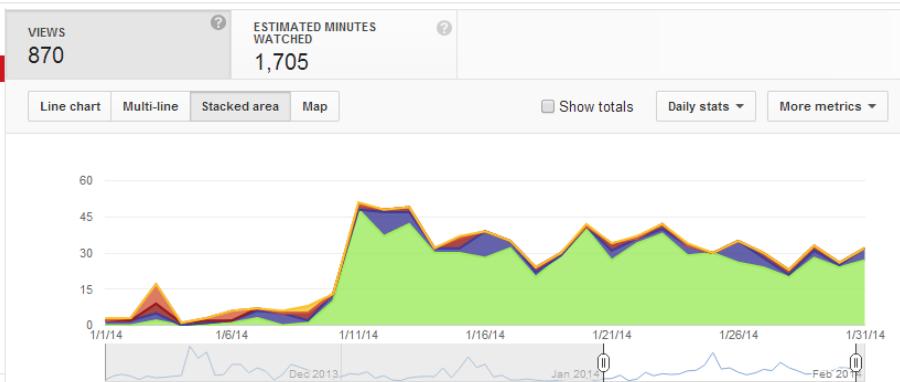
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We made less use of the LinkedIn page in January and had fewer updates. As such, we gained 43 followers over the month, which is a slightly smaller figure than what was seen in December. As normal, a job posting for R&T received the most engagement - although as mentioned previously it's interesting to note the engagement with the Game of Thrones blog on this platform. Peaks of reach and engagement were seen on the day of release of this blog, with smaller peaks seen with other updates throughout the month.

Youtube



Video	Views	Estimated minutes watched	Likes
Timpson Group - Employer Ownership Pilot	756	1,394	0
Advanced Manufacturing - Higher Apprentices...	159	276	0
Give a young person a break - #thanksfortheb...	95	34	0
Stories from the Employer Ownership of Skill...	71	90	1
The UK Commission's Employer Skills Surve...	45	141	0
Are you an apprenticeship whiz?	43	32	0
The importance of work experience #1	37	72	0
Career Trax Demo	37	32	1
ESS 13: The Reach of our Research	36	38	0
House of Eden - Employer Ownership Pilot	31	73	0
	Views	Estimated minutes watched	Likes
Timpson Group - Employer Ownership Pilot	756	1,394	0
Advanced Manufacturing - Higher Apprentices...	159	276	0
The UK Commission's Employer Skills Surve...	45	141	0
Stories from the Employer Ownership of Skill...	71	90	1
The UK Commission's Employer Skills Surve...	27	75	0
House of Eden - Employer Ownership Pilot	31	73	0
The importance of work experience #1	37	72	0
Scaling the youth employment challenge	30	67	0
The death of the Saturday job and why work e...	26	60	0
The importance of work experience #2	24	50	0



Top level > Embedded player on other websites			
Playback location	Geography	Date	
greatbusiness.gov.uk		660 (76%)	1,251 (73%)
ukces.org.uk		92 (11%)	253 (15%)
semta.org.uk		34 (3.9%)	82 (4.8%)
apprenticeeye.co.uk		14 (1.6%)	13 (0.8%)
twitter.com		10 (1.1%)	6 (0.4%)

Youtube's a bit of an odd one out this month. The channel received 1,676 views leading to 2,745 minutes of content watched. This is much higher than December (+76% and +222% respectively), and considerably higher even than November (+9% and +40% respectively.)

As you can see however, the biggest peak in views and minutes watched was on 14th January, with much smaller figures during #ThanksForTheBreak and #ESS13.

The most watched video both in terms of views and minutes watched was the [Timpson Group EOP video case study](#) - a video which dates from 7th March 2013.

Interestingly also, we can see a big takeoff in the number of people watching our videos in embedded players on greatbusiness.gov.uk from this date. I therefore think that lots of the traffic this month came from [this post](#).

Pinterest

Board	Pins	Followers	Repins	Virality Score	Engagement Score		
Research	10	149	36	3.60	24.16 engagement score		
Infographics	25	157	68	2.72	17.32 engagement score		
The youth employment challenge	19	160	39	2.05	12.83 engagement score		
UK Commissions Employer Skills Survey 2011	12	161	15	1.25	7.76 engagement score		
Investors in People	100	168	96	0.96	5.71 engagement score		
Category	Board	Pin	Repins	Likes	Comments	Date Pinned	Source
other	Employer Skills Survey 2013		1	0	0	01/29/2014	uploaded
other	Employer Skills Survey 2013		1	0	0	01/29/2014	uploaded
other	Employer Skills Survey 2013		1	0	0	01/29/2014	uploaded
other	#thanksforthebreak		1	0	0	01/24/2014	ukoes.org.uk
other	#thanksforthebreak		1	0	0	01/22/2014	uploaded

Things look far more normal on pinterest. We had 227 followers on 31 January. Top graphics are a combination of #ESS13 and #ThanksForTheBreak media. The research board had the highest engagement this month (although we may want to rethink the layout of our boards in the future.)