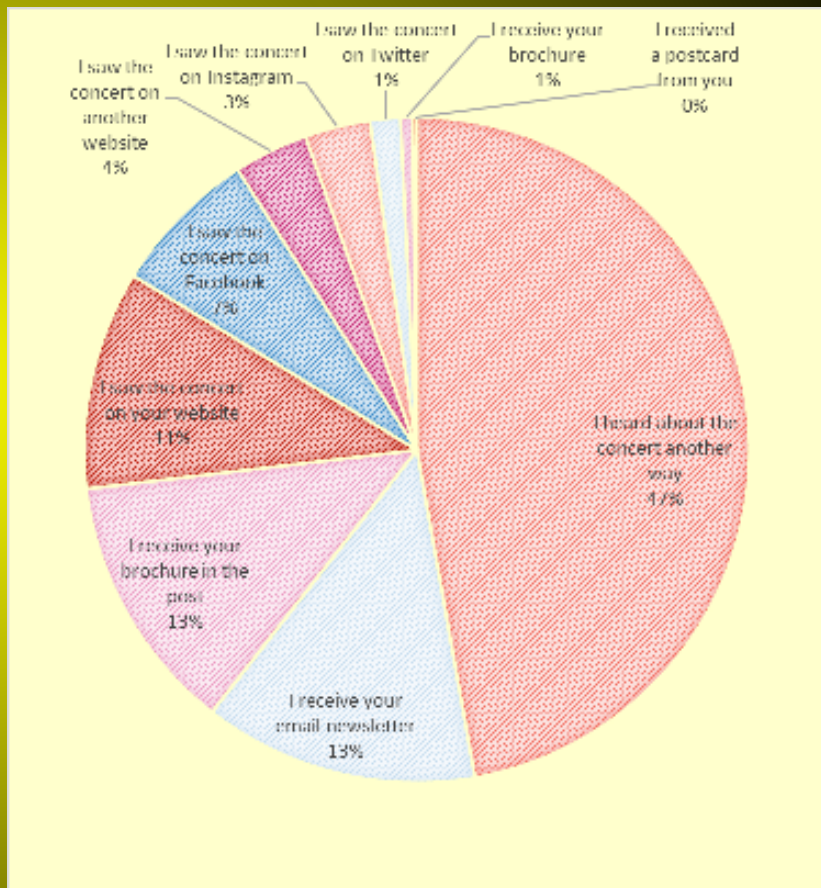


University of Sheffield Concerts

QUESTIONNAIRE REPORT

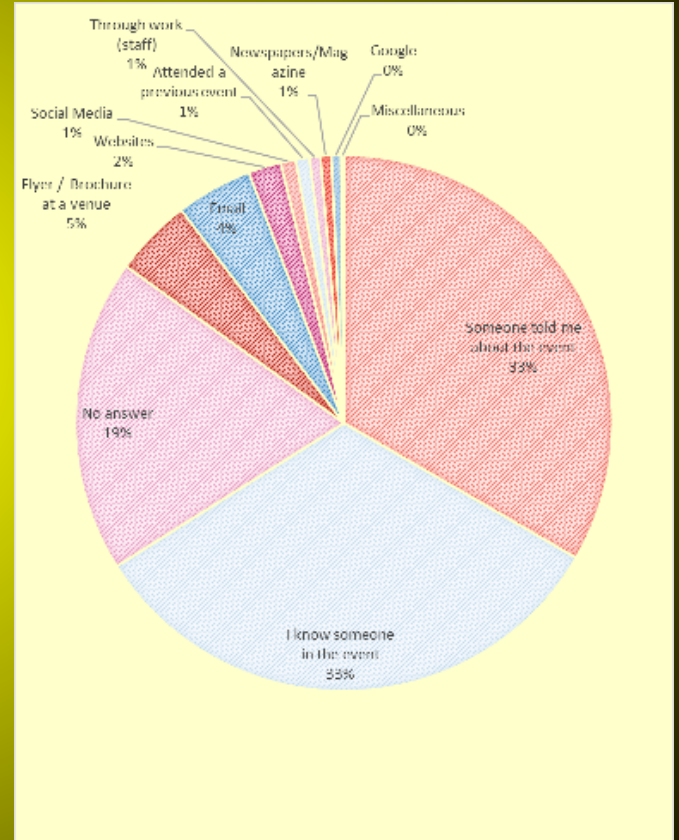
HOW DID YOU HEAR ABOUT THIS CONCERT?

I heard about the concert another way	1216
I receive your email newsletter	344
I receive your brochure in the post	324
I saw the concert on your website	274
I saw the concert on Facebook	185
I saw the concert on another website	93
I saw the concert on Instagram	82
I saw the concert on Twitter	38
I receive your brochure	15
I received a postcard from you	5
Total	2576



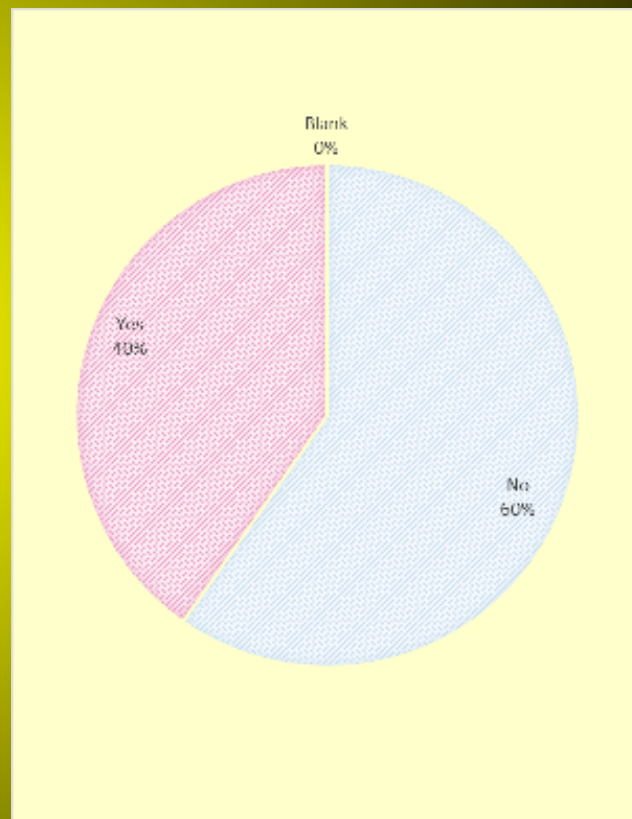
I HEARD ABOUT THE CONCERT ANOTHER WAY

Someone told me about the event	406
I know someone in the event	397
No answer	230
Flyer / Brochure at a venue	57
Email	56
Websites	24
Social Media	11
Attended a previous event	10
Through work (staff)	8
Newspapers/Magazine	8
Google	7
Miscellaneous	2
Total	1216



IS THIS YOUR FIRST TIME AT SHEFFIELD CONCERTS?

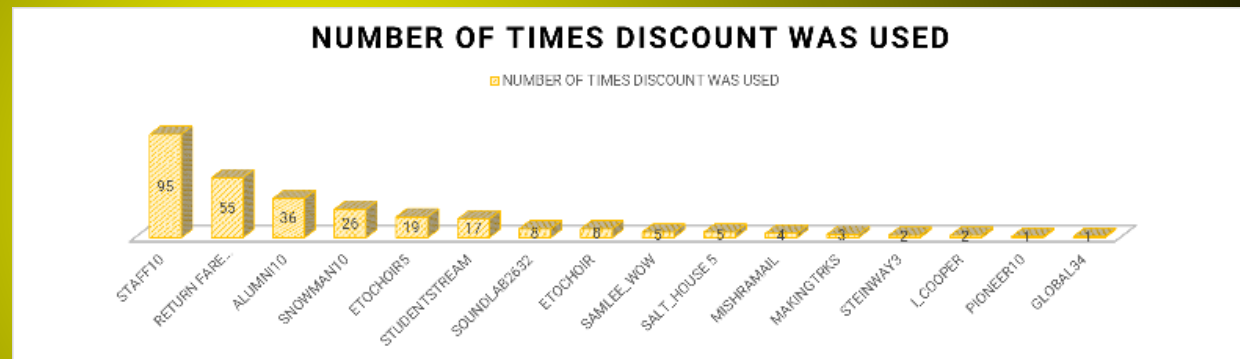
No	1538
Yes	1037
Blank	1
Total	2576



University of Sheffield Concerts

DISCOUNTS

Discount Code	NUMBER OF TIMES DISCOUNT WAS USED
STAFF10	95
RETURN FARE TICKET	55
ALUMNI10	36
SNOWMAN10	26
ETOCHOIR5	19
STUDENTSTREAM	17
SOUNDLAB2632	8
ETOCHOIR	8
SAMLEE_WOW	5
SALT_HOUSE 5	5
MISHRAMAIL	4
MAKINGTRKS	3
STEINWAY3	2
I_COOPER	2
PIONEER10	1
GLOBAL34	1

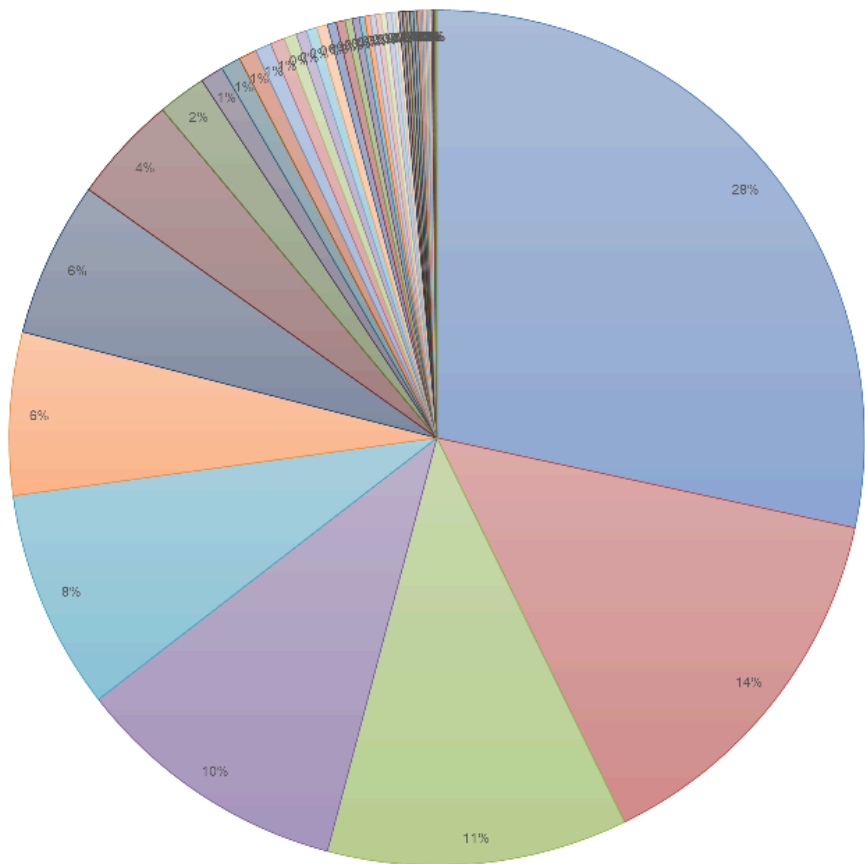


University of Sheffield Concerts

POSTCODES

Ticket Buyers Location in Sheffield

Postcode	Total
S10	420
S3	213
S1	168
S11	154
S6	123
S7	91
S8	87
S2	62
S17	27
S35	13
S36	11
S12	10
S33	9
S4	8
S41	7
S9	6
S32	6
S60	6
S13	5
S18	5
S20	4
S26	4
S40	3
S42	3
S43	3
S01	3
S04	3
S75	3
S14	2
S37	2
S44	2
S66	2
S74	2
S80	2
S81	2
S85	2
S9	1
S21	1
S25	1
S62	1
S63	1
S65	1
S70	1
S71	1
S73	1
TOTAL	1480



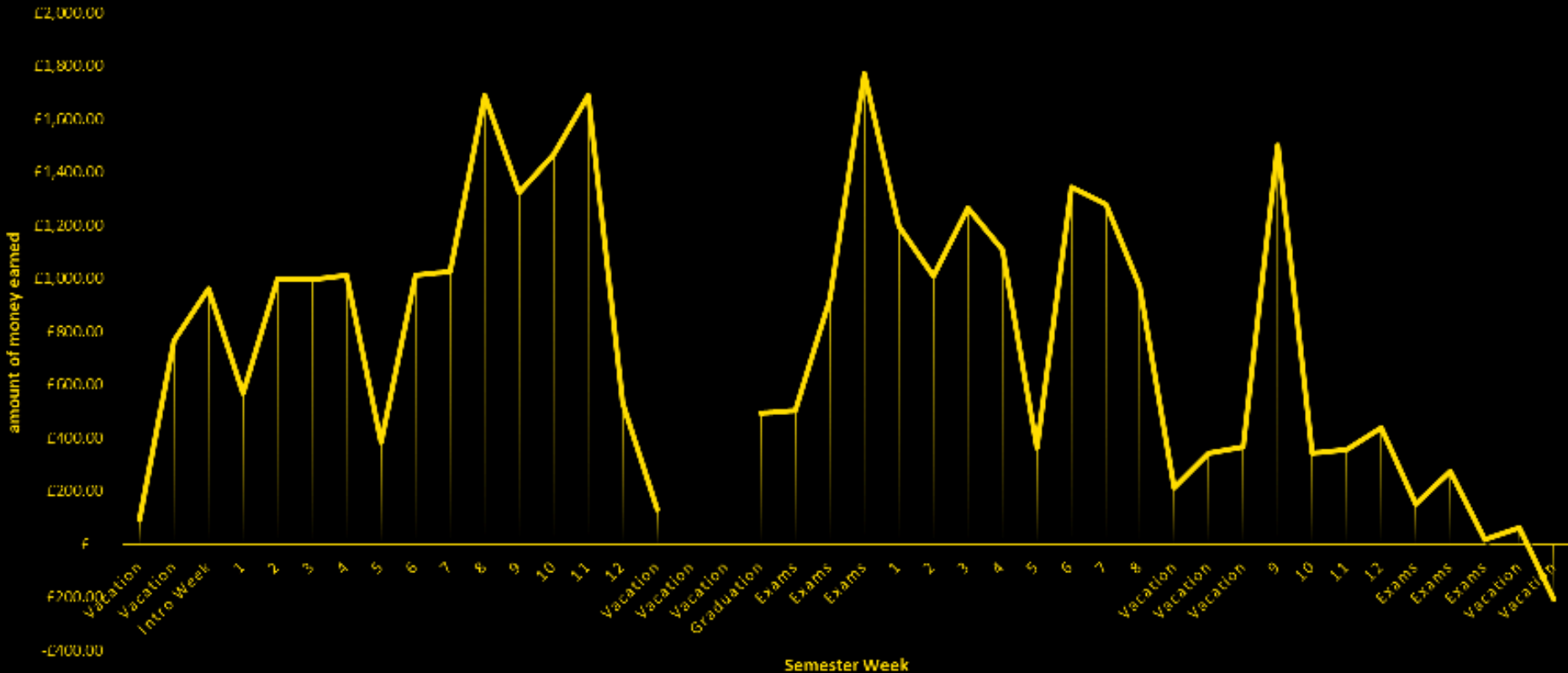
The top three areas were most ticket buyers came from were Sheffield 10, 3 and 1.

University of Sheffield Concerts

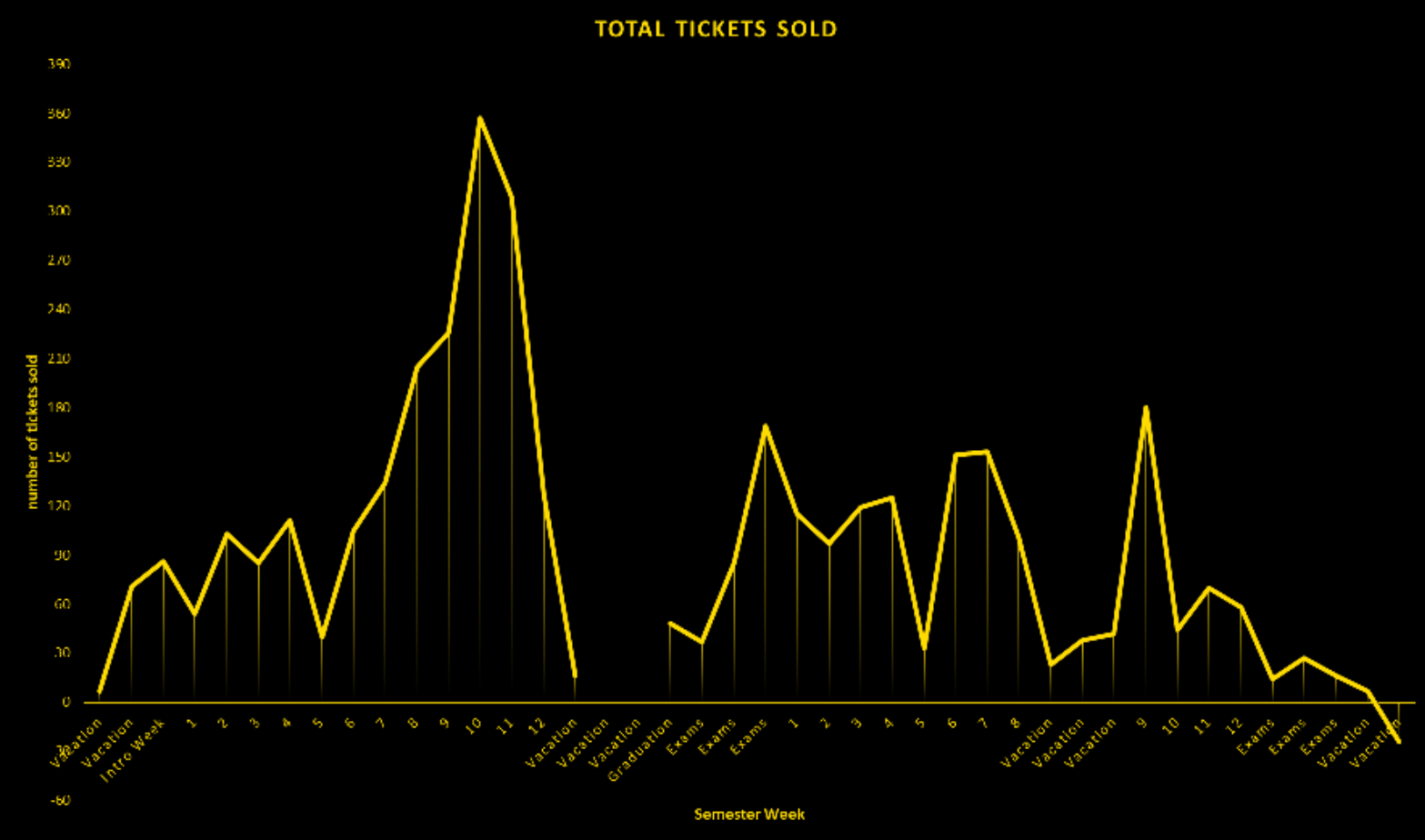
**TICKET
SALES**

LINE CHART OF INCOME THROUGHOUT THE SEASON

TOTAL MONEY EARNED



LINE CHART OF NUMBER OF TICKETS SOLD THROUGHOUT THE SEASON



TOTAL SALES

Timetable Week	Calendar Dates	Semester Week	Total Money Earned	Total Tickets Sold
	September 2021			
1		Vacation	£ 92.50	7
2	Monday 13	Vacation	£ 767.33	71
3	Monday 20	Intro Week	£ 961.11	86
4	Monday 27	1	£ 569.26	54
	October			
5	Monday 4	2	£ 1,000.41	103
6	Monday 11	3	£ 995.44	85
7	Monday 18	4	£ 1,012.72	111
8	Monday 25	5	£ 385.09	40
	November			
9	Monday 1	6	£ 1,011.60	105
10	Monday 8	7	£ 1,026.87	134
11	Monday 15	8	£ 1,688.71	205
12	Monday 22	9	£ 1,322.72	226
13	Monday 29	10	£ 1,466.67	357
	December			
14	Monday 6	11	£ 1,691.03	309
15	Monday 13	12	£ 531.62	127
16	Monday 20	Vacation	£ 132.03	16
17	Monday 27	Vacation		
	January 2022			
18	Monday 3	Vacation		
19	Monday 10	Graduation	£ 494.54	48
20	Monday 17	Exams	£ 504.10	37
21	Monday 24	Exams	£ 925.26	85
22	Monday 31	Exams	£ 1,771.71	169
	February			
23	Monday 7	1	£ 1,196.56	115
24	Monday 14	2	£ 1,010.16	97
25	Monday 21	3	£ 1,267.45	119
26	Monday 28	4	£ 1,109.63	125
	March			
27	Monday 7	5	£ 362.27	33
28	Monday 14	6	£ 1,346.02	151
29	Monday 21	7	£ 1,280.97	153
30	Monday 28	8	£ 972.41	101
	April			
31	Monday 4	Vacation	£ 213.61	23
32	Monday 11	Vacation	£ 342.66	38
33	Monday 18	Vacation	£ 366.72	42
34	Monday 25	9	£ 1,501.76	180
	May			
35	Monday 2	10	£ 342.15	44
36	Monday 9	11	£ 357.26	70
37	Monday 16	12	£ 439.23	58
38	Monday 23	Exams	£ 153.09	14
39	Monday 30	Exams	£ 273.60	27
	June			
40	Monday 6	Exams	£ 16.65	16
41	Monday 13	Vacation	£ 62.90	7
42	Monday 20	Vacation	-£ 206.64	-24
TOTAL			£ 30,759.18	3764

Autumn Brochure			
Sep-08 and season launch	£	386.62	33
Oct-01 Start of season	£	252.07	26
Autumn Brochure			
Oct-11 Top up	£	261.20	20
Spring Brochure			
Jan-28 and season launch	£	300.45	30
Feb-08 Start of season	£	169.48	19
Spring Brochure			
Apr-04 top up	£	13.87	3

University of Sheffield Concerts

SOCIAL MEDIA REPORT

BIZ GOALS

TALK DATA TO ME



[September - June]

OVERALL

All Other Platforms (Organic)

Channel	Followers	# of Posts Published	Engagement	Reach	Impressions	Link Clicks	Video Views
Instagram	473	130	1.186	6.988	-	-	755
Facebook	2.905	144	1.312	155.812	-	1.418	1.770
Twitter	2.102	147	2.133	-	100.835	417	3.377
Total	5.480	421	4.631	162.800	100.835	1.835	5.902

May vs September Overall

Progress at the end of the season compared to the beginning

Follower Growth

+6%

Compared to September

More than 300 followers earned

Reach

+81%

Compared to September

Almost 10k more due to more student related events

Engagement Rate

+38%

Compared to September

100+ more engagement due to more posts published

Top Performing Post

The best performing post of the year

Highest Reach & Engagement

This week (21/05) our @suschamber choir will perform at Birk Court! Check out this beautiful picture of them rehearsing for their spring concert 🎵 Have you already bought your ticket?

This is also our last student concert for this season - you might catch us tearing up because of it! #Sheffield #UniversityofSheffield #Studentshoir #Chamberchoir #Sussexchamberchoir #Choirrehearsal #Studentrehearsal

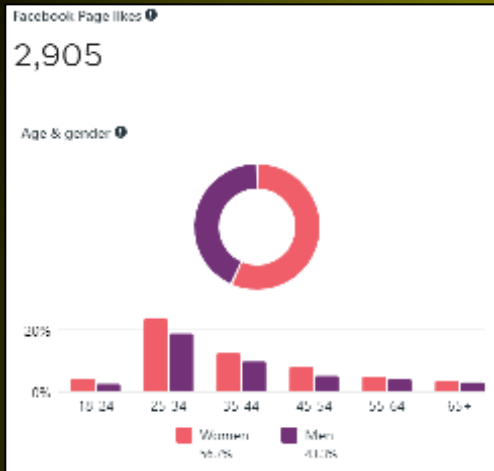


Main Takeaway

With 842 reach and 2% engagement, it is the highest post compared to September that could be because of the picture.

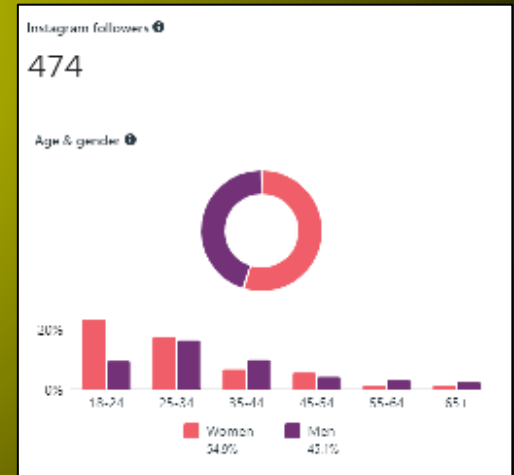
More shareable pictures = more reach ?

Followers Demographic



- Majority of Facebook followers are 25-34 years old followed by 35-44.
 - More than 50% of followers are women with nearly 24% being 25-34.
 - Men are 43% with 19% of them being between 25-34.
- The lowest percentage for women is 3% being over 65 and men is 2% who are 18-24.

- There are more women than men on Instagram standing at 55%.
 - The highest percentage for women's age range is 18-24 at 23% while men is 25-34 at 16%.
 - There are 5% in total of men and women who are over 55.
 - Followers are most active on Wednesdays between 3pm and 6pm.
- Peak time throughout the week is from 12pm onward.





**Monthly Performance
Breakdowns**

September

All Other Platforms (Organic)

Channel	Followers	# of Posts Published	Engagement	Reach based on general reach on FB suite	Impressions	Link Clicks	Video Views
Instagram	318	12	53	417	-	-	-
Facebook	2,804	19	29	13,323	-	39	-
Twitter	2,039	13	308	-	16,9k	71	-
Total	5,161	44	390	13,740	16,9k	110	-

October

All Other Platforms (Organic)

Channel	Followers	MoM%	# of Posts Published	MoM %	Engagement	MoM %	Reach	MoM %	Impressions	MoM %	Link Clicks	MoM %	Video Views
Instagram	346	+9%	21	+75%	134	+153%	817	+55%	-	%	-	-	180
Facebook	2,823	+1%	23	+21%	280	+866%	18,706	-45%	-	%	418	+972%	548
Twitter	2,041	-	27	+100%	98	-68%	-	-	18,9k	+12%	83	+17%	528
Total	5,210	+1%	71	+59%	512	+31%	19,523	+42%	18,9k	+12%	501	+98%	1,256

Highest Reach & Engagement

Can't read, Making Tracks preview features, but called it a thing, who played ukulele on the Islands for the first time in 10 years, a new genre!

Like this is for the UK, we played and we like, but based in the field. While she has worked with a number of other UK, we played some of the many different genres, she is part of the dance in folk, indie, classical, and other music, and the world is currently working on her album, but we can't wait to see her perform next Wednesday.

Can you see it and the other 2 follow, definitely worth a post, and it would be the first of the kind, just as well!

#makingtracks #makingtracksuk #folk #indie #pop #ukulele



Notes

Collab with another organisation = more reach

Looking through the posts of this month, I believe that this post had more success because it was linked with another page, Making Tracks, that even without tagging them, Making Tracks' followers might have received this post on their feed because of the key words

November

All Other Platforms (Organic)

Channel	Followers	MoM%	# of Posts Published	MoM %	Engagement	MoM %	Reach	MoM %	Impressions	MoM %	Link Clicks	MoM %	Video Views
Instagram	377	+3%	12	-43%	80	-40%	449	-45%	-	%	-	-	-
Facebook	2,832	-	13	-43%	80	-71%	15,194	-19%	-	%	117	-72%	-
Twitter	2,049	-	13	-50%	198	+102%	-	-	8,7k	-54%	44	-47%	-
Total	5,258	+1%	40	-43%	358	-30%	15,643	-19%	8,7k	-54%	161	-68%	-

Top Performing Posts

The best performing posts of the month.

Highest Reach & Engagement

We're delighted to welcome the internationally award-winning Fournier Trio on 2nd December who will present a varied programme of trios by Haydn, Mendelssohn and Brahms.

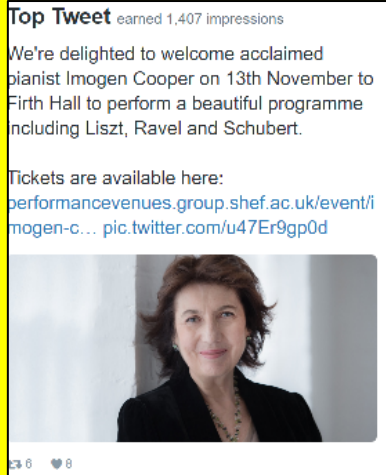
Tickets available here: <https://performancevenues.group.shef.ac.uk/.../fournier.../>



Notes

Artist with overall around 900 followers on social media =
artist with a good following = high reach

Top Tweet



Notes

Known pianist on Twitter = more retweets

In November, two different events with known artists on different social media platforms got more likes and retweets. It made me think that perhaps artists that have over 500 followers means that the possibility of getting more reach and engagement increases.

December

All Other Platforms (Organic)

Channel	Followers	MoM%	# of Posts Published	MoM %	Engagement	MoM %	Reach	MoM %	Impressions	MoM %	Link Clicks	MoM %	Video Views
Instagram	387	+9%	12	-	53	-34%	253	-44%	-	%	-	-	-
Facebook	2,834	-	8	-38%	43	-46%	1,993	-87%	-	%	131	+12%	-
Twitter	2,047	-	5	-62%	169	-15%	-	-	9,4k	+8%	21	-52%	-
Total	5,268	-	25	-37%	265	-26%	2,246	-86%	9,4k	+8%	152	-6%	-

Top Performing Post

The best performing post of the month

Highest Reach & Engagement



Notes

Student shown on picture = parents and friends sharing ?

Top Tweet



Notes

Known artist / summary of the evening with more than just a performance = higher engagement

In December, a student event got more attention, is it because of the picture showing two of them? It could be linked to parents and friends engaging with the post.

Meanwhile, on Twitter an artist that has over 1k followers became the top tweet of the month which could happen if Ella Taylor retweeted the post. I also think that an event that also was described as having more than just a concert could have brought more reach as well.

January

All Other Platforms (Organic)

Channel	Followers	MoM%	# of Posts Published	MoM %	Engagement	MoM %	Reach	MoM %	Impressions	MoM %	Link Clicks	MoM %	Video Views
Instagram	404	+4%	3	-75%	64	+21%	931	+268%	-	%	-	-	-
Facebook	2,853	+1%	5	-37%	82	+91%	23,164	-1062%	-	%	107	-18%	-
Twitter	2,054	-	5	-	234	+38%	-	-	7,4k	-21%	66	214%	-
Total	5,311	+1%	13	-48%	380	+43%	24,095	+973%	7,4k	-21%	173	14%	-

Top Performing Posts

The best performing posts of the month

Highest Reach & Engagement & Top Tweet

On Thursday 2nd February we'll be joined by the brilliant Sydney College of Music Alumni Duo as they launch their new album 'Searching for the Disappeared' from Composed especially for the day, their new album is an emotional journey which celebrates the lives of young people in the town of Liverpool and the Mersey.

To see the video album, and other content for the night please visit our Spring season on our [Facebook](#) or [Instagram](#) pages or [visit our website](#).



Notes

Concert related to Jazz

For this month I was a bit confused as to why this particular post got more attention. The duo doesn't have a strong social media following, they're not students and the concert isn't related with another company. I thought perhaps it's because it was a Jazz concert and the *only* Jazz event of the month, which could mean that a good percentage of our audience are into Jazz.

February

All Other Platforms (Organic)

Channel	Followers	MoM%	# of Posts Published	MoM %	Engagement	MoM %	Reach	MoM %	Impressions	MoM %	Link Clicks	MoM %	Video Views
Instagram	415	+3%	7	+133%	53	-17%	604	-35%	-	%	-	-	67
Facebook	2,873	+1%	11	+120%	54	-34%	13,687	41%	-	%	106	-	115
Twitter	2,067	+1%	11	+120%	207	-12%	-	-	8k	+8%	41	214%	510
Total	5,355	+1%	29	+123%	314	-17%	14,291	-41%	8k	+8%	147	-15%	692

Top Performing Posts

The best performing posts of the month.

Highest Reach

We're delighted to be hosting the first ever CoMA Sheffield! A day of accessible workshops and an evening performance, featuring brand new music by living composers. CoMA is growing nationally and we're really excited to join this exciting network.

Tickets available here: <https://performancevenues.group.shef.ac.uk/~contempor.../>

Festival of
CONTEMPORARY
MUSIC for all CELEBRATING
NEW MUSIC

YOUTUBE.COM

What is the CoMA Festival?

Welcome to the biennial Festival of Contemporary Music for All. Learn more about this advent...

Notes

Another example of high reach when partnering with another company

Highest Engagement

We're really excited to be welcoming the global folk collective Mishra to Firth Hall on 17th March. Not only will we be treated to the full quintet, but they'll also be joined by award-winning Indian vocalist and composer Deepa Nair Raviya in this really special qig.

Having sold out two Sheffield shows last year, here's an opportunity to get a ticket if you missed out last time!

Get your tickets and listen to their unique sound here: <https://performancevenues.group.shef.ac...>
See more



Notes

Another example of artists that already have a good following

Top Tweet

We are beyond excited to be hosting the Sheffield date of Leveret's upcoming tour on March 2nd - come see 3 of the finest UK folk musicians (Sam Sweeney, Rob Harbron and Andy Cutling) playing together in Firth Hall. Don't miss out!

Tickets:

performancevenues.group.shef.ac.uk/event/leveret/

#ukfolk pic.twitter.com/9CqNLwmqcl



Notes

With over 2000 reach and 9 retweets, Leveret could be another example of artists and good following

March

All Other Platforms (Organic)

Channel	Followers	MoM%	# of Posts Published	MoM %	Engagement	MoM %	Reach	MoM %	Impressions	Link Clicks	MoM %	Video Views	MoM %
Instagram	437	+5%	29	+314%	330	+523%	1493	+147%	-	-	-	508	+658%
Facebook	2,883	-	29	+314%	280	+419%	24,508	+79%	-	190	+79%	427	+271%
Twitter	2,080	+1%	35	+218%	511	+147%	-	-	15,3k	36	-12%	1,505	+195%
Total	5,400	+1%	93	+221%	1,121	+257%	26,001	+82%	15,3k	226	+54%	2,440	+253%

Top Performing Posts

The best performing posts of the month.

Highest Reach

Our amazing students, part of the Sheffield University Symphony Orchestra are coming back on 26 March after a sell-out performance in Autumn. We're excited to see them play Song of the Prophets: A Requiem for the Climate, a special piece composed by four Black British composers: Ayanne Witter-Johnson, Daniel Kibane, Shirley J Thompson OBE and Roderick Williams OBE. Amongst other pieces, they'll also play Lord of the Rings medley and everything will be conducted by the award... See more



Notes

A great example of a student post gaining high reach, especially since it was SUSO, which I'm guessing are well known within the university. I also think the key word *Orchestra* might have made the post show up more on people's feed.

Highest Engagement

Miss Pymphenic's orchestra comes back to perform at Firth Court (081064) & Catch them at 8pm ready to play the special piece commissioned by Christian Aid for Cuckoo Orchestra in 2021 'Song of the Prophets: A Requiem for the Climate'.

https://performancesvenuesgroup.she.ac.uk/_/sheffield...
#sheffieldevents



Notes

It's a picture showing students' faces so that could be the reason why they received more engagement than the other post that got high reach

Top Tweet

Boxwood & Brass' are performing at Firth Hall on 23 March, so here's what they like to play 🎵

songs played in this video:
Beethoven arr. Perival:
Grande Sonata op. 7 In E flat for Harmonie
Mozart arr. Perival:
Symphony no. 40 In G minor K550 for Harmonie
[#classicalmusic](https://twitter.com/gueovZYpHq)
[pic.twitter.com/gueovZYpHq](https://twitter.com/gueovZYpHq)



Notes

My theory here is that our audience like watching performances of classic pieces

Channel	Followers	MoM%	# of Posts Published	MoM %	Engagement	MoM %	Reach	MoM %	Impressions	Link Clicks	MoM %	Video Views	MoM %
Instagram	456	+4%	19	-34%	259	-22%	1001	-33%	-	-	-	-	-
Facebook	2,894	-	19	-34%	281	-	21,427	-13%	-	196	+3%	159	-63%
Twitter	2,087	+1%	19	-46%	284	-44%	-	-	10,4k	48	+33%	161	-89%
Total	5,437	+1%	57	-39%	824	-26%	22,428	-14%	10,4k	244	+8%	320	-87%

Top Performing Posts

The best performing post of the month

Highest Reach & Engagement & Top Tweet

Upcoming May to perform on the 'In at Fifth Court is Martin Simpson after a near sell out show back in December 2019, but this time as a duo with Andy Cutting.
Expect an intimate evening of fingerpicked guitar and melodeon from two of the UK folk scene's finest musicians.
Martin Simpson is known as a guitarist of formidable talent, and he is consistently named as one of the very finest fingerstyle guitar players in the world... See more



Notes

Martin Simpson is a very well known artist + post shared on multiple Facebook groups

This is another great example of a well-known artist but it's also worth mentioning that it is also the only post I managed to share on multiple Facebook groups, so perhaps that helped too?

May

All Other Platforms (Organic)

Channel	Followers	MoM%	# of Posts Published	MoM %	Engagement	MoM %	Reach	MoM %	Impressions	Link Clicks	MoM %	Video Views	MoM %
Instagram	473	+4%	15	-21%	160	-38%	1023	+2%	-	-	-	-	-
Facebook	2,905	-	17	-11%	183	-35%	23,810	11%	-	114	-42%	521	+228%
Twitter	2,102	+1%	19	-46%	124	-56%	-	-	5,835	7	-85%	673	+318%
Total	5,480	+1%	51	-11%	467	-43%	24,833	+11%	5,835	121	-50%	1,194	+273%

Top Performing Posts

The best performing posts of the month

Highest Reach & Engagement

This week (21/05) our Ruus Chamber Choir will perform at Finch Court! Check out this beautiful picture of them rehearsing for their spring concert 🎵 Have you already bought your ticket? This is also our last student concert for this season, you might catch us toasting up because of it! #sheffield #universityofsheffield #ruuschamberchoir #chamberchoir #ruuschamberchoir #chamberchoir #studentchoir #studentchoir



Notes

Another success because of a student related event

Top Tweet

We're so happy to be teaming up with Talking Gigs again. This year their guests are Addictive TV with their newest project Orchestra of Samples which involves samples from musicians all around the world.

📅 June 2 at 7:30pm
📄 More info and tickets here: performancevenues.group.shef.ac.uk/event/orchestra-of-samples pic.twitter.com/unhAaA9psj



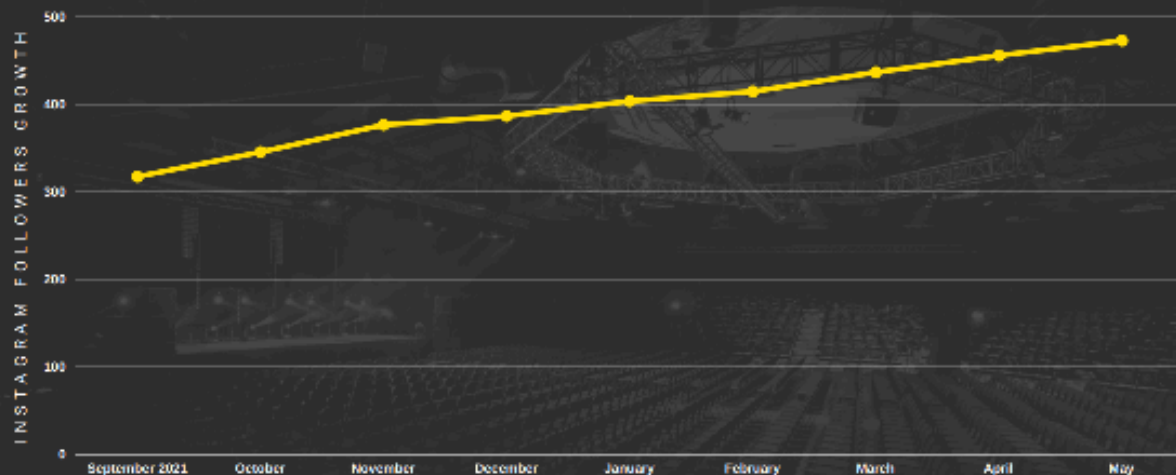
Notes

Eye-catching video

Overall, there were three types of posts that did well: student events, artists that already had followers and collaborating with other companies.

I'm assuming Twitter audience particularly like video content, which makes sense since caption is limited, so perhaps for the future having more video-format announcements for Twitter would attract more followers?

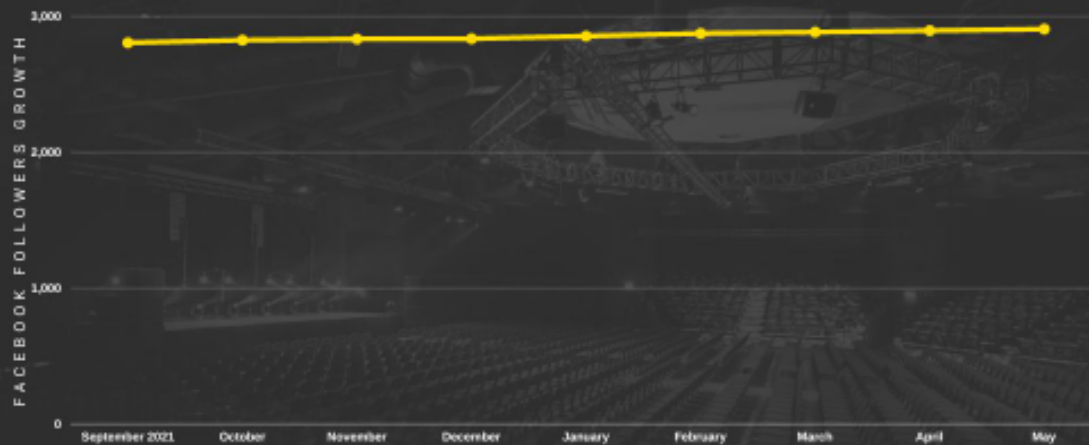
INSTAGRAM



Overall, Instagram growth has been consistent with an increase of a minimum of 10 followers per month

November gained the most followers with 31 while the lowest was December with 10 followers. The first three months had a constant growth of 30 followers per month before decreasing to 20, excluding December and February that had an average of 10.

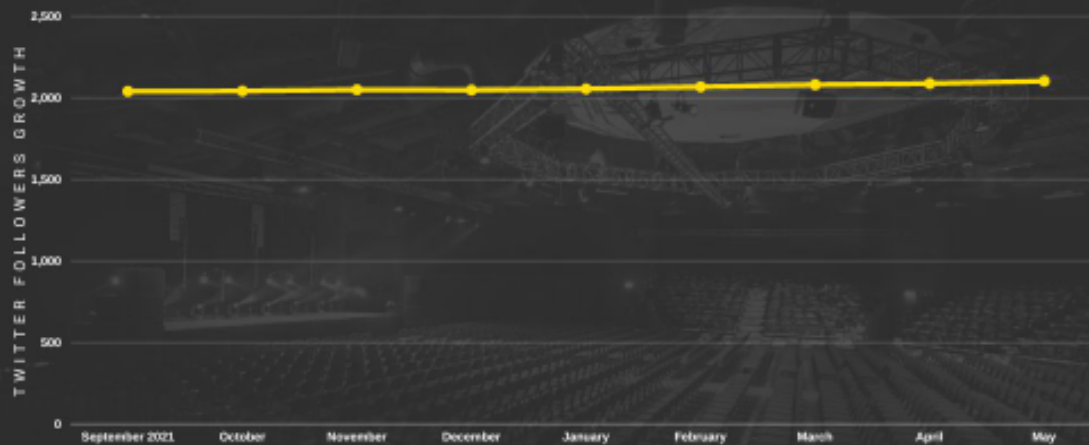
FACEBOOK



Overall, a slow consistent growth except for December who only gained 2 followers

With a total growth of 101 followers, the increase has been gradual with a monthly gain of 10 or 20 every other month

TWITTER



Overall, a constant growth that went down in December by losing 2 followers followed by an increase of nearly 10 in January and the remaining months.

How social media can improve

Opportunities

- * Use more reel function on Instagram instead of video
- * Have more pictures per post to create carousels since Instagram prioritises them over single posts
- * Try to spend at least 10-15min on each social media platform, engaging with other accounts and followers
- * Engaging with other accounts at least 10min before and after posting increases engagement and reach

NOTES RELATED TO THE THREE YEAR STRATEGY

Accomplishment

- * With a total of 316 tickets bought for Sound Junction, it is possible that the marketing was a success
- * There has been 55 return fare tickets this season so audience has come back to attend more than one event successfully
- * Instagram engagement had ups and downs so it could definitely improve
- * Instagram reached the goal by having more than 400 followers
- * (I dont have access to mailchimp from my laptop yet but I'm assuming the subscribers goal has been reached since we have more than 5,000? With an open rate of around 48%, last time I remember)
- * Target audience had ups and downs depending on the event so it's an accomplishment but also a challenge

Challenges

- * I don't think I focused on accessibility enough, if not at all
- * I think Lunchtime and Rush-hour events could have gotten a better marketing so that more students would have shown up
- * Facebook is 100 followers away to reach the 3,000 goal