



# ANNUAL REPORT

## 2019-20

“I also got groomed and I warned all the girls at my school who followed him on Insta.  
He was later sent to prison.”

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# CAMPAIGN IMPACT at a glance

**“I also got groomed and I warned all the girls at my school who followed him on Insta. He was later sent to prison.”**

**4 million**

YouTube views of Not in our community films

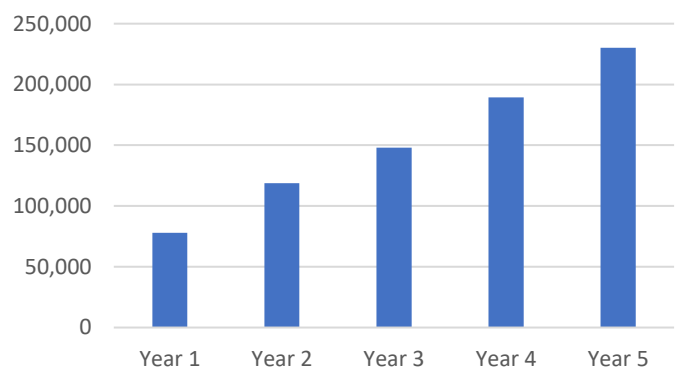
“My ordeal is over now but I want to help people who are just as vulnerable as I was.”

**19,186**

mean social media engagements per month

“Sometimes I wonder about my friends, but NIOC has helped me to ask.”

Continued growth in engagement



**7,894 young people**

watched a Not in our community film on Christmas Day

“It has helped me notice the signs in a relationship that was unhealthy.”

**“I helped a friend speak up and get help when she was being groomed.”**

**“One of my friends became quite moody and reclusive. As it turned out she had a lot of older men on her phone asking her about drugs and nudes and other stuff. I wouldn't have reported it without seeing your campaign as I would have thought she'd just added them herself for attention.”**

“Thank you for sharing my story and being so supportive through the process 😊”

# IMPACT IN HUMBERSIDE POLICE AREA

Not in our community continues to have a huge impact on young people across the region by raising awareness of the signs of grooming and exploitation and where to get help.

- Not in our community reaches more than 50,000 13-17 year olds each month in the Humber area.
- A globally unique learning resource, NIOC Connect, has been developed for use by schools and professionals in Hull, East Yorkshire, North Lincolnshire and North East Lincolnshire.
- Over 6,000 visits to the Not in our community website during the past year.
- Campaign films produced in the local area and featuring local actors and young people have gone viral on YouTube and been highlighted in mainstream media.
- Over 44,000 young people reached on average each month through Facebook and Instagram alone.
- Students from local schools have been recruited as NIOC Ambassadors through the Ambassador Programme.
- The campaign currently has 22 active NIOC Ambassadors supporting their peers in schools across the Humber area.
- Anecdotal evidence amongst local young people of changing behaviours towards grooming as a result of Not in our community; “Helped me offer advice to someone I know who may be at risk of grooming and exploitation”

# FOREWORD

## The Office of the Police and Crime Commissioner for Humberside and Not In Our Community



In addition to commissioning the police service for the area, the Police and Crime Commissioner (PCC) also has responsibility to commission a range of other services that help cut crime, improve community safety and provide support for victims of crime.

The Office of the Police and Crime Commissioner (OPCC) is proud to have been the primary funder of Not In Our Community (NIOC) during its development. Whilst management of the campaign has previously been maintained externally, new arrangements were introduced from 1 April 2020 that now see the campaign under increased OPCC control and oversight.

Now directly led from within the OPCC, these arrangements will provide enhanced accountability for delivery, an oversight of both value for money and performance scrutiny, along with helping to support and deliver targeted impact of this unique and valuable resource across our communities, ensuring its sustainability into the future.

There has been a delay in the release of this report due to the transition to these new arrangements and this report highlights NIOC activity from April 2019 to March 2020.

### Foreword from the Police and Crime Commissioner



Thank you for reading the 19/20 Not In Our Community Annual Report and for your interest and support.

I would like to begin by extending my gratitude and appreciation to Gail Mettyear, the founder of the Not In Our Community (NIOC) campaign. Without Gail's passion, dedication and commitment for this campaign, her drive to change attitudes and to give a voice to those with real-life experience to prevent others from walking the same path, the NIOC brand would not have the solid foundations that the OPCC now look to build upon. This really is a legacy to be proud of.

My thanks also to the eskimosoup team who have been the service providers from the very beginning of the NIOC journey and who continue to lead for the OPCC in developing the resource and the campaign material.

To date, NIOC has developed into a predominantly social media focused campaign. As is clearly demonstrated within this Annual Report, and its reflection on the previous year, this approach has a real impact and reaches huge numbers of young people every month, raising awareness of the brand and spreading Not In Our Community messages on topics such as online grooming and sexting.

Whilst it is important not to detract from this important strand of NIOC work, the OPCC has recognised that the children we need to reach out to - children that participate in online activity - are becoming increasingly younger. Whilst these younger children are online and hence at risk from grooming or exposure to issues addressed by Not In Our Community, many of them will not actually have social media accounts (Facebook and Instagram for example require users to be at

least 13 years old - our target age group is from the age of 10). Education of these at risk children really should start early with awareness of the dangers becoming second nature to them as they grow up in an increasingly online world – we need to tailor and to refine the NIOC approach.

Although this Annual Report is a reflective overview that covers April 2019 – March 2020, due to the delay in its release I believe it is important to also refer to the important work of the NIOC brand and campaign throughout the Covid-19 pandemic.

In April 2020, as a direct result of the UK lockdown – more time indoors, boredom, vulnerabilities, mental health impacts, family pressures and simply more time online for those children with access – we were really concerned at the heightened risk facing children across our communities from online grooming and other online threats. We believed NIOC intervention should be tailored and available to support parents, teachers and the OPCC’s partners in safeguarding and youth intervention teams.

As a quick-time response to lockdown, the OPCC worked with eskimosoup to provide a home learning resource that alerted parents to the increased risks and provided tailored NIOC resource for use in the home setting. This will now be built upon with further improvements to be made to the website that will see it developed into an educational resource that is open, accessible and easy to use for all. We will continue to promote the resource available to our partners in education, safeguarding and early intervention and during the forthcoming year the OPCC will explore how we can work with our partners to maximise the reach of our Not In Our Community resource and messages.

The Office of the Police and Crime Commissioner is proud to continue our support and building of this unique and valuable resource. Please do take time to visit the website and help us to share the resource, the news of our progress and our ambitious plans for the future. NIOC is delivered with our communities, for our communities. Education is power and prevention is key.

With my sincere thanks for your continued support.

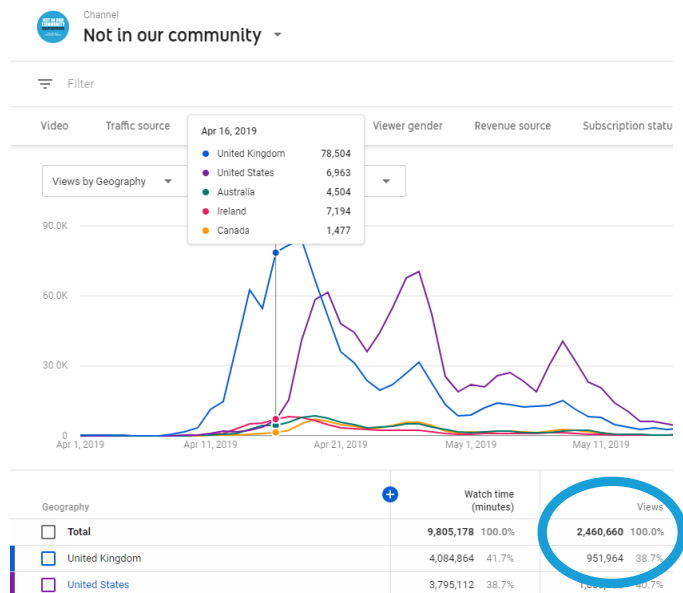
**Keith Hunter**  
**Police and Crime Commissioner**

**June 2020**

# 2019/20 Activity AT A GLANCE

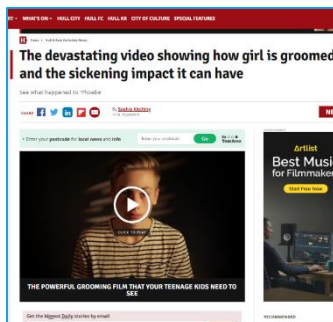
## APRIL

County lines film, *Alfie's Story*, goes viral with young male audiences on YouTube.



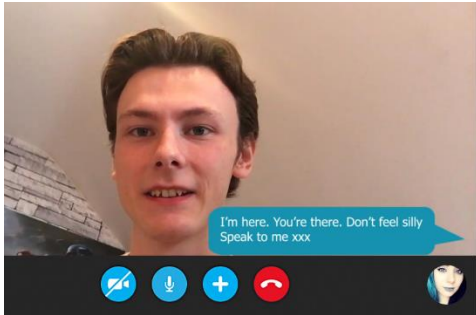
## MAY

Sexual exploitation films, *Tori's Story* and *What Happened to Phoebe?*, are produced in Hull, released and highlighted in mainstream media.



## JUNE

To highlight patterns of online grooming and sexual exploitation Lucas's Story film is produced in Hull and released during Male Victim Awareness Week.



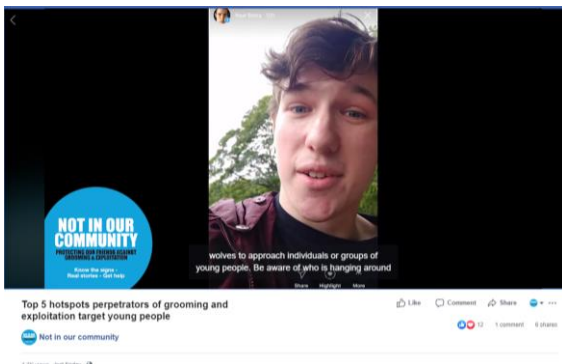
## JULY

NIOC team and ambassadors create additional materials for the testing version of NIOC Connect.



## AUGUST

New forms of content released over the summer makes leads to the most engagements NIOC has had in a single month online (22,000+).





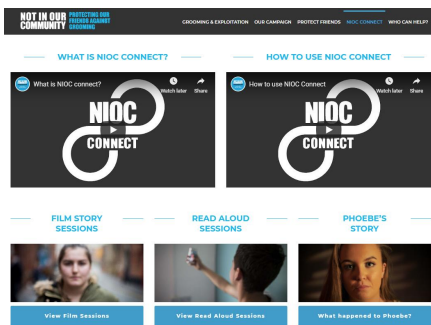
## SEPTEMBER

Georgia's Story film is made in Goole and Hull and released to show links between sexual and criminal exploitation of young people.



## OCTOBER

NIOC Connect introduced to schools and professionals in the four key local authority areas for testing so that products can be used in training and educational settings.



## NOVEMBER

NIOC commissioned to produce additional resources to cover domestic abuse and organised criminal groups to be released in the New Year.

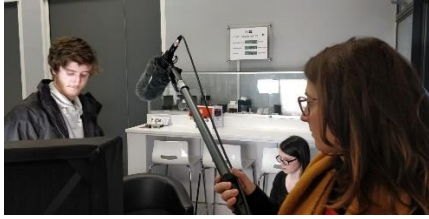


## DECEMBER

Engagement with Not in our community films and explainers continues to rise. **7,894** young people watched a Not in our community film on Christmas Day.

## JANUARY

Made in Scunthorpe, Ava's Story is released with multiple endings film exploring how domestic abuse can make a young person more vulnerable.



## FEBRUARY

Made in Bridlington and Hornsea, Control is released as a 6-part serialisation showing how a young girl and her stepbrother become victims of CSE and CCE.



## MARCH

Made in Grimsby and Cleethorpes; Alfie's Story parts 3 & 4 launched to show how County Lines operations have developed and how to get help.



# What is Not in our community?

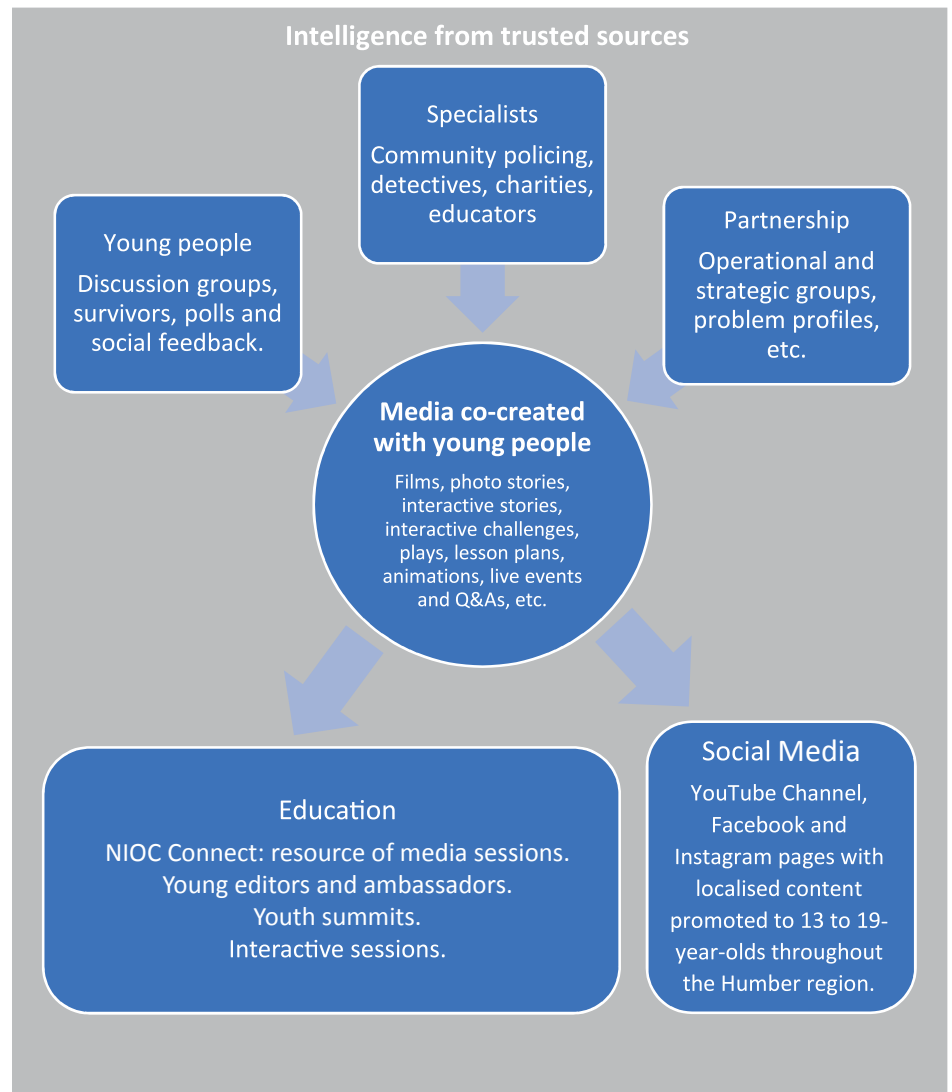
Launched in April 2015, Not in our community is a peer-to-peer brand that raises awareness and prevents grooming that can lead to sexual and criminal exploitation.

We work with young people, survivors to express the voice of the child through interactive storytelling in collaboration with police, partners, schools and ambassadors.

We operate in their chosen space through the latest social media channels 24 hours a day, 365 days a year.

To view a 6-minute film giving an overview of how Not in our community from a range of perspectives please go to YouTube and search "what is Not in our community?"

## HOW IT WORKS



Performance and Evaluation		
Social	Survey	Anecdotal
•Reach, interaction and engagement.	•Awareness, knowledge, attitude and examples of help in real situations.	•Professional and young people feedback, real-life examples, positive partnership working.

## OUTCOMES

Continued changing behaviours on prevention of grooming in Humberside

A selection of comments from young followers of the Not in our community Instagram account when asked how has “Has Not in our community helped you prevent grooming/exploitation in a REAL situation?”

Collated January to March 2020:

**“It has helped me notice the signs in a relationship that was unhealthy.”**

**“One of my friends became quite moody and reclusive. As it turned out she had a lot of older men on her phone asking her about drugs and nudes and other stuff. I wouldn't have reported it without seeing your campaign as I would have thought she'd just added them herself for attention.”**

**“Helped me offer advice to someone I know who may be at risk of grooming and exploitation.”**

**“I helped a friend speak up and get help when she was being groomed.”**

**“I also got groomed and I warned all the girls at my school who followed him on Insta. He was later sent to prison.”**

**“I spotted the signs and behaviours and got help.”**

**“It helped me to speak to a trusted adult about it.”**

**“My friend was being sexually exploited and she asked me how to reply to a text and she let me flick through her texts so I told her to go to the police and she did and the guy was arrested and it turned out he raped two other girls leading them on the same way he did to my friend.”**

**“Sometimes I wonder about my friends, but NIOC has helped me to ask.”**

**“I've been able to tell my friends if people seem suspicious, and I've been able to tell them the signs.”**

## GIVING A VOICE TO SURVIVORS IN OUR AREA

Not in our community has continued to work directly with survivors of exploitation from the Humberside area who have come forward to share their story in the hope that by doing so this will help prevent this happening to someone else.

Online feedback from survivors in the past 12 months:

“Hi, I think your page is going to help so many young people! I was wondering if I could share my story?”

... Thank you for expressing my story, I wouldn't change anything you have written.

... Hi, I have just seen the post. Thank you for sharing my story and being so supportive through the process 😊”

“My ordeal is over now but I want to help people who are just as vulnerable as I was.”

“I can't get over what happened, so I want to use my experiences to do good, to be able to spread awareness or to make it better for children in care.

“I have not known how to do this until my friend shared your post. Is there a way I can become involved in this movement and help?”

“Thank you for getting back in touch with me. I feel that I am ready to talk about what happened so that it can make a difference to someone else's life, that the things that happened have some positive.

“I can't change what happened, but if I can share with you what happened and that helps stop these things happening to others or helps other young people come forward then I believe it will give me some kind of closure and help me to as well as others.”

Not in our community and partners would like to recognise and thank survivors for sharing their stories. It really does help people protect themselves and others.

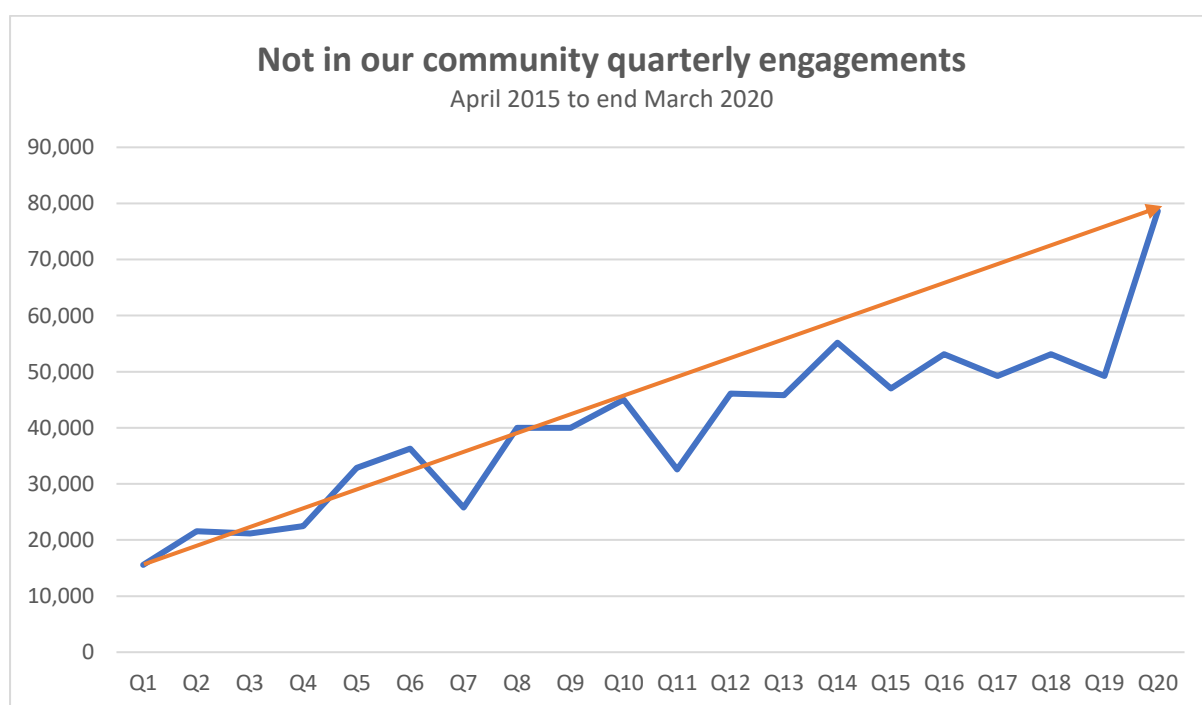
# SOCIAL MEDIA

## Facebook and Instagram

Not in our community has, through social media, reached between 36,000 and 45,000 young people in the Humberside area each month with Instagram and Facebook continuing to be our primary channels.

The mean monthly engagement\* in the Humberside area for the past year is 19,186 which is an increase of 14% on the previous year.

A full break-down of reach and engagement by month, quarter and local authority area is included in the appendices.



### *\*What do we mean by reach and engagement?*

Reach means that a piece of Not in our community content, such as a film, photo story, post or article has appeared on young person's newsfeed. More than 99% of this is accessed on a mobile device.

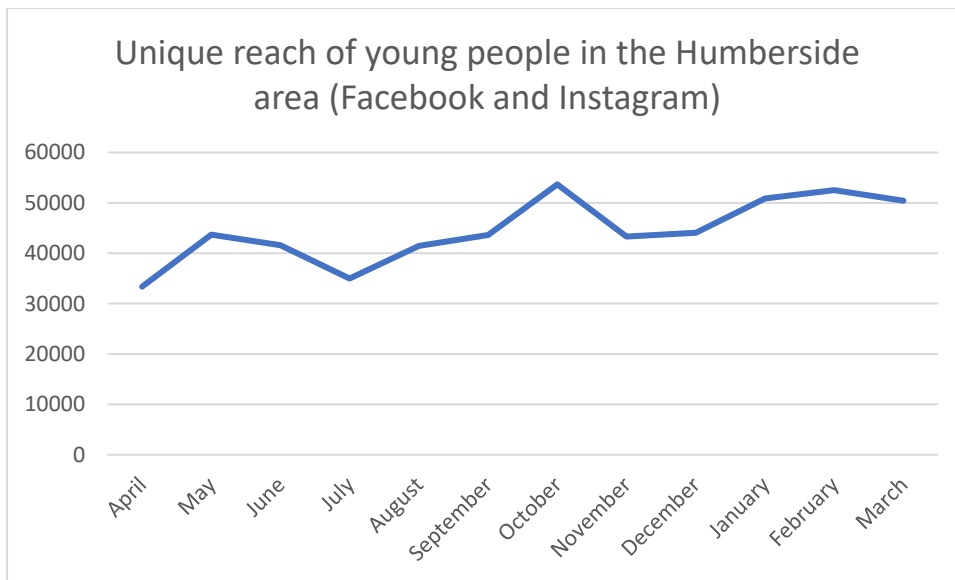
Engagement means that a young person has opted in to consuming the media by clicking on a story, watching a video, liking/loving, commenting, tagging, sharing or accessing further information relating to grooming and exploitation via the Not in our community website.

By maintaining fresh and relevant content with real-life, high-impact storytelling, Not in our community has consistently maintained engagement rates on original content of around 20%, compared to industry average of 1 - 2%.

## Facebook and Instagram Impact in the Humber Area

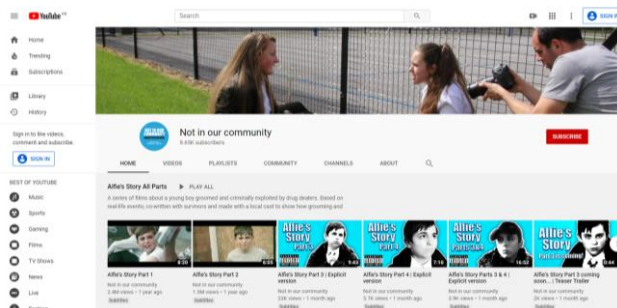
The table and graph below show Not in our community's unique reach of young people in the Humberside area between April 2019 and May 2020 on Facebook and Instagram. Further social media statistics can be found in the appendices.

April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
33,364	43,726	41,594	34,958	41,449	43,614	53,674	43,300	44,085	50,865	52,553	50,431



## YouTube

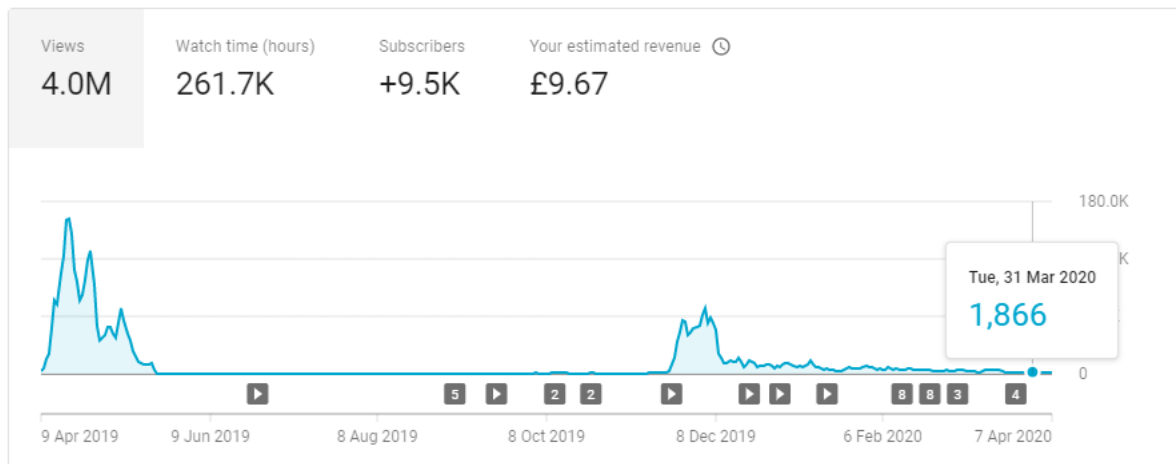
Through 2019/20 views of Not in our community films on YouTube reached levels we had not yet previously experienced.



Notable points include:

- Films have received a collective 4 million views in one year.
- The watch time of over 260,000 hours equates to over 30 years of solid viewing time.
- The mean viewing time is 4 minutes. Typically films range between 5 and 8 minutes, which means most viewers are watching most or all of the films.
- 85% of viewers are male (on Instagram and Facebook our audience is 65% female).
- Over 50% of viewers are aged 13 to 24.

- 50% of content is viewed on a mobile phone. 20% is watched on a games console.
- 96% of comments and likes/dislikes are positive.
- Thousands of young people have commented on films and have shared experiences and views on the issues raised.
- As a minimum, the channel averages 1,500 to 2,500 organic views per day with spikes throughout the year when films become YouTube recommended content due to high retention rates.





# FILM PRODUCTIONS

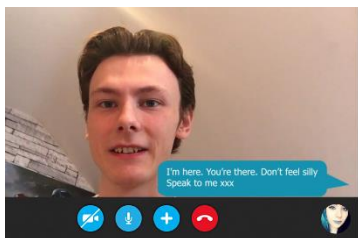
## What happened to Phoebe?



Made in Hull and released in May; 'What happened to Phoebe?' is a film version of the play created and performed as part of Youth Summit events in Hull, East Yorkshire and North Lincolnshire. It tells the story of grooming from the perspective of the victim, her close friend, the perpetrator and a bystander who intervenes.

The film was featured in Hull Live and is available as a special resource on NIOC Connect with an online version of Phoebe's phone and physical props that can be borrowed in order to run your own interactive session.

## Lucas's Story



Made in Hull and created as part of Not in our community's annual 'Male Victim Awareness Week' in June; this 8-minute film is told from the perspective of Smartphone apps, including Instagram, WhatsApp, Skype and Facetime. Filmed in Hull, Lucas's Story shows how a young male was groomed and then approached and blackmailed by an older male who was posing as a young girl.

The film was featured in Hull Live and received the following feedback from a survivor: *"I would just like to say that Lucas's story resonated with me. Having been groomed primarily offline and then online, as a young teen, it gives me hope that the support networks are now there for those affected by such issues."*

## Georgia's Story

Made in Goole and Hull, Georgia's Story tells how a streetwise young girl believed that her awareness of grooming and exploitation meant that she could not fall victim to abuse from a group of men she'd associated with. Being left at a train station and trying to return home, she encounters a young male who is the character, Alfie, from the County Lines CCE story; Alfie's Story. The two talk and can identify how each other is being exploited which leads to them drawing comparisons and realisations about their own experiences and options.

The film was featured on Hull Live and received strong response upon release:

**Not in our community**  
Published by Jenni Harrison · 6 September

Georgia appears on a train station platform early one morning at the beginning of September after a rough day the day before...

Grooming and exploitation is never the victim's fault. If you are worried about a mate, speak to a trusted adult for advice, or if someone you know could be in immediate danger, call 999.

**Performance for your post**

23,399 People Reached		
17,303 3-second video views		
210 Reactions, comments & shares		
109 Like	102 On post	7 On shares
18 Love	15 On post	3 On shares
6 Haha	4 On post	2 On shares
10 Wow	7 On post	3 On shares
11 Sad	4 On post	7 On shares
2 Angry	2 On post	0 On shares
7 Comments	6 On Post	1 On Shares
47 Shares	45 On Post	2 On Shares
3,913 Post Clicks		
3,137 Clicks to Play	0 Link clicks	776 Other Clicks

**Georgia's story**  
07:43

23,399 People reached | 4,123 Engagements | Boost again

Boosted on 6 Sept 2019 By Jenni Harrison | Completed

**Comments:**

- Carol Kelly So very sad xxxxx
- Angie Leuty Needs to be shown in schools
- Caroline Jean Branch-Evans This needs to be shown to all schools in the uk show kids like this growing up that there not alone there is people that truly care and want to help them get out of a very bad situation because kids are being bought up like this more and more now it's so very sad but true
- Katie Watson Yes makes me sick
- Jim Scurrah Brutal but kids need to see this

### Ava's Story

Made in Scunthorpe and released in January, this film explores how domestic abuse can make a young person more vulnerable to grooming and entering into an abusive relationship. The initial version was released on Facebook through which we asked the audience to vote on who Ava should turn to next and suggest alternative endings. This was well engaged with and provided the basis for additional filming which was completed in February.

The film was featured as a news story by ITV Calendar.

### Control

Made in Bridlington and Hornsea and released as a 6-part serialisation in January and February, Control shows how a young girl and her stepbrother are groomed and exploited by an emerging organised criminal group for the purposes of sexual and criminal exploitation.

The production also works as a standalone feature film and comes with video session plans for use in schools and other settings.

### Alfie's Story parts 3 & 4

Made in Grimsby and Cleethorpes and created as a follow-up to the initial filmed released in November 2018, we see how Alfie appears to be getting away from his life in dealing, only to be drawn back in by an even greater danger.

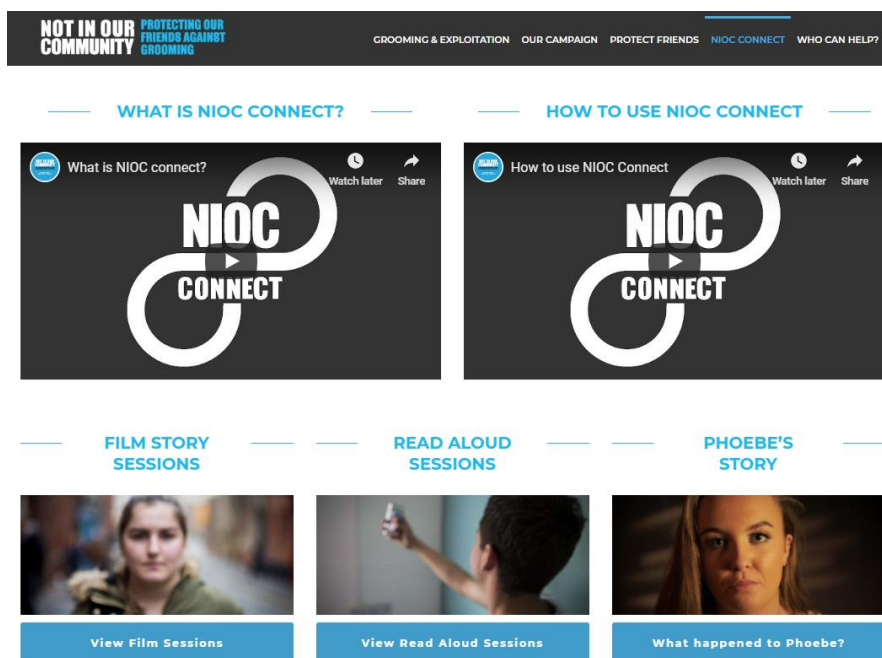
The film has been co-produced with County Lines specialists with scripting advice from young survivors. The films demonstrate updated ways through which organised criminal groups control young people whilst also demonstrating the routes to support for young people who might be experiencing something similar.

# EDUCATION

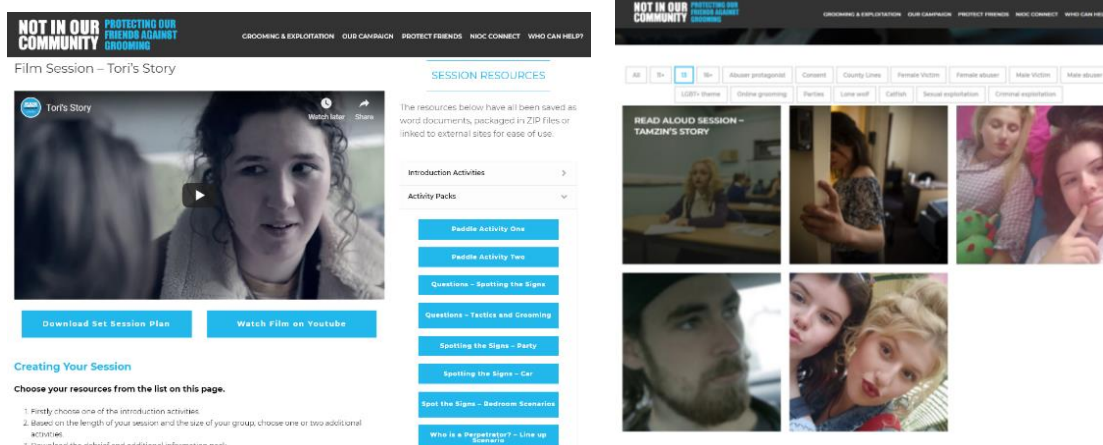
A significant development with Not in our community over the past year has been the development, testing and release of NIOC Connect. As we understand it, NIOC Connect is a globally unique resource, available for use by young people in Humberside.

Having released NIOC Connect, Not in our community's resource of media sessions for testing, we have collated feedback and taken several opportunities to present this to Safeguarding leads at schools, local authority and police representatives in Hull, East Yorkshire, North Lincolnshire and North East Lincolnshire, to ensure that this embedded as a valuable resource.

The quickest way to get to grips with NIOC Connect is to take a look and watch one of the two-minute guides produced by young Not in our community ambassadors. This is accessible at: <https://notinourcommunity.org/nioc-connect/>



The film stories and read aloud sessions come with session plans and activities that can be tailored to group type, age, size, session length, learning style and with optional focus on specific issues such as forms of grooming, victim and abuser type.



Youth Summits were scheduled to take place in March at the Parkway Cinema, Cleethorpes, Malet Lambert, Hull and Driffield School & Sixth Form. Schools responded positively and all summits were due to be well-attended, however all had to be cancelled due to the Covid-19 social distancing measures.

Upon confirming the postponement of the Youth Summits; a digital resource was shared, inclusive of session plans for the new films, Ava's Story, Control and Alfie's Story parts 3 & 4.

A revised approach to supporting schools will be explored later in the year.

# Appendices



## Q1) Social media statistics (Facebook and Instagram)

		Hull	East Riding of Yorkshire	North Lincolnshire	North East Lincolnshire	Neighbouring area	Elsewhere UK	Total
April	Unique reach of young people*	10288	10240	5,922	6,914	2,920	1,234	37519
	Share of total reach from NIOC messages	27%	27%	16%	18%	8%	3%	100%
	Engagements (clicks, likes & shares)	4136	4117	2381	2780	1174	496	<b>15,084</b>
	Reach to secondary school age**	66%	51%	58%	69%	N/A	N/A	
	Engagement secondary school age	27%	20%	23%	28%	N/A	N/A	
May	Unique reach of young people*	13337	13656	7,645	9,088	1,215	1,087	46025
	Share of total reach from NIOC messages	29%	30%	17%	20%	3%	2%	100%
	Engagements (clicks, likes & shares)	4338	4442	2486	2956	395	353	<b>14,970</b>
	Reach to secondary school age**	86%	68%	75%	91%	N/A	N/A	
	Engagement secondary school age	28%	22%	24%	29%	N/A	N/A	
June	Unique reach of young people*	13396	12838	6,522	8,838	1,341	836	43771
	Share of total reach from NIOC messages	31%	29%	15%	20%	3%	2%	100%
	Engagements (clicks, likes & shares)	4659	4465	2269	3074	466	291	<b>15,224</b>
	Reach to secondary school age**	86%	64%	64%	88%	N/A	N/A	
	Engagement secondary school age	30%	22%	22%	31%	N/A	N/A	

\* Source: Facebook insights. Calculated by listing all hometowns. Please note that 25% of those listed as Hull are allocated to East Riding as an estimate based on 1 in 4 "Hull" hometowns attending East Riding schools.

\*\* Reach/engagements in that local authority area divided by the total population of secondary school pupils.

**Total unique engagements in Quarter 1 is 45,278**

## Q2) Social media statistics



		Hull	East Riding of Yorkshire	North Lincolnshire	North East Lincolnshire	Neighbouring area	Elsewhere UK	Total
<b>July</b>	Unique reach of young people*	13188	12035	1,762	7,973	1,205	324	36,487
	Share of total reach from NIOC messages	36%	33%	5%	22%	3%	1%	100%
	Engagements (clicks, likes & shares)	5838	5328	780	3530	533	143	<b>16,152</b>
	Reach to secondary school age**	85%	60%	17%	80%	N/A	N/A	
	Engagement secondary school age	38%	26%	8%	35%	N/A	N/A	
<b>August</b>	Unique reach of young people*	14323	16234	1,789	9,103	9,077	3,407	53,933
	Share of total reach from NIOC messages	27%	30%	3%	17%	17%	6%	100%
	Engagements (clicks, likes & shares)	5909	6698	738	3756	3745	1406	<b>22,252</b>
	Reach to secondary school age**	92%	80%	17%	91%	N/A	N/A	
	Engagement secondary school age	38%	33%	7%	37%	N/A	N/A	
<b>September</b>	Unique reach of young people*	13885	14005	7,468	8,256	4,680	3,069	51,363
	Share of total reach from NIOC messages	27%	27%	15%	16%	9%	6%	100%
	Engagements (clicks, likes & shares)	3978	4013	2140	2365	1341	879	<b>14,716</b>
	Reach to secondary school age**	90%	69%	73%	82%	N/A	N/A	
	Engagement secondary school age	26%	20%	21%	24%	N/A	N/A	

\* Source: Facebook insights. Calculated by listing all hometowns. Please note that 25% of those listed as Hull are allocated to East Riding as an estimate based on 1 in 4 "Hull" hometowns attending East Riding schools.

\*\* Reach/engagements in that local authority area divided by the total population of secondary school pupils.

**Total unique engagements in Quarter 2 is 53,120**

Please note: Boosting of content to North Lincolnshire did not take place in July and August, however resumed from 1<sup>st</sup> September.

### Q3) Social media statistics



		Hull	East Riding of Yorkshire	North Lincolnshire	North East Lincolnshire	Neighbouring area	Elsewhere UK	Total
<b>October</b>	Unique reach of young people*	15180	19585	9,171	9,738	3,576	2,590	59840
	Share of total reach from NIOC messages	25%	33%	15%	16%	6%	4%	100%
	Engagements (clicks, likes & shares)	2637	3403	1593	1692	621	450	<b>10,397</b>
	Reach to secondary school age**	98%	97%	89%	97%	N/A	N/A	
	Engagement secondary school age	17%	17%	16%	17%	N/A	N/A	
<b>November</b>	Unique reach of young people*	10,713	10,964	9,831	11,792	3,347	1,556	47204
	Share of total reach from NIOC messages	23%	23%	21%	25%	7%	3%	102%
	Engagements (clicks, likes & shares)	4398	4501	4036	4841	1374	639	<b>19,379</b>
	Reach to secondary school age**	69%	54%	96%	118%	N/A	N/A	
	Engagement secondary school age	28%	22%	39%	48%	N/A	N/A	
<b>December</b>	Unique reach of young people*	11,461	10,392	6,637	15,595	1,705	748	46538
	Share of total reach from NIOC messages	25%	22%	14%	34%	4%	2%	100%
	Engagements (clicks, likes & shares)	4791	4344	2775	6519	713	313	<b>19,455</b>
	Reach to secondary school age**	74%	51%	65%	155%	N/A	N/A	
	Engagement secondary school age	31%	21%	27%	65%	N/A	N/A	

\* Source: Facebook insights. Calculated by listing all hometowns. Please note that 25% of those listed as Hull are allocated to East Riding as an estimate based on 1 in 4 "Hull" hometowns attending East Riding schools.

\*\* Reach/engagements in that local authority area divided by the total population of secondary school pupils.

**Total unique engagements in Quarter 3 is 49,231**

## Q4) Social media statistics



		Hull	East Riding of Yorkshire	North Lincolnshire	North East Lincolnshire	Neighbouring area	Elsewhere UK	Total
<b>January</b>	Unique reach of young people*	15,886	14,213	9,758	11,008	5,439	4,946	61,249
	Share of total reach from NIOC messages	26%	23%	16%	18%	9%	8%	100%
	Engagements (clicks, likes & shares)	7,328	6,556	4,501	5,078	2,509	2,281	<b>28,252</b>
	Reach to secondary school age**	102%	70%	95%	110%	N/A	N/A	
	Engagement secondary school age	47%	32%	44%	51%	N/A	N/A	
<b>February</b>	Unique reach of young people*	14,549	16,935	11,062	10,007	7,792	6,467	66,811
	Share of total reach from NIOC messages	22%	25%	17%	15%	12%	10%	100%
	Engagements (clicks, likes & shares)	3,321	3,866	2,525	2,284	1,779	1,476	<b>22,381</b>
	Reach to secondary school age**	94%	84%	108%	100%	N/A	N/A	
	Engagement secondary school age	21%	19%	25%	23%	N/A	N/A	
<b>March</b>	Unique reach of young people*	14,265	17,108	9,604	9,454	3,861	3,705	57,996
	Share of total reach from NIOC messages	25%	29%	17%	16%	7%	6%	100%
	Engagements (clicks, likes & shares)	6,891	8,264	4,639	4,567	1,865	1,790	<b>28,016</b>
	Reach to secondary school age**	92%	85%	94%	94%	N/A	N/A	
	Engagement secondary school age	44%	41%	45%	46%	N/A	N/A	

\* Source: Facebook insights. Calculated by listing all hometowns. Please note that 25% of those listed as Hull are allocated to East Riding as an estimate based on 1 in 4 "Hull" hometowns attending East Riding schools.

\*\* Reach/engagements in that local authority area divided by the total population of secondary school pupils.