

NPWW 2016 - Measuring the success

National Plants at Work Week is over for another year, our fourth consecutive one, and we'd like to share the results with you.

The Green, Mobile Office

The week commenced with the installation of an office in the back of a black cab. It seems to us that the world of business is always in a rush and trying to find a moment to catch up on the latest bit of work so having a mobile office that comes with you to meetings was the perfect idea.

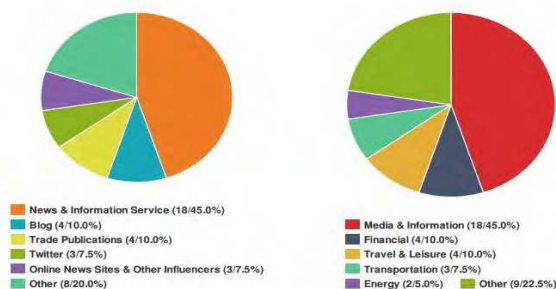


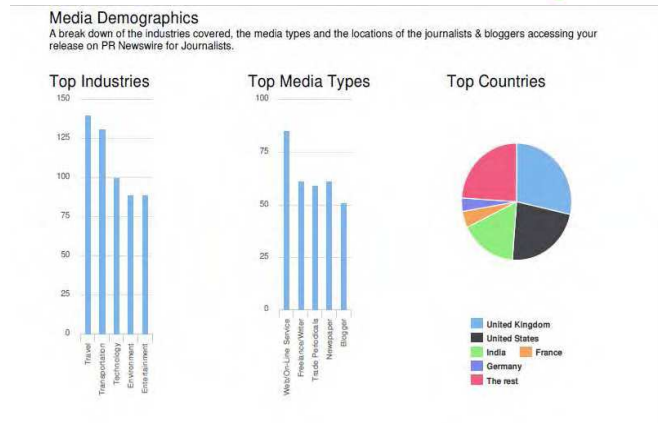
The release

We sent the release about this green, mobile office out at 8a.m. on Monday 11 July via PR Newswire so that it would reach the largest possible potential. We added facilities management and the health trade media to their general list.

We are pleased to show you some of the statistics from this.

- Reached 247 views from the media
- It was picked up by 40 publishers with a potential reach of 76,719,698
- Including Yahoo! Finance, PR Newswire's news portal,
- News portals around the world including Belarus
- Blog sites in America, France and Sweden
- Travel and holiday blogs
- The Indian press
- An Environmental news portal
- Car Magazines





You can read the full report from PR Newswire [here](#).

Independently, the release was circulated to the horticultural press and was picked up by Pro Landscaper, Horticulture Week, The Florist, and Planteria.eu.

New this Year

We produced four short webinars/videos which were published on YouTube. They went live at Midday each day from 12-15 July and were promoted via social media.



They covered a range of topics from the benefits of investing in plants to biophilia plus their ability to clean the air and why they are good for business. None of them were more than 6 minutes long. They received a total of 56 views.

We will be following this up with a piece on the website and links to each of them as they are still live.

World FM Day

World FM Day occurred on Wednesday 13 July. We managed to promote our webinars on their calendar and also shared tweets and Facebook posts on the day.



FM Day banner: etc.) Search the #WorldFMDay hashtag to find and view related broadcasts.			
	Fimo Facilities Management Celebrates World FM Day 2016	8.754754702435605. 8.742171825	Fimo Facilities Management Limited is set to organise Lunch on the 14th of July, 2016 for its team to celebrate world FM Day 2016.
	National Plants at Work Week	UK	why promoting the benefits of plants in the workplace 11 - 15 July 2016
	NPWW Webinar 12 July	Global	The Unassuming Office Plant is good for your business via YouTube
	NPWW Webinar 13 July	Global	Plants: long term benefits from short term investment via YouTube
	NPWW Webinar 14 July	Global	Plants ability to clean air via YouTube
	NPWW Webinar 15 July	Global	The Big Picture: Life Quality (Brightlife) via YouTube

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Add your own marker

Favourite Office Plant 2016

Following tradition, we also announced this year's judges' choice of the Favourite Office Plant of the Year, the Rhipsalis.



We followed the announcement with a more in-depth look at the three shortlisted plants in this competition: Rhipsalis, Euphorbia tirucalli and Zamioculcas.



The website

Published on the website during National Plants at Work Week 2016

A piece about decorating the green, mobile office, the Black Cab

9 case studies from members who received awards this year



Announcement of this year's Favourite Office Plant - Rhipsalis

Background stories to the top three plants in the contest to find Favourite Office Plant 2016: Rhipsalis, Euphorbia tirucalli and Zamiodulcas

Website visitors

We had 27,359 visits to the site during the week 11 - 15 July

This is only marginally more than last year (519)

With an additional 7,751 visits at the weekends either end when some of the case studies were published

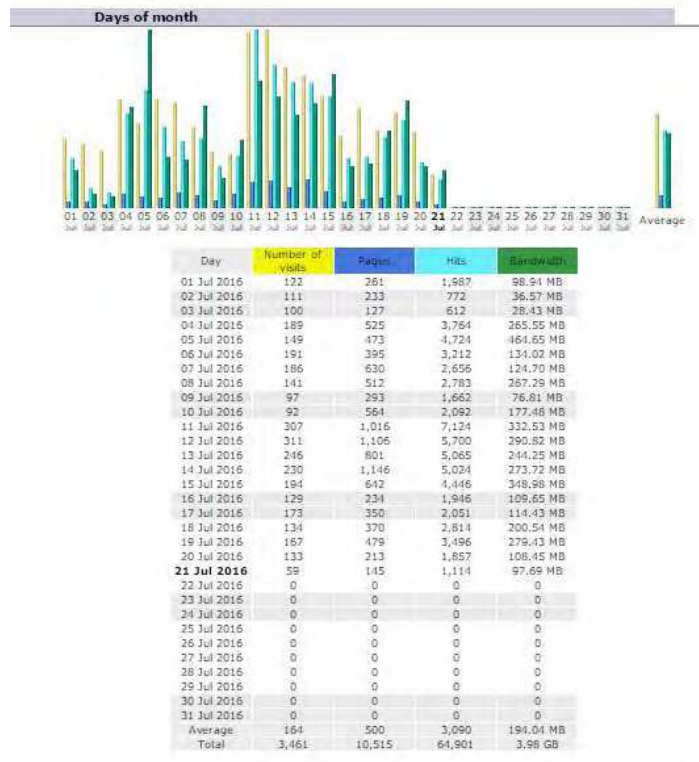
There have been 1331 unique visitors to the site this month to date

The news item about the green, mobile office had 260 hits

The NPWW dedicated page on the website had 430 hits

The news item about NPWW published beforehand received 220 hits

Members' case studies received between 80 and 190 hits each



Social media

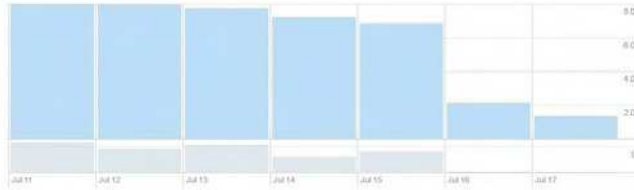
We reported the green, mobile office on Facebook, Twitter and LinkedIn as part of our on-going communications throughout the week.

Our social media campaign continued by promoting all the stories featuring on the website and from members' and others' Tweets and postings on Facebook and LinkedIn.

We reached about 40,000 people via our Twitter and Facebook pages during that week. First some statistics from Twitter:

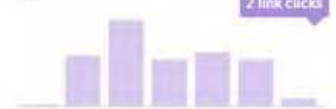


Your Tweets earned 38.6K impressions over this 7 day period



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
15 efig	efig @eFIG_Ltd - Jul 11 Science Says You Should Really Put Plants in Your Office via @SELFmagazine on.self.com/1pEWqD#V390Z... #plantsatworkweek pic.twitter.com/V3sQgbz5os			932	17	1.8%
15 efig	efig @eFIG_Ltd - Jul 13 What plants contribute to interior design - superb article by @KathyFediw #plantsatworkweek timberpress.com/blog/2016/05/w... via @timberpress			679	5	0.7%
15 efig	efig @eFIG_Ltd - Jul 11 9 Plants You Can Keep in Your Home or Office mumey.com/blog/9plants/ via @murneyrealtors #plantsatworkweek			674	20	3.0%
15 efig	efig @eFIG_Ltd - Jul 14 This is interesting solution Self-Sustaining Ecosystem Lets You Grow Plants in Windowless Spaces design.milk.com/self-sustainin... #plantsatworkweek			650	11	1.7%
15 efig	efig @eFIG_Ltd - Jul 14 Study: Office Plants Can Boost Productivity and Morale by @Geoff_Weiss entm.ag/22TqG7 via @Entrepreneur #plantsatworkweek			485	13	2.7%
15 efig	efig @eFIG_Ltd - Jul 11 Happy World FM Week! #worldfmday @WorldFMDay @BIFM_UK It's also #plantsatworkweek efig.co.uk/index.php/item... pic.twitter.com/pxE3Juupa1			480	16	3.3%

LINK CLICKS
81



On average, you earned 12 link clicks per day

RETWEETS
81



On average, you earned 12 Retweets per day

LIKES
166



On average, you earned 24 likes per day

Tweet activity



Reach a bigger audience
Get more engagements by promoting this Tweet

Get started

Impressions	1,201
Total engagements	17
Retweets	6
Link clicks	4
Likes	3
Detail expands	2
Media engagements	1
Profile clicks	1

The tweet that reached the most people

Facebook

We have a dedicated page for NPWW on Facebook. Some postings were shared on both the NPWW page and the efig page.



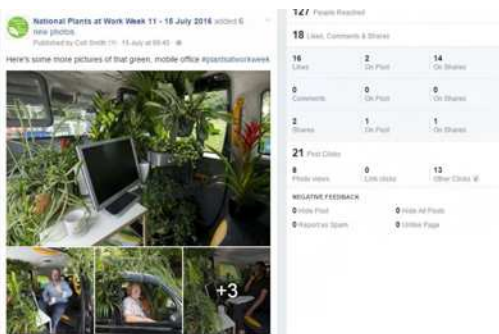
Facebook report for week 4 - 10 July

	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	61	21	190.5%
Weekly Total Reach	1,410	411	243.1%
People Engaged	107	37	189.2%
Total Page Likes	309	302	2.3%

Facebook report for NPWW week 11 -17 July

	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	70	61	14.8%
Weekly Total Reach	1,394	1,426	-2.2%
People Engaged	149	108	38.0%
Total Page Likes	314	309	1.6%

On Facebook, the black cab story reached a varying amount of interest in three different posts:



The best performing Facebook post of the week was one about office plants - the same as the tweet with the biggest reach:



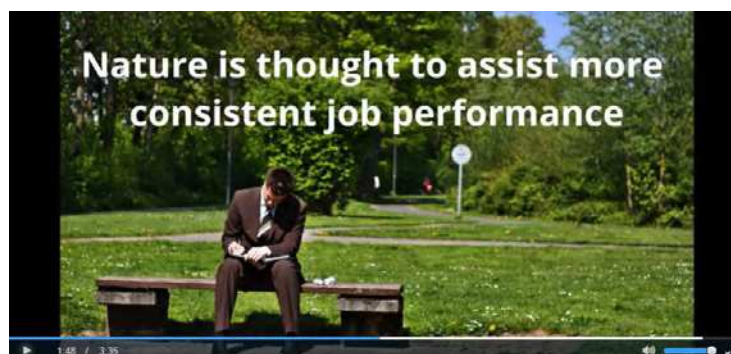
Things we loved most about this year's National Plants at Work Week:

Obviously, the green, mobile office styled by Ian Drummond of Indoor Garden Design



Indoor Garden Design also hosted an evening with Facility Managers and architects to spread the word

Our new webinars on YouTube



Plant Designs plant giveaways, Greenies and competition to win a desk plant





William Braid giving away plants

Greenie from Katie at Plant Designs

Plant Designs gave away 3,000 plants during the week - 1,000 plants at Cannon Street Station and 2,000 to 5 clients during the week.

The fact that so many of the people who received plants from Plant Designs (8%) tweeted pictures using #plantsatworkweek

Urban Planters concerted effort at all franchises including special NPWW T-shirts, calming colouring packs, wild flower seeds and the Bags of Fresh Air which hold a plant and were given away to clients and beyond



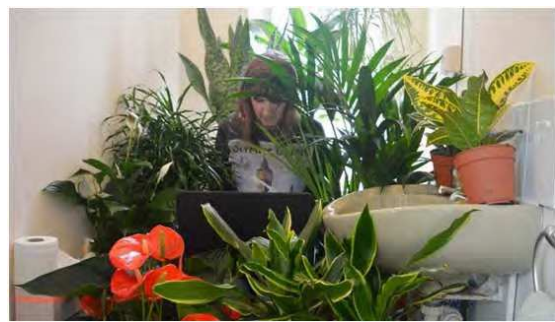
Urban Planters North West taking the message to the Chamber of Commerce



Urban Planters' Tom Palfreyman as the Plant Doctor at Eversheds and also talking to a school in Nottingham



Green Team Interiors whacky images including their Guzmania powered bike and Cully working a very smallest green room



Green Team Interiors also gave away plants to clients during the week.

Ambius Oxford giving away plants at Science Park - 1,000 plants
This activity was picked up by Oxford Mail



The montage of photos submitted by members on social media throughout the week





A big thank you to everyone who took part.

