

2017 Campaign In Numbers

Total reach in 2017:

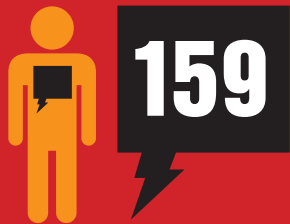
17.7 million (97% increase on 2016)

8 events in



325 pieces of print and online coverage with a total readership of

294 million and 2.7m views



Thunderclap supporters

Reaching **483,467** people

16 items of broadcast coverage with a total reach of 11.4 million



Social media campaign with a total reach of:

13.8 million

impressions on Twitter for @FDSafetyWeek and #FireDoorSafetyWeek combined

358 tweets



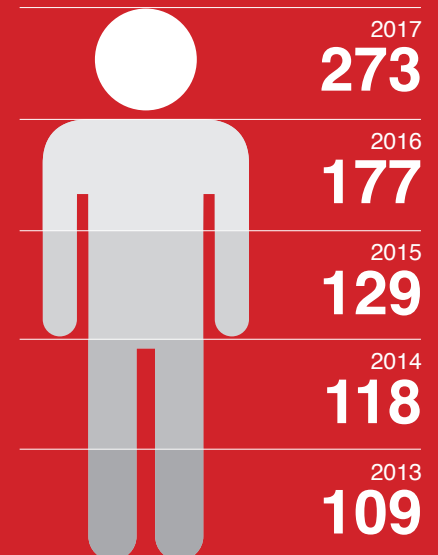
1,988 mentions & retweets on Twitter



visits to the Fire Door Safety Week website in 2017 from 15,174 unique visitors

A campaign growing in support

Number of supporters over the years:



7,850

page views on the Fire Door Safety Week toolkit, the website's most popular page

Of the **4,483**

toolkit downloads there were:



596 downloads

of the 5 Step Fire Door Check



544 downloads

of the Fire Door Myths



444 downloads

of the Fire Doors in the Dock Guide