



Appendix A

Key highlights report: International Investment Summit Media and Digital Communications Impact

Traditional media coverage

The summit garnered over 8,300 news items, thanks to a major proactive effort by the Government and the City of London Corporation communications teams. This extensive coverage has amplified the event's key messages across various platforms.

Key media appearances:

Policy Chairman, Chris Hayward:

Interviewed by ITV News and [Channel 4](#), he emphasised that the summit represents "an opportunity to hear from the Government and their total commitment to growing the economy. Bet on Britain, that is the message today."

Lord Mayor of the City of London, Michael Mainelli:

Secured high-profile interviews with the Wall Street Journal, CNBC, and [Reuters](#), highlighting the Government's "potential to really get shoulders to the wheel and do things."

Social media highlights

The summit generated significant activity across our strongest performing social media platforms: LinkedIn, X (formerly Twitter), and Instagram.

- Total impressions: 55,400 (the number of times posts appeared on someone's screen)
- Total engagements: 8,740
 - Likes: 1,150
 - Comments: 9
 - Shares: 52
 - Clicks: 6,630
- Engagement rate: 8.49%—double our average and above sector benchmarking.
- Reach: 870 users engaged with our content.

For comparison: This year's Net Zero Delivery Summit generated 694 engagements with a reach of 197 and 21,000 impressions.

LinkedIn posts performed significantly higher and suppressed average sector benchmarking.



Top performing platforms

LinkedIn:

- Engagements: 7,800
- Impressions: 41,080
- Engagement Rate: 30.3%

Most popular post featured Deputy Prime Minister Angela Rayner alongside other government representatives.

X (formerly Twitter):

- Engagements: roughly 800
- Impressions: 32,100

Most popular post showed the Policy Chairman and Lord Mayor greeting the Prime Minister. This platform remains a key reference for journalists, with The Guardian sharing our post about the event.

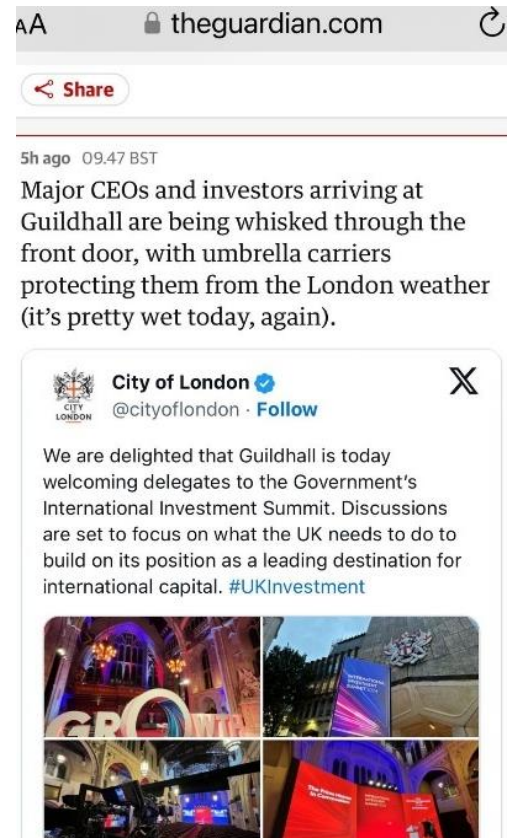
Instagram:

- Engagements: 117
- Impressions: 1,750

Standout post featured the large “Growth” logo in the Great Hall. A separate Instagram story of the Policy Chairman and Lord Mayor meeting Deputy Prime Minister Angela Rayner was viewed all the way to the end 85% of the time.

Flickr:

- More than 20 photos were uploaded to the corporate account from the event and received over 400 views in the photostream.





Sentiment analysis

- Positive sentiment: Engagement around the Policy Chairman, Lord Mayor, and other key figures was largely positive. Followers reacted favourably to posts featuring the Lord Mayor and Policy Chairman greeting guests and discussing the event's significance. The Lord Mayor's discussion with City Minister Tulip Siddiq received considerable attention, with her related post seen 6,500 times.
- Negative sentiment: Some negative feedback was noted, primarily concerning possible changes to National Insurance, rather than our core messages.
- Neutral mentions: Several mentions focused on factual updates without strong opinions.



Tulip Siddiq
@TulipSiddiq

Lots of people to meet at the International Investment Summit today, including the Lord Mayor of London @mrrmainelli.

We had a good discussion about financial literacy and inclusion, which are priorities for me as City Minister.










Our best performing social media posts: *Measured by total engagements (clicks on the content)*

LinkedIn: The most popular post was of the Deputy Prime Minister Angela Rayner alongside other government representatives.

X: The most popular post was of the Policy Chairman and Lord Mayor greeting the Prime Minister.

Instagram: The standout post was of the large “Growth” logo in the Great Hall; many people shared photos from inside the giant letter ‘O’. A separate Instagram Story (video) of the Policy Chairman and Lord Mayor meeting Deputy Prime Minister Angela Rayner was viewed to the end 85% of the time.

Platform	Post Content	Engagement Metrics																																																
City of london corporation LINKEDIN Oct 14, 05:04 PM A brilliant day of collaboration and visi... 	City of london corporation LINKEDIN Oct 14, 07:38 AM We are delighted that Guildhall is today ... 	Lord mayor, city of london TWITTER Oct 14, 09:47 AM On behalf of the @cityoflondon, it is a g... 																																																
City of london TWITTER Oct 14, 08:46 AM We are delighted that Guildhall is today ... 	Cityoflondoncorp POST Oct 14, 09:22 AM We are delighted that Guildhall is today ... 	<table border="1"> <tr><td>Reactions</td><td>360</td></tr> <tr><td>Comments</td><td>5</td></tr> <tr><td>Shares</td><td>14</td></tr> <tr><td>Post link clicks</td><td>3,898</td></tr> <tr><td>Video views</td><td>0</td></tr> </table> <table border="1"> <tr><td>Reactions</td><td>403</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Shares</td><td>38</td></tr> <tr><td>Post link clicks</td><td>2,729</td></tr> <tr><td>Video views</td><td>0</td></tr> </table> <table border="1"> <tr><td>Likes</td><td>123</td></tr> <tr><td>Replies</td><td>14</td></tr> <tr><td>Reposts</td><td>28</td></tr> <tr><td>Quote posts</td><td>1</td></tr> <tr><td>Video views</td><td>0</td></tr> </table> <table border="1"> <tr><td>Likes</td><td>87</td></tr> <tr><td>Replies</td><td>8</td></tr> <tr><td>Reposts</td><td>25</td></tr> <tr><td>Quote posts</td><td>5</td></tr> <tr><td>Video views</td><td>0</td></tr> </table> <table border="1"> <tr><td>Likes</td><td>62</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Saves</td><td>1</td></tr> <tr><td>Video views</td><td>0</td></tr> </table>	Reactions	360	Comments	5	Shares	14	Post link clicks	3,898	Video views	0	Reactions	403	Comments	2	Shares	38	Post link clicks	2,729	Video views	0	Likes	123	Replies	14	Reposts	28	Quote posts	1	Video views	0	Likes	87	Replies	8	Reposts	25	Quote posts	5	Video views	0	Likes	62	Comments	1	Saves	1	Video views	0
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