

Social media key points - Report by Sarah Kingsley (Communications Manager) & Rosy Vega (Digital Media & Engagement Officer)

April 2020 – March 2021 vs April 2019 – March 2020

- This year, our Facebook fans have **increased by 1.6k** (45%), bringing our total number of fans to 5.1k. Our Twitter followers have **increased by 617** bringing our total followers to 12k.
- This year, we had the most engagement and organic reach through our Facebook posts. Our most popular post with the highest organic reach was in May about food and garden waste collections resuming. The post reached 58,560 people. In total, **our Facebook posts have reached 2.6 million people** this year which is **up by 786k** from last year.
- Engagement on Twitter increased this year by 934 with a **total of 5.4k engagements**. Our most popular tweet which gained the most likes and retweets was in May about food and garden waste collections resuming. The post had over **50 likes and 27 retweets**.
- Compared to the previous year, our direct messages on both Twitter and Facebook have **decreased**. This could be as a result of the pandemic and more people staying home or it could suggest we have received less complaints via direct messages.
- On both Twitter and Facebook the most popular inbound message topics this year (all Facebook comments, Twitter mentions and direct messages) are **coronavirus, waste & HCC**.
- This year we shared broadly the same number of posts on Twitter (1.4K) but a larger number on Facebook compared to last year - 1.3k in 2020-21 versus 1.1k in 2019-20. Our overall **engagement is higher** suggesting our messages were successfully reaching more residents. Having a larger network of fans and followers helps increase our reach, which should also increase engagement.
- Our Instagram channel is becoming more popular – this year, our followers **increased by 453 (37%)**. We are posting regular content on our Instagram feed and utilising the ‘stories’ feature to share key information. Our most popular post on Instagram this year with the highest number of likes was an image of Letchworth Outdoor pool announcing that it will be reopening with **133 likes**.
- Other Facebook posts that performed well over the last year and therefore helped deliver key messages to our residents included a coronavirus video about how to help slow the spread of the virus which gained **over 213 shares** and a post about leisure centres, playgrounds and splash parks reopening with **108 shares**.