

Social Media Report

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The ASPRA Facebook Page

- The ASPRA Facebook Page was set up in February 2017
- It now has 192 followers
- The Administrator makes posts to the page, on average, twice a week
- Posts can be 'liked' and/or 'shared' by the viewer - hence we are reaching many more people than simply the page's followers
- The number of 'views' of a post has varied between 39 and 3,500 people!
- The most popular posts were:
 - "Planning Inspector's Consultation on the Local Plan": 3515 views
 - "Gardening Group/Tesco Bags of Help Scheme": 1251 views
 - "Be aware of scam cold-callers": 767 views
- 70% of our followers are women
- Most followers are in the 45-54 age bracket
- We have equal numbers of men and women following in the 18-24 age bracket
- The vast majority of visitors to the page viewed it on a mobile device (rather than on a PC)

Please encourage local friends and family to "like" the ASPRA Facebook Page - log into Facebook and enter "Addiscombe and Shirley Park Residents' Association" into the search line.

If any ASPRA member has a local event or something else of interest which might benefit from being shared on the ASPRA Facebook Page, please email secretary@theaspra.org.uk or message ASPRA via the 'Send Message' button at the top of the Facebook Page.