

# Social Media Report

Nicola Corbishley

---

## The ASPRA Facebook Page

- Since the start of 2019, the Facebook page has been celebrating ASPRA's 30th anniversary year with a series of posts about ASPRA's achievements under the tag **#theaspra30**. The posts so far:
  - A reminder of ASPRA's first success: objection to the trunk road in 1989
  - ASPRA's organisation and financial backing of the Addiscombe Christmas lights
  - ASPRA's regular and informative magazines
  - ASPRA's setting up of the Addiscombe Village Noticeboard
  - Improvements to and maintenance of Bingham Park's flowerbeds by the ASPRA Gardening Group
- \* **Nicola would love to hear members' ideas for this series of anniversary posts - please get in touch to make sure that throughout the year she covers as many notable past achievements as possible, big or small! \***
- The ASPRA Facebook Page has just passed its 2nd anniversary
- It now has 466 followers (2018 AGM: 192 - an increase of 142%!)
- Most followers are in the 35-44 age bracket (2018 AGM: 45-54)
- 74% of our followers are women (2018 AGM: 70% women)
- We post about local information: events, warnings on crime, openings of new businesses, transport disruption, lost pets. Requests for private adverts are redirected to the website/magazine reps.
- Highest reach posts:
  - "Police Ward Warning: A male is knocking on doors": 6495 people viewed
  - "Please take care returning home at night": 4340 people viewed
  - "Tram closures on the Elmers End Line": 2925 people viewed

Do continue to share ASPRA's Facebook posts with your local friends - it's the best way of increasing page interaction in the community. If you know of a local event or something else of interest you would like to appear on the ASPRA Facebook Page, please message Nicola by clicking the "Send Message" banner at the top of the Facebook Page or email [secretary@theaspra.org.uk](mailto:secretary@theaspra.org.uk)