

Social Media Report

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The ASPRA Facebook Page

- Since the last report (April 2018), the ASPRA Facebook Page has gained 180 followers: we are now at 372
- 74% of our followers are women (compared with 70% at April 2018)
- Most followers are now in the 23-44 age bracket (45-54 at April 2018)
- The vast majority of visitors to the page are still viewing it on a mobile device (rather than on a PC).
- The prime time for page interaction is 8pm on weekdays!
- We post about local information: events, warnings on crime, openings of new businesses. Any requests for private advertising are redirected to the website/magazine.

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. Another way to increase interaction is to share ASPRA’s posts with friends.

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 by clicking the ‘Send Message’ banner at the top of the Facebook Page.