

### **ASPRA Facebook Page**

We continue to post about the usual variety of items of interest: lost pets, transport updates, crime alerts, local events and activities and most recently Government and Council information about Covid-19 including assistance for those self-isolating or vulnerable and updates and reminders about social-distancing guidelines.

Our posts are now being shared regularly by other pages, such as Addiscombe Railway Park Community Garden, St Mildred's Church, East Croydon Community Organisation, Chase Residents' Association, Shirley Children's Centre and London Rethink Network Group.

Since the last report, the following posts gained the most interest:

- Temporary changes to Council parking charges during the pandemic: 9,900 views
- Oasis Academy donating goggles to local hospital: 5,400 views
- Missing cat: 3,700 views
- Car break-ins: 3,400 views
- Real Christmas tree recycling collections: 2,100 views
- Bingham Road gas main replacement: 2,000 views
- ASPRA Gardening Group update: 1,400 views
- Post Office opening times during the pandemic: 1,400 views

- Since the last AGM report (April 2019) the page has gained 332 followers: we now have 798 followers - an increase of 42% since this time last year.
- The majority of people who follow the page are women (73%) and most followers are now in the 45-54 bracket, however the age range continues to be fairly evenly spread.
- 8-9pm is the optimum time for engagement with the page.
- We have received 80 messages since the last report: we respond to every message and either share the information sent to us, divert people to other local organisations or forward the message as appropriate to other members of the committee.

Thank you for your continuing support of the ASPRA Facebook page.

We would love to increase the number of followers and interactions still more: try clicking 'share' on the bottom right of any post you think might be of interest to your Facebook friends. That post will then appear on all of your friends' News Feeds: if any of them click to view it, they might then decide to follow our page themselves.

To get in touch with your Social Media Representative Nicola, click "Send Message" at the top of the Facebook page [www.facebook.com/TheASPRA/](https://www.facebook.com/TheASPRA/) or you can email her using [socialmedia@aspra.uk](mailto:socialmedia@aspra.uk)