

ASPRA Facebook Page

The ASPRA Facebook page has continued to be very busy through the various lockdowns and openings-up over the past year. Many other local groups and residents regularly share the information we post and we follow an increasing number of other pages to ensure we are spotting as many local interest items as possible.

We now have **1,147 followers** - up 44% from the 798 at the time of the 2020 AGM. We've received and responded to **messages from 82 page followers** over the past year - we do this by directing people to other members of the committee/other outside organisations as appropriate, helping to research answers to queries and sharing any useful information via a post on our page.

We have shared photos from our page followers of the following:

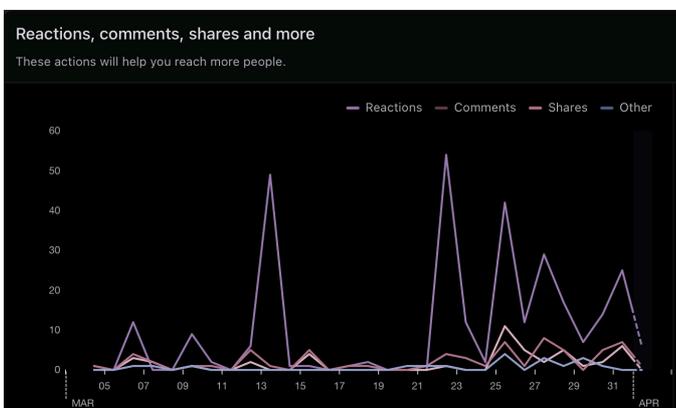
VE Day 75th Celebrations in May
Sunflowers grown by residents in August
Addiscombe in the snow in February
Local shop window displays

...and we have helped share information on:

COVID-19 guidelines/support available
Christmas tree collections
Book swap on Shirley Park Road
House burglaries
Missing pets
Royal Mail delays
Road/Tram line closures
Census 2021

Since the last AGM Social Media report the following posts have attracted most interest:

- Attempted car snatch - **6,400 views**
- Recycling medicine blister packs - **6,200 views**
- Save 275 Addiscombe Road from demolition - **4,500 views**
- Cashpoint attempted robbery - **2,300 views**
- Warning of Lower Addiscombe Road closure - **1,600 views**
- Thames Water roadworks on Shirley Road - **1,100 views**



Thank you to all ASPRA members who follow the ASPRA Facebook page and especially to those who interact by 'Liking' and sharing our posts. From the chart on the left, you can see that we would benefit from increasing the number of 'shares' our posts receive: when you click 'Share' on any of our posts, your friends will automatically see it (use the 'Share' option bottom right of any post). Seeing our posts encourage your friends to take a look at our page and follow it themselves - it's as simple as that!

To get in touch with your Social Media Representative Nicola, click 'Send Message' at the top of the Facebook page, or email her via socialmedia@aspra.uk