



**Meeting 8th September 2021
Social Media Report**

Our Page follower number is up 43 from the last report, so we now have 1,239 followers. During the past couple of months we have also received and responded to 20 direct messages via Facebook and email on all sorts of topics from football trials to missing cats.

We continue to follow many other local interest Facebook groups and have recently shared directly with them the information we gathered on which local premises hold defibrillators. This exercise actually revealed the benefit in sharing our posts directly with other local pages, rather than relying on them being noticed via shares from our page. It's generally quick and straightforward to do (there can be a delay if administrators need to approve posts) and it allows information to travel promptly and accurately. The socialmedia@aspra.uk email address is now included on a variety of mailing lists to ensure we receive useful information directly.

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

Alert about scam involving the impersonation of carers: **8,000 views**

ASPRA's local defibrillator information : **2,500 views**

Request to water young trees in our roads: **2,400 views**

Before/after photos of reported flytip at Addiscombe Tram Stop: **1,000 views**

ASPRA's litter-picking session: **800 views**

To ensure you see ASPRA updates on your own Facebook newsfeed, go to the Addiscombe & Shirley Park Residents' Association page (www.facebook.com/TheASPRA/) and click 'Like' at the top of the page - once the 'thumbs up' symbol turns blue and changed to 'Liked', you're connected!

If you think an ASPRA post might be of interest to your own Facebook friends, click 'Share' at the bottom of the post to show it to them - they'll then see it on their newsfeed when they next log in. See the ASPRA Facebook article in the current magazine for more details. We are very grateful for members' support of the ASPRA Facebook page.

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