



Addiscombe & Shirley Park Residents Association

AGM 26th April 2022 Social Media Report

ASPRA Facebook Page

The ASPRA Facebook page has continued to be busy over the past year. Other local groups and residents regularly share the information we post and we follow as many other local pages as possible to keep the page full of events and information.

We now have **1,375 followers** - 228 more than at the time of the 2021 AGM. We've received and responded to **58 direct messages from 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 helped share information about local things:

- COVID-19 guidelines/support available
- Christmas tree collections
- Planning applications and objections
- Missing pets/toys
- Royal Mail and Veolia refuse collection delays
- Tram line closures

...as well as ASPRA's own activities:

- Gardening Group sessions
- Litter-picking
- Lower Addiscombe Road Information Stall
- Hanging baskets
- Poppies
- Christmas lights
- Sakura Cherry Trees

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

- Carer impersonation scam - **8,200 views**
- Planning application for 275 Addiscombe Road - **4,300 views**
- Defibrillator locations in our area - **3,600 views**
- New coffee shop Filtr - **3,000 views**
- Request to water new trees on local streets - **2,400 views**
- Stolen doorstep parcel delivery - **1,900 views**
- Sakura cherry trees for Bingham Park - **1,600 views**
- David Lean cinema reopening - **1,500 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. Please click 'Share' on any of our posts to allow your friends to see them. Seeing our posts in this way encourages 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