

Social media team report: AGM 2019

Area of work

Social media team

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Social media team

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Activity and achievements over the last year

The social media team was established in December 2015. We are a small team who curate activity over 4 platforms: Facebook, Twitter, Pinterest and Instagram. We recruited two new members in 2018 who have made a big difference to our ability to manage the platforms but another volunteer to help with Twitter in particular would be useful.

Facebook

- We have over 27000 followers and this number is steadily increasing.
- Our Valentines Day “roses are boob” post had the greatest reach at 898k and 106k engagements.
- Photo shares and news/research shares continue to perform well

Twitter

- Our number of followers has continued to increase and is now over 9500 (compared with 6000 in May 2017 and 7100 in May 2018)
- Our new team members have been hugely helpful in scheduling tweets and engaging with users, though we could probably use another team member.

Pinterest

- Pinterest continues to be well used, with over 2500 views per month.

Instagram

- We have doubled our followers again in the last year – it now stands at over 2100, having risen from from 500 in 2017.
- Initially we used Instagram to drive traffic to the website and for conference advertising but it is increasingly acting as a platform in its own right.

Future plans and areas to develop

- We expanded the team last year but one more team member would help us build on our advances, particularly on Twitter.
- We are anticipating a significant amount of engagement on all platforms with the #FeedOn campaign – the #FeedMe campaign last year was one of our biggest engagement opportunities and this looks set to eclipse that in terms of reach and engagement.