

IAM Lincolnshire Social Media Report 2019/20

The Committee of IAM Lincolnshire is very proud of our award-winning Social Media presence; as IAM RoadSmart 'Best Use of Social Media' Group Award winner 2019.

We are pleased how our Social Media presence has continued to grow since the last AGM, how we have influenced other groups through the creation of our own material and most importantly how it continues to promote #Roadsafety.

Our use of Social Media has also been instrumental in promoting our ground-breaking Advanced Driving Courses for under 25-year-old drivers, as sponsored and co-promoted by Marc Jones Lincolnshire's Police and Crime Commissioner, and IAM RoadSmart.

We have also used Social Media to build positive relationships with BBC Radio Lincolnshire and BBC Look North; where we have been invited to feature three times on BBC Radio Lincolnshire and separately, three times on BBC look North in the last seven months. These are available to listen/view on our YouTube channel at:

https://www.youtube.com/channel/UC0CoYCgUiRRvHMW0Vqva_jA/videos

YouTube has also been used to promote our new self-created video content during the recent lockdown, including POWDERY vehicle checks, Steering and the innovative use of a games console to demonstrate IPSGA; all designed to inform viewers but also maintain interest in the group. This content has also been used as part of our recent series of Lockdown Webinars, where we delivered presentations using Microsoft Teams.

We achieve all this through a dedicated volunteer Social Media Officer (SMO) in Richard Hardesty (@richardesty) who is a Committee Member in this capacity. He is supported by our Secretary, Ashley Behan (@saxilbyblade), whom also posts on occasions and manages our website. We develop our own material (new logo, graphics, promotions, original photos and videos) and posts across our Twitter, Facebook and Instagram accounts, as well as YouTube which was added early in 2019.

Whilst we fully utilise a range of social media platforms our main focus is Twitter, with it being the platform we get the most reach, and positive reaction from. Our content reflects across each platform. For your convenience, we have listed our social media accounts, and website, below:

Twitter:

<https://twitter.com/iamlincolnshire>



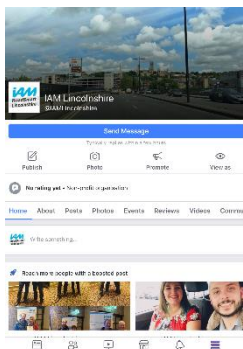
Instagram:

<https://www.instagram.com/iamlincolnshire/>



Facebook:

<https://www.facebook.com/IAMLincolnshire>



YouTube:

https://www.youtube.com/channel/UC0CoYCqUiRRvHMW0Vqva_iA



We also maintain a website with our own URL: www.iamlincolnshire.co.uk

We post most regularly through our Twitter account, where we have gained 343 new followers since the last AGM. This account alone has reached an average of 67,000 people a month (up 28,000 per month since our last AGM report) through retweets and likes throughout the past year.

Some other Twitter statistics from February 2020 are shown here to the right:

FEB 2020 SUMMARY

Tweets
144

Tweet impressions
98.4K

Profile visits
838

Mentions
115

Our Committee receives a social media report at each meeting sharing similar data, along with example posts.

Below is a table showing some statistics across each of our platforms, which include a total of 1653 followers, an increase of 582 since last AGM.

Platform	2019/20 Stats	2018/19 Stats
Twitter	1179 Followers / 67,000 monthly reach	836 Followers / 39,000 monthly reach
Instagram	267 Followers	191 Followers
Facebook	161 Followers	39 Followers
YouTube	46 Subscribers / 4279 Views	5 Subscribers / 398 Views

Our @IAMLincolnshire social media accounts regularly interacts with @IAMRoadSmart accounts, both through mentions, likes, retweets and quoted Tweets. We also enjoy interacting with key IAMRoadsmart staff accounts as well as the other fantastic IAM Groups across the UK.

We recognise the value of using a combination of photos, videos, graphics and radio/TV to help get our message across and are very proud of the fact that the majority of these are self-created by our social media team.

We always welcome member and follower feedback to improve our future Social Media activity, and hope you enjoy our posts.