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LSRA AGM APRIL 2023 Social Media Report

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Previously in 2021 the offer of technical help was extended to the LSRA. This included overhauling our digital organisation, creating a brand kit and redesigning the logo, importing our two Excel spreadsheet mailing lists into Mailchimp, and then expanding the LSRA toolkit for social media posting and marketing materials through the use of Canva.

This overhaul allowed for the LSRA during 2022 focus on increasing communication to Levenshulme Square residents through social media, keep people up to date with LSRA litter pick dates, and even to extend invitations to local events to those interested.

Over the past year, the LSRA mailing list, social media accounts, and internal digital drive organisation has continued to grow and expand with the LSRA.

Mailing List

Since last year, the Mailing List audience has remained at **218** contacts. For reference, Levenshulme Square covers around 550 houses bordered by Matthews Lane, Stockport Road, Manor Road, and St Oswalds Road - this accounts for potentially 43.6% of Lev Square.

The mailing is segmented so that we could be sure when a person signs up to hear from us they are getting exactly what they signed up for. This helps to keep our unsubscribe rate low as recipients don't feel spammed by invitations or updates that they did not ask for, and also allows us to be really specific about the things that we are doing, knowing that it's getting to the ears of people who want to hear it.

The segments that people can currently sign up to are:

- **General Updates** - important LSRA updates.
- **LSRA Blog Post Alerts** - to let you know when we've posted new writing to our website as well as links where to find them.

- **Levenshulme Square Litter Pick and Other Activities** - an email update announcing upcoming Levenshulme Square litter pick dates and other smaller events organised by the LSRA.
- **Lev Square Fest Updates** - Levenshulme Square Fest Reminders, which let you know when our next local street festival will be and relevant information and updates.
- **Volunteering** - Receive updates to let you know when we need a helping hand with something in the community - this might be extra hands for an event we're holding, extra legs for handing out flyers locally, or extra voices for our blog!

For a non-profit like ours, the average open rate for mailing list campaigns is 25.2%. Ours is **53.5%**, which is 28.3% over the average. This is likely due to the segmentation, and just goes to show that people are receiving the correspondence that they want from the LSRA.

Social Media

Over the past year, our Facebook following has grown from **357** to **428** - an increase of 71 locals. This is almost double the amount of growth experienced on Facebook during the 2021-2022 period. Followers on Twitter have also grown from **529** to **550** - an increase of 21 which is a smaller increase, but understandable as our main social media for sharing and communicating to other Levenshulme Square Residents is Facebook.

The posts have consistent clicks and engagement through likes and reactions, and of all of these metrics only a quarter are coming from followers of the page. This could be because our posts are popping up on the feeds of friends and family of Levenshulme Square residents, being shared to communities and groups that we share (like litter picking groups), or people living in Lev Square who are not following the page but still check the page out from time to time to keep up to date. This wider gaze on Levenshulme Square could prove very valuable for hosting events like Lev Square Fest 2022, and we hope that by utilising social media in this way we will be able to make this year's street party our biggest and best yet.

Website

A large project that we have been working on this year is the development of the LSRA website, and we are happy to announce that it is almost ready to launch for Lev Square residents! The website will be a hub of information online for everything regarding the Levenshulme Square Residents Association, as well as the central space which links together all of our

social media, mailing list sign ups, potential blog posts, and online social presence. The website will allow us to keep record of all of the interesting and exciting things that the LSRA participate in, and will hopefully be of use to Lev Square residents.

Lauren Kelly

March 2023