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## **LSRA AGM APRIL 2022 Social Media Report**

**Date: 28th April 2022**

In the Autumn of last year 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.

Since implementing Mailchimp and Canva into the LSRA social media strategy, since January we have aimed to increase communication to Levenshulme Square residents through social media, host a Levenshulme Littering Survey, keep people up to date with LSRA litter pick dates, and even to extend invitations to local events to those interested.

For reference, Levenshulme Square covers around 550 houses bordered by Matthews Lane, Stockport Road, Manor Road, and St Oswalds Road.

## Mailing List

Since importing the LSRA mailing list to Mailchimp, the mailing list has grown from **138** to **218** contacts since 29th October 2021.

The mailing list was then 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 **29.7%**, which is 4.5% over the average.

For a non-profit like ours, the average click rate for links within mailing list campaigns is 2.7%. Ours is **1.4%** - this is easily explained though, as the emails we send out usually share the exact information with the recipient and don't contain links. When we do, though, like with the Levenshulme Littering Questionnaire this number rocketed up to **16.2%** - something we are really thankful for as the response to the survey was so much more than we imagined!

## Social Media

Since importing Canva into the Social Media strategy for the LSRA and increasing our social media presence along with our new look, followers on Facebook have grown from **319** to **357** - an increase of 38 locals. Followers on Twitter have also grown from **521** to **529** - a smaller increase, but understandable as our main social media for sharing and communicating to other Levenshulme Square Residents is Facebook.

Across both social media channels we have hosted a Question Time segment in which we present a question to local residents in order to get them to think about the space that we live in. So far, out of the six posts shared to Facebook, we have some really positive numbers! The posts are reaching well past the amount of people following the page

| Question Time Post | Impressions  | Clicks    | Engagement | % who have liked page |
|--------------------|--------------|-----------|------------|-----------------------|
| Ideal Alleyways    | 985          | 44        | 35         | 21%                   |
| Five Words         | 885          | 28        | 27         | 35%                   |
| Most Rubbish       | 1.6k         | 103       | 95         | 14%                   |
| Bin Knowledge      | 1k           | 34        | 39         | 30%                   |
| Prettier Lev       | 1.1k         | 17        | 23         | 15%                   |
| Fave Photo         | 581          | 7         | 8          | 33%                   |
| <b>AVERAGE</b>     | <b>~1025</b> | <b>39</b> | <b>38</b>  | <b>25%</b>            |

From this data, we can see that our posts are reaching much further than just our Facebook page. In fact, through shares, likes, and impressions, our posts appear on the feeds of almost **three times** the amount of followers we have. This means that we reach a much further audience than just the Levenshulme Square residents that follow us. This is backed up by responses from the Levenshulme Littering Survey, where we had responses from people who lived all over Levenshulme but felt compelled to reply as they also visited, worked, and used the Levenshulme Square area.

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.

**Lauren Kelly**

April 2022