

## IAM Lincolnshire Social Media Report 2018/19

The IAM Lincolnshire group is very proud of its Social Media presence, how it's grown in the last year, how we have influenced other groups through the creation of our own material and most importantly how it promotes #Roadsafety.

We're also delighted to encourage new members through social media, which most recently included Marc Jones Lincolnshire's Police and Crime Commissioner; where he also promotes our work at @marcjoneslincs (<https://twitter.com/MarcJonesLincs/status/1088774464391794688>)

We have 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 use this in posts across our Twitter, Facebook and Instagram accounts, as well as YouTube which was added this year.

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>



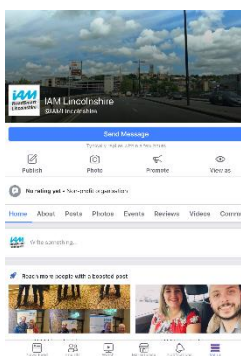
### Instagram:

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



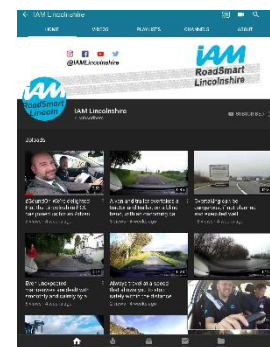
### Facebook:

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



### YouTube:

[https://www.youtube.com/channel/UC0CoYCqUiRRvHMW0Vqva\\_jA](https://www.youtube.com/channel/UC0CoYCqUiRRvHMW0Vqva_jA)



We also maintain a website with our own URL: [www.iamlincolnshire.co.uk](http://www.iamlincolnshire.co.uk)

Our primary use of Social Media is to promote road safety.

We're also use our accounts to engage with likeminded people and share the virtues of our advanced driving courses.

We hold promotions and competitions at key times of the year, including Christmas and New Year.

While we post most regularly through our Twitter account, as this appears to be the account which attracts most attention, our activities are reflected across our other platforms. We gained 143 new followers in the last 12-month financial year on Twitter alone and reach an average of 39,000 people a month.

Some other Twitter statistics from April 2019 are shown to the right.

APR 2019 SUMMARY

Tweets **64** Tweet impressions **38.4K**

Profile visits **333** Mentions **73**

New followers **7**

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 1071 followers. Followers are the number of people who see each post we make, in the first instance.

Platform	Statistics
Twitter	836 Followers / Average 39,000 Reach
Instagram	191 Followers
Facebook	39 Members
YouTube	5 Subscribers / 398 Views

Our @IAMLincolnshire social media accounts regularly interacts with @IAMRoadSmart accounts, both through mentions, likes, retweets and quoted Tweets. We also thoroughly enjoy interacting with key IAMRoadsmart Staff Accounts including Mike Quinton, Kate Tonge, Rodney Kumar and @IAMRS\_Teddy!!! Oh, and let's not forget our interaction of the other fantastic IAM Groups.

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

Overall, we believe our Social Media activity embodies all things IAM RoadSmart and IAM Lincolnshire. This was reflected in our activities winning the IAM RoadSmart 'Best Use of Social Media' award which was announced at our 2019 Spring Forum.

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

Please give each of our accounts a follow or a like at @IAMLincolnshire.