

Community Safety – Social Media Analysis

The communications team have supported the promotion of several campaigns via our social media channels and e-newsletters. We've re-shared/retweeted several posts from other organisations such as Hampshire Constabulary and Neighbourhood Watch to build greater awareness.

Social media:

Campaigns including national trending hashtags, images and tags to other organisations have performed the best. When we give it the 'WCC' angle it gives messaging a more personal touch and engages residents more – great for local residents.

Engagement with Facebook and Twitter posts varies but in general impressions on Twitter are greater than views of Facebook in most cases. This could be due to our larger following on this platform, or the demographic of a slightly younger audience.

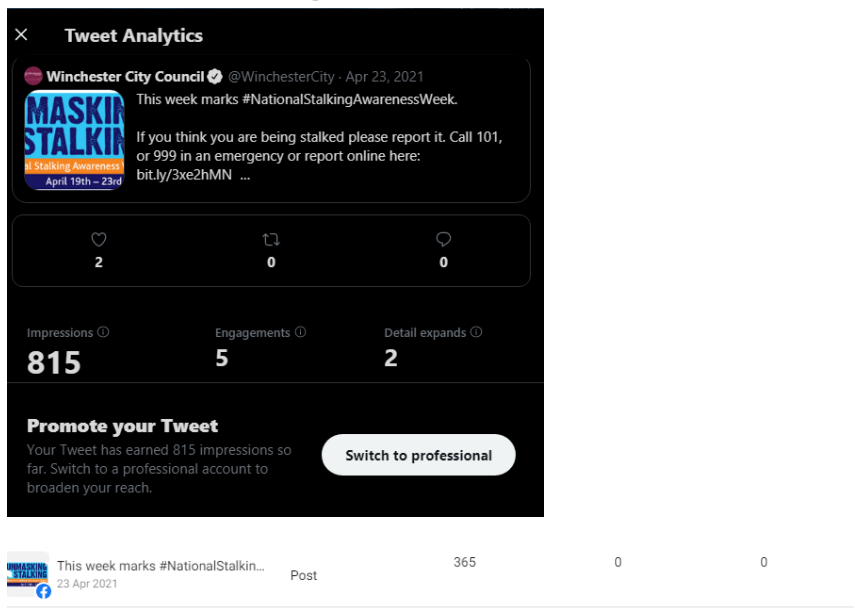
There has been ongoing collaboration between Hampshire Domestic Abuse Partnership and the city council in terms of the development of future domestic abuse awareness raising campaigns.

The Neighbourhood Services and Community Safety team developed and implemented an annual communications plan to support the delivery of targeted engagement. During April to December 2021 activity has included:

- high visibility patrols aimed at providing education and enforcement in ASB hot spot locations. Update reports provided as appropriate.
- attendance at multi-agency partnership meetings and street meets with business and members of the public to provide education, advice and reassurance
- door to door visits to ASB hotspot locations to deliver 'Report It' fliers (how to report ASB) to encourage reporting and provide reassurance, gather intelligence and provide a high visibility presence
- providing information via flyer's and attendance at student focused events i.e. Fresher's Fayre giving advice on bins, how to be good neighbours, noise/ASB and personal safety
- attending Police beat surgeries and drop in events i.e. in support of knife crime awareness week.
- supporting national and local campaigns and awareness raising events using social media.

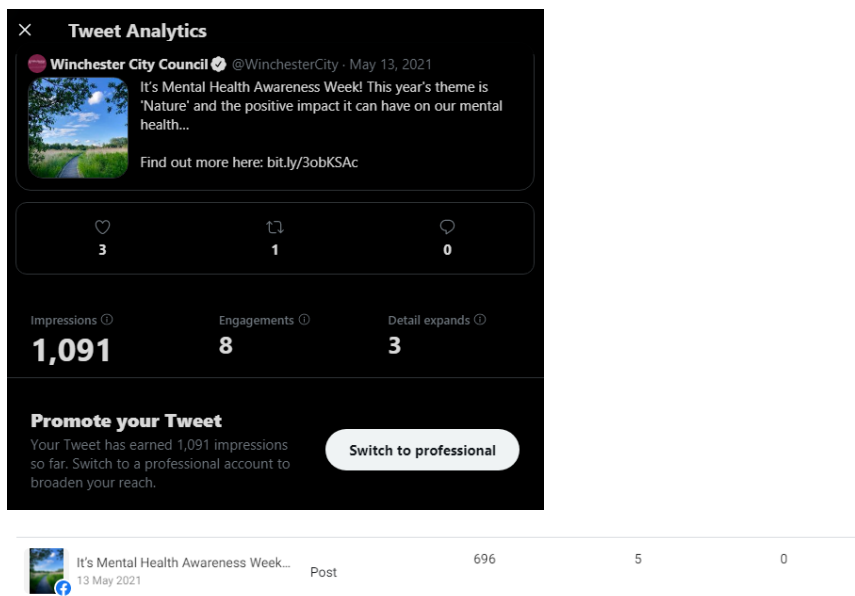
Campaigns the Communication Team supported/promoted and their engagement:

National Stalking Awareness Week:



- 815 impressions¹, 2 likes, 5 engagements², and 2 detail expands³ on Twitter
- 365 views, 0 reactions, 0 comments on Facebook

Mental Health Awareness Week:



- 1,091 impressions, 3 likes, 8 engagements, 3 detail expands on Twitter

¹ Impressions on Twitter is a total tally of all the times the Tweet has been seen

² Engagements: Total number of times a user interacted with a Tweet

³ Detail expands: Clicks on the Tweet to view more details

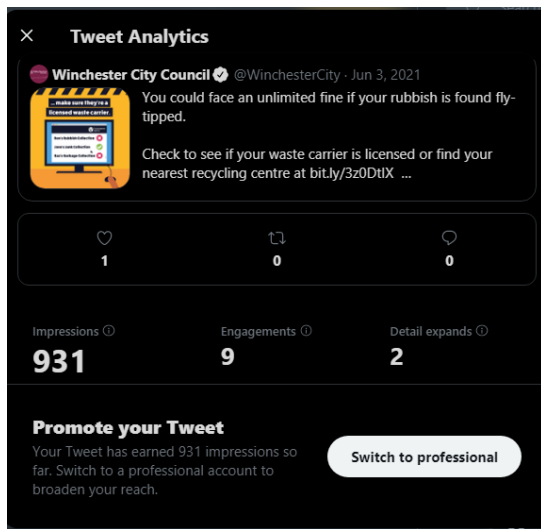
- 696 views, 5 reactions, 0 comments on Facebook

World Mental Health Day:



- 396 impressions, 1 like, 10 engagements, 4 detail expands on Twitter
- 503 views, 0 reactions, 0 comments on Facebook

Fly Tipping:



- 931 impressions, 1 like, 9 engagements, 2 detail expands on Twitter
- 507 views, 0 reactions, 0 comments on Facebook

Domestic abuse:

Tweet Analytics

Winchester City Council @WinchesterCity · Jun 13, 2021

Win or Lose - keep your cool, blow the whistle on domestic abuse. #euros2020 #domesticviolence

bit.ly/3vdMgnS

2 Likes, 1 Retweet, 0 Replies

Impressions 913, Engagements 5, Detail expands 1

Promote your Tweet: Your Tweet has earned 913 impressions so far. Switch to a professional account to broaden your reach. [Switch to professional](#)

Win or Lose - keep your cool, blow t... Post 439 0 0

13 Jun 2021

- 913 impressions, 2 likes, 1 retweet, 5 engagements, 2 detail expands on Twitter
- 439 views, 0 reactions, 0 comments on Facebook

White Ribbon Campaign:

Tweet activity

Winchester City Council @WinchesterCity

Today is #WhiteRibbonDay. In 2020, we showed our commitment by signing up to the @EIDAorg membership charter to help support employees who have been affected by domestic abuse. This year, we're encouraging our partners and local businesses to do the same: <https://bit.ly/39eUPHD> pic.twitter.com/vIQAtiRXdX

Impressions 831

Total engagements 8

Likes 4

Link clicks 2

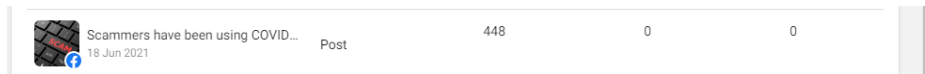
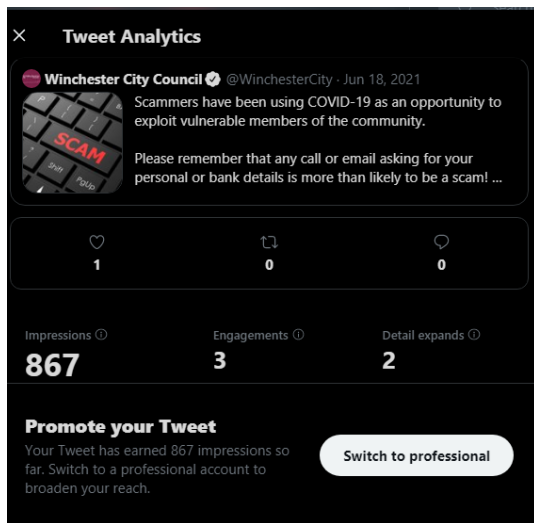
Retweets 1

Profile clicks 1

Recent content ↓	Type	↕ Reach ⓘ	↕ Likes and reactions	↕ Comments ⓘ
Stagecoach is offering the chance ... 26 Nov 2021	Post	952	0	1
Our leaf clearance programme is w... 25 Nov 2021	Post	1.6K	8	5
Today is #WhiteRibbonDay – a glo... 25 Nov 2021	Post	419	3	0

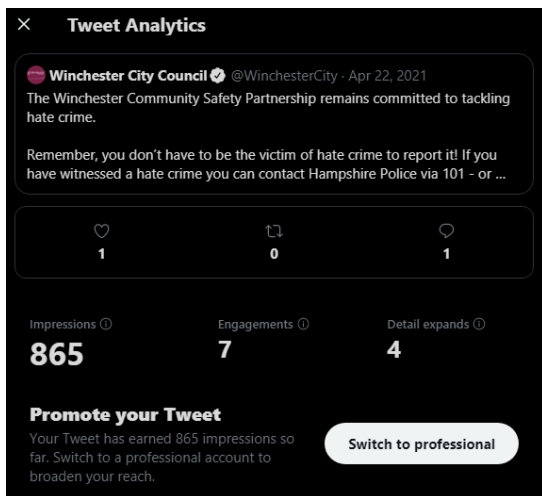
- 831 impressions, 4 likes, 2 link clicks, 1 retweet, 8 engagements, 1 profile clicks on Twitter
- 419 views, 3 reactions, 0 comments on Facebook

Scams:



- 867 impressions, 1 like, 3 engagements, 2 detail expands on Twitter
- 448 views, 0 reactions, 0 comments on Facebook

Hate Crime:



- 865 impressions, 1 like, 7 engagements, 4 detail expands on Twitter
- 453 views, 0 reaction, 0 comments on Facebook

National Hate Crime Awareness Week:



Platform	Views	Reactions	Comments
Facebook	506	1	0

- 512 impressions, 2 likes, 7 engagements, 3 detail expands on Twitter
- 506 views, 1 reaction, 0 comments on Facebook

Halloween:



Platform	Views	Reactions	Comments
Facebook	909	0	0

- 527 impressions, 1 like, 14 engagements, 7 detail expands on Twitter
- 909 views, 0 reactions, 0 comments on Facebook

Counter Terrorism:



Winchester City Council @WinchesterCity · Mar 16

#ACTEarly is a new website launched by **@TerrorismPolice** to provide advice, support and guidance to families and friends worried that a loved one is vulnerable to radicalisation.

To find out more, visit: bit.ly/36T2Gcq
pic.twitter.com/ZQ4f1LiEwX

[View Tweet activity](#)

880

6

0.7%



#ACTEarly is a new website launch...

16 Mar 2021

Post

234

0

0

- 880 impressions, 6 likes, 0.7% engagement rate
- 234 views, 0 reactions, 0 comments on Facebook