

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 support services 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.

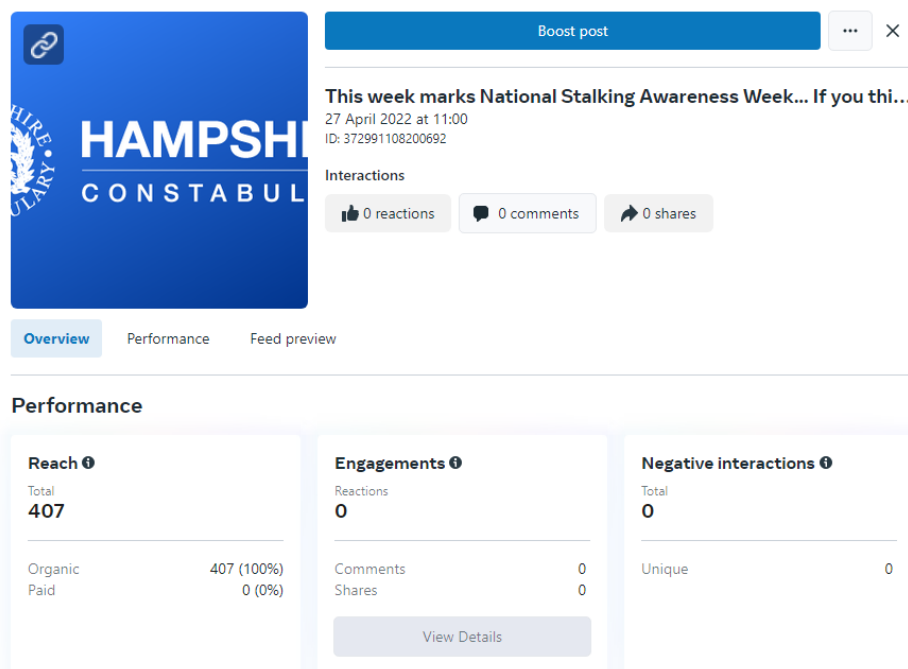
Engagement with Facebook and Twitter posts varies but in general impressions on Twitter are greater than views of Facebook in most cases. This could be due to our larger following on this platform, or the demographic of a slightly younger audience.

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.

Campaigns we've supported/promoted and their engagement:

National Stalking Awareness Week

National stalking awareness week which runs annually in April raises awareness of what stalking is and signposts to sources of support which links with the CSPs High harm crime and quality of life priorities.



Tweet Analytics

Winchester City Council @WinchesterCity · Apr 27
 This week marks National Stalking Awareness Week...

If you think you're being stalked please report it by calling 101, or 999 in an emergency.
 ...

1 0 0

Impressions 285 Engagements 2 Detail expands 1
 New followers 0 Profile visits 0

Promote your Tweet
 Your Tweet has earned 285 impressions so far. Switch to a professional account to broaden your reach. [Switch to professional](#)

- Facebook: 407 total reach; 0 engagements;
- Twitter: 285 impressions; 2 engagements

Mental Health Awareness Week

Mental health awareness week runs annually in May and raises awareness of mental health and links to the quality of life priority for the CSP

Mental Health Awareness Week
 9 - 15 May 2022
 #IveBeenThere

It's Mental Health Awareness week, and this year the Mental H...
 9 May 2022 at 16:30
 ID: 381853373981132

Interactions
 1 reaction 0 comments 0 shares

Performance

| Reach | | Engagements | | Negative interactions | |
|---------|------------|-------------|---|-----------------------|---|
| Total | 763 | Reactions | 1 | Total | 0 |
| Organic | 763 (100%) | Comments | 0 | Unique | 0 |
| Paid | 0 (0%) | Shares | 0 | | |

[View Details](#)

Feed preview

Tweet Analytics

Winchester City Council @WinchesterCity · May 12

Mental Health Awareness Week
9 - 15 May 2022
#LiveBeenThere

Loneliness is affecting more and more of us in the UK since the impacts of COVID-19...

This Mental Health Awareness Week @MentalHealth Foundation is exploring how we can all play a part to reduc...

1 1 1

Impressions ⓘ **412**

Engagements ⓘ **5**

Detail expands ⓘ **2**

New followers ⓘ **0**

Profile visits ⓘ **0**

Promote your Tweet

Your Tweet has earned 412 impressions so far. Switch to a professional account to broaden your reach.

[Switch to professional](#)

- Facebook: 763 total reach; 1 engagement
- Twitter: 412 impressions; 5 engagements

Fly Tipping

Regular updates are provided via social media channels on successful prosecutions which links to the CSP's quality of life priority.

[Boost post](#)

We're cracking down on fly-tipping in our district and have had ...

6 October 2022 at 13:00
ID: 490601969772938

Interactions

12 reactions 0 comments 1 share

Overview Performance Feed preview

Performance

| Reach ⓘ | | Engagements ⓘ | | Negative interactions ⓘ | |
|---------|------------|---------------|-----------|-------------------------|----------|
| Total | 613 | Reactions | 12 | Total | 0 |
| Organic | 613 (100%) | Comments | 0 | Unique | 0 |
| Paid | 0 (0%) | Shares | 1 | | |

[View Details](#)

Feed preview

Tweet Analytics

Winchester City Council @WinchesterCity · Oct 6
 We're cracking down on fly-tipping in our district and have had another successful prosecution.

This fly-tipper dumped a large pile of items in a field off Botley Road in Curdridge. He's now paying a large fine of after pleading guilty. Read more ...

1 1 0

Impressions 251 Engagements 14 Detail expands 7
 New followers 0 Profile visits 0

Promote your Tweet
 Your Tweet has earned 251 impressions so far. Switch to a professional account to broaden your reach. [Switch to professional](#)

- Facebook: 613 total reach; 12 engagements
- Twitter: 251 impressions; 14 engagements

Scams

There are a number of scam/fraud related campaigns which run annually and these are promoted via social media channels. One of these is scam awareness fortnight which highlights different scams and signposts to support. These types of campaigns link to the quality of life priority for the partnership.

Winchester Community Safety Partnership is supporting ScamAware

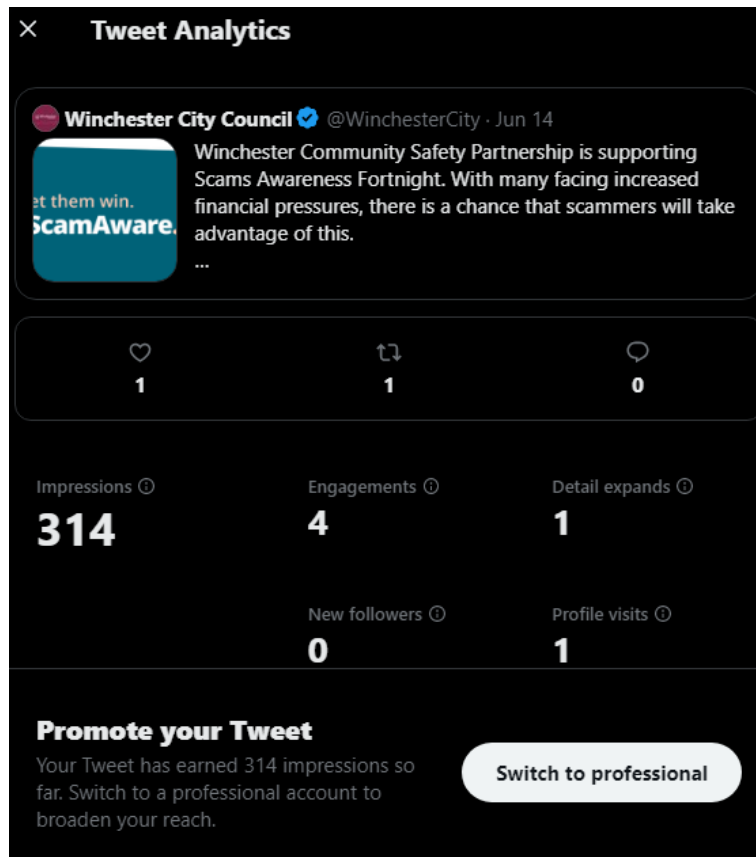
14 June 2022 at 14:00
 ID: 408183504681452

Interactions: 4 reactions, 0 comments, 1 share

Performance

| Reach | | Engagements | | Negative interactions | |
|------------|------------|--------------|---|-----------------------|---|
| Total: 625 | | Reactions: 4 | | Total: 0 | |
| Organic | 625 (100%) | Comments | 0 | Unique | 0 |
| Paid | 0 (0%) | Shares | 1 | | |

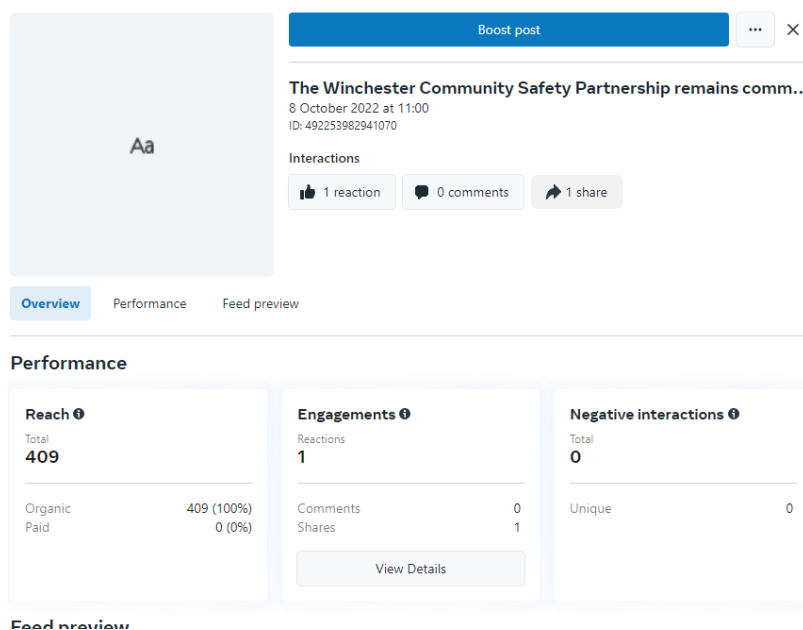
[View Details](#)



- Facebook: 625 total reach; 4 engagements
- Twitter: 314 impressions; 4 engagements

Hate Crime

National Hate Crime Awareness week raises awareness of the definition of hate crime and signposts members of the public to further information on how to report incidents and sources of support. This links to the quality of life priority.



× **Tweet Analytics**

Winchester City Council @WinchesterCity · Oct 8
The Winchester Community Safety Partnership remains committed to tackling hate crime. You don't have to be the victim of hate crime to report it!

If you have witnessed a hate crime you can contact Hampshire Police via 101: bit.ly/3p5uJ23 #NationalHateCrimeAwarenessWeek

0 1 0

| | | |
|---------------|-----------------|------------------|
| Impressions ⓘ | Engagements ⓘ | Detail expands ⓘ |
| 376 | 11 | 6 |
| | New followers ⓘ | Profile visits ⓘ |
| | 0 | 2 |

Promote your Tweet
Your Tweet has earned 376 impressions so far. Switch to a professional account to broaden your reach.

[Switch to professional](#)

- Facebook: 409 total reach; 1 engagements
- Twitter: 376 impressions; 11 engagements