

## 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/re-posted several posts from other organisations such as Hampshire and Isle of Wight 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, Instagram and 'X'<sup>1</sup> posts varies but in general impressions on 'X' 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 the wider partnership and the city council in terms of the development of future awareness raising campaigns.

### Campaigns<sup>2</sup>

Below is a sample of the campaigns that the Council have supported/promoted on behalf of the Community Safety Partnership and their engagement levels.

#### International White Ribbon Day - 25<sup>th</sup> November

The campaign around International White Ribbon day saw positive engagement with the posts on our social media channels. 'X' posts showed 2,411 impressions, 67 engagements and an engagement rate of 3%. The Facebook post reached 1273 people and was engaged with by 28 people and the Instagram post reached 434 accounts.

An article was also included in Your Council E-Newsletter (resident) circulated on the 17 November, it was opened by 6774 recipients and the White Ribbon Day links had a total of 221 clicks. A follow up article was included in the 1 December edition which included a longer article. This email was opened by 6548 recipients and the White Ribbon Day and Domestic abuse hub links had a total of 291 clicks.

During the reporting period the Community Safety Partnership supported a variety of other related campaigns including supporting male victims of domestic abuse day on 2<sup>nd</sup> November, Safeguarding adults week in November which saw a post on 'X' that resulted in 433 impressions, 3 engagements and an engagement rate of 0.7%.

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<sup>1</sup> Previously Twitter

<sup>2</sup> Contact: **Impressions** is the number of people who saw the post, **Engagements** where the person has pulled up the information more closely / clicked through, **Engagement as a percentage** (the percentage of people who clicked through etc based on the overall number who looked at the content). Engagement levels are standard around 1-2%. Anything over that is considered a strong performance.

## **ASB Awareness week – 3<sup>rd</sup> – 7<sup>th</sup> July 2023**

The Council supported Resolve's annual ASB Awareness Week Campaign which focused on 'know your rights' and promoting the ASB Case Review process<sup>3</sup>. During the weeklong campaign we promoted the work of the Community Safety Partnership via social media channels, supported beat surgeries, undertook high-vis partnership patrols in ASB hotspot locations, signposted to ways to report ASB and the ASB Case Review process. There were 10 posts made on 'X' showing a total of 6,755 impressions, 122 engagements and an average engagement rate of 1.52%. One post received above average interactions resulting in 2,221 impressions, 50 engagements and an engagement rate of 2.8%. In addition, there were also posts on Facebook, Instagram and Linked-in recording varying levels of interaction.

### **Scams/Online Safety/Cost of living**

Fraud and scams played a larger role in our engagement plan this year giving the impact on the cost of living is having on the community as a whole. Various awareness raising posts and national campaigns were supported throughout the reporting period including Scam Awareness Week, Get Safe Online week, Stop Loan Sharks Week and a focus on shopping safely online during the Christmas period. Posts on 'X' despite receiving approximately 500 impressions, engagement rates were lower than other posts.

### **Other Health & Safety related campaigns**

Other established health and safety focused national campaigns received support as in previous years, including Alcohol Awareness Week, Water Safety Awareness Day, Suicide Prevention Day, World Mental Health Awareness Day, Men's Health Awareness Month and International Men's Day. Engagement levels with posts varied, a post around a water safety event held in July received a high engagement rate on 'X' of 3.2%. The Suicide Prevention day post received 359 impressions, 8 engagements and reported an engagement rate of 2.2%. A focus on the Men's shed at Kings Worthy and their event for International Men's Day was well received with 582 impressions, 23 engagements and a 4% engagement rate.

### **Priority Crime**

A number of national campaigns related to priority crime were supported including the World Day Against Trafficking Persons, National Hate Crime Awareness Week, National Personal Safety Day, Knife Crime Awareness Week and the Walk Away Campaign. For posts made via 'X', impressions were at reasonable levels around 500 for each post however engagement levels were lower than standard. A reshare of a post from Hampshire & Isle of Wight Constabulary regarding Operation Sceptre (tackling knife crime) received 1463 impressions. In December, the Government launched a 'Walk Away' campaign which is linked to the Night-Time Economy and encourages people to 'walk away' rather than in engaging in a situation which might lead to violence. We reshared a post made by Hampshire & Isle of Wight Constabulary which received 5872 impressions.

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<sup>3</sup> ASB Case Review - provides victims of persistent ASB the right to request a multi-agency case review.

## **General Community Engagement**

The City Council employ two Community Engagement Officers who have delivered a number of engagements over the reporting period including walkabouts on housing estates, Freshers Fayre, patrols, engagement surveys and street meets. Over 20 social media posts were made over a variety of platforms. Engagement levels varied but on average recorded 1.4% engagement rate reaching between 200 and 1500 accounts. A post about the Mill Cottage Farm reached 461 accounts with 516 impressions.