

IAM Lincolnshire Social Media Report 2021/22

The Committee of IAM Lincolnshire continues to recognise the importance of social media and digital interaction, and how it supports promotion of our cause along with interaction with current and potential members.

Since the last AGM report, we have complemented our usual Social Media activities, (Twitter, Instagram, Facebook and YouTube) with further interaction with BBC Radio Lincolnshire and BBC Look North, where we most recently provided tips on how to improve your 'MPG' – linked to recent fuel price increases.

During this time, we have also reconvened our Confident Driving presentations to local groups including U3A and PROBUS, whilst also adapting our presentations to align with our new partnerships with Boston and Lincoln Colleges – where we have also presented to staff and students. We're pleased to report these presentations continue to provide a healthy interesting in our free taster drives, which then often convert to full Advanced Driver Courses.

Thanks goes to our local team who produce and delivered the content for all activities, complemented by guest videos for initiatives such as Brake's National Road Safety Week.

We are pleased how our Social Media presence has continued to grow since the last AGM, how we have influenced other groups through the creation of our own material and most importantly how it continues to promote #Roadsafety.

Our use of social media continued to be instrumental in our continued promotion of our Advanced Driving Courses for under 25-year-old drivers, as sponsored and co-promoted by Marc Jones Lincolnshire's Police and Crime Commissioner, and IAM RoadSmart.

Another significant success within the last year was our innovative involvement in Brake's Road Safety Week in November 2021. This is the UK's biggest road safety event, with this year's theme being 'be a Road Safety Hero'.

Our social media team reused some previously recorded videos from Road Safety Leaders from across Lincolnshire and separately recorded a new series of 'Tempo Talks' with Sgt Mike Templeman from Lincolnshire Police. These videos are all on our YouTube channel.



We post most regularly through our Twitter account, which has reached an average of 43,333 people a month (slightly down since last year) through retweets and likes throughout the past year.

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 2027 followers/subscribers, an increase of 121 since last AGM.

Platform	2021/22 Statistics	2022/23 Statistics
Twitter	1319 Followers / Avg. 52,816 monthly reach	1374 Followers / 43,333 Avg. monthly reach
Instagram	331 Followers	364 Followers
Facebook	183 Group Likes	194 Group Likes
YouTube	73 Subscribers / 8173 Views	95 Subscribers / 10,500 Views

We recognise the value of using a combination of photos, videos, graphics and radio/TV to help get our message across and are very proud of the fact that the majority of these are self-created by our social media team. We always welcome member and follower feedback to improve our future Social Media activity, and hope you enjoy our posts.

Our @IAMLincolnshire social media accounts regularly interacts with @IAMRoadSmart accounts, both through mentions, likes, retweets and quoted Tweets. We also enjoy interacting with other fantastic IAM Groups across the UK.

For your convenience, we have listed links to our social media accounts, and website, below:

[Twitter](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[IAM Lincolnshire Website](#)

Report by Richard Hardesty – Social Media Officer 10th June 2022