

IAM Lincolnshire Social Media Report 2020/21

The Committee of IAM Lincolnshire has recognised the importance of social media and digital interaction for several years now, but no more so than during the recent Global Pandemic.

Since the last AGM report, we have complemented our usual Social Media activities, (Twitter, Instagram, Facebook and YouTube) with a series of webinars for countywide groups, Associates and Members. These have enabled us to maintain learning with our Associates and a connection with our Members, whilst promoting our work wider. We also created further content on our website and on YouTube. Activities have included:

- 21 April 2020 - First associate **webinar**
- April 2020 - Hints and tips bulletins and Associate Hints & Tips on **website**
- May 2020 - PCC **promotional video** with Elliott, a PCC sponsored Associate.
- 18 May 2020 - Second associate **webinar**
- June 2020 - **YouTube** updated, positioning video added
- 22 June 2020 - Driving Post Lockdown **webinar**
- July 2020 to October 2020 - Back to in-car **observing**
- Oct 2020 - First ever **online AGM**
- 12 Nov 2020 - Driving After Lockdown **webinar 2**
- 19 Jan 2021 - Associate **webinar** on course handbook & bends
- 9 Feb 2021 - Marc Jones member **webinar**
- 9 March 2021 - James Hall IAM Sales and Marketing Director **webinar**.

In this period, we also took our Confident Driving presentations online for the first time presenting these to several U3A groups and a PROBUS.

Thanks goes to our local team who produced and delivered the content. Thanks also goes to Peter Sehatlic, our Regional Service Delivery Manager, for speaking at one of our Member Webinars whilst also providing positive and constructive feedback afterwards; which was beneficial for future sessions.

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 continues to be instrumental in promoting our ground-breaking 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 2020. This is the UK's biggest road safety event and took place from 16–22 November 2020 using the theme NO NEED TO SPEED.

Our social media team liaised with Road Safety Leaders from across Lincolnshire to enable us to release daily road safety video messages. These were viewed by 9,729 people during that week and reached over 65,000 social media accounts.



Statistics for each post are shown in the below table, captured at the end of that week, along with a link to view each video:

Presenter / Organisation - Tweet Link	Views	Engagements	Impressions
Ashley Behan Introduction	743	204	2,944
Marc Jones Police & Crime Commissioner	1479	338	8,659
Gemma Primary Teacher	289	89	2,795
John Siddle Lincs Road Safety Partnership	459	98	2,599
Dr Simon Topham Lives	763	225	5,023
Sergeant Mike Templeman Lincs Police	1748	592	11,029
East Midlands Ambulance Service	286	69	3,039
Lincolnshire Fire & Rescue	260	80	1,581
DCS Andy Cox National Lead for Fatal Collision Investigation	3244	460	24,190
Richard Hardesty Summary	458	117	3,299
Totals	9,729	2,272	65,158

We post most regularly through our Twitter account, where we have gained 140 new followers since the last AGM report. This account alone has reached an average of 52,816 people a month (slightly down since last year) through retweets and likes throughout the past year.

NOV 2020 SUMMARY	
Tweets	Tweet impressions
98	134K
Profile visits	Mentions
1,562	153
New followers	
16	

Some other Twitter statistics from November 2020, which were bolstered by our Road Safety Week Campaign, are shown here to the right:

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 1906 followers/subscribers, an increase of 253 since last AGM.

Platform	2019/20 Statistics	2019/20 Statistics
Twitter	1319 Followers / Avg. 52,816 monthly reach	1179 Followers / 67,000 Avg. monthly reach
Instagram	331 Followers	267 Followers
Facebook	183 Group Likes	161 Group Likes
YouTube	73 Subscribers / 8173 Views	46 Subscribers / 4279 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 18th October 2021