

## Social Media Feed Examples

During the consultation period on the Connected Southampton Transport Strategy 2040 a number of social media posts were made through the Southampton City Council (SCC) Facebook, Twitter and LinkedIn pages. E-Alerts were also sent out via the Your City Your Say email address. These posts covered launch of the consultation period, reminders about consultation events, and themed posts on the 'Big Ideas'.

Facebook		
Posts	Impressions (number of times seen)	Engagements (clicks, shares, comment, reactions)
10	68,500	13,577
Twitter		
14	136,254	3,659
LinkedIn		
5	13,586	786
Your City Your Say		
Stories included in emails		Clicks
15		1,757

Examples of social media posts on SCC Facebook page.

Breakdown of the reach of the Big Idea posts. The most received referred to the ambition to turn Southampton into a True Cycling City. It should be noted that it may not be subject that increased engagement but the imagery or video used, for example Park & Ride has a simple picture of a sign but still went far, whereas Economic Drivers was low until a time lapse video of Redbridge Roundabout from Redbridge Towers was added and hits increased.

Twitter – LTP4 Idea Posts		
IDEA	Impressions	Engagements
Mass Transit System 1	5742	155
Mass Transit System 2	5079	89
Liveable City Centre	6332	338
Active Travel Zones	7026	295

Active Travel Zones 2	2431	53
Park & Ride	21,602	323
Cycling City 1	26,462	1063
Cycling City 2	18,572	879
Economic Drivers 2	4857	76
Economic Drivers 1	27,179	103
Zero Emission City (cancelled due to CAZ issues)	0	0

<b>Facebook – LTP4 Ideas</b>				
<b>IDEA</b>	<b>Reach</b>	<b>+ve Reactions</b>	<b>-ve Reactions</b>	<b>Comments</b>
Mass Transit System	9040	35	1	29
Liveable City Centre	8494	87	1	42
Active Travel Zones	6627	66	0	28
Cycling City	14,465	167	5	37
Park & Ride	8851	178	0	53
Economic drivers	4259	14	0	12
Zero Emission City (cancelled due to CAZ issues)	0	0	0	0

The LTP4 consultation was also promoted via the MyJourney social media channels.

<b>Facebook</b>		
<b>Posts</b>	<b>Impressions (number of times seen)</b>	<b>Engagements (clicks, shares, comment, reactions)</b>
7	1,345	32
<b>Twitter</b>		
7	2,717	48

Examples of MyJourney social media posts

**My Journey**  
Published by Victoria Doyle [P] · 12 October at 15:56 · 🌐

The consultation on Southampton City Council's latest draft transport strategy closes on Tuesday 16 October. Read more about the strategy and take the questionnaire at <https://www.southampton.gov.uk/r.../transport-policy/ltp4.aspx>



SOUTHAMPTON.GOV.UK  
**Connected Southampton - Transport Strategy 2040 (draft LTP4 strategy)**  
Easy access to key online services, news and information from Southampton City Council

470 People reached      19 Engagements      [Boost Post](#)

1 share

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Write a comment... 📷 📎 📧 📧

**My Journey Hampshire**  
@MyJourneyHants

Our draft transport strategy for Southampton is now open for public consultation. We're holding our next drop-in consultation event this Wednesday at Portswood Library from 4-7pm - come along to ask questions and share your views. Find out more at [bit.ly/LTP4SCC](http://bit.ly/LTP4SCC)

**CONNECTED SOUTHAMPTON 2040**

2:06 PM · 17 Sep 2018

3 Retweets   3 Likes   *LTC* 🇸🇨 🇸🇨 🇸🇨

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