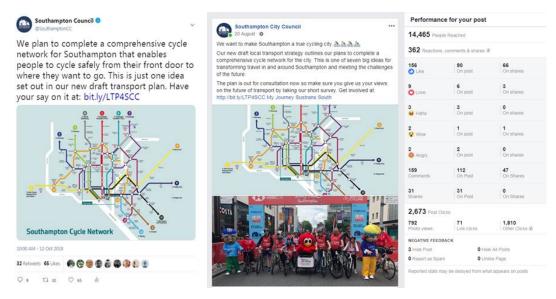
Social Media Feed Examples

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	Engagements (clicks, shares,		
	times seen)	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

Facebook – LTP4 Ideas					
IDEA	Reach	+ve Reactions	-ve Reactions	Comments	
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.

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

Examples of MyJourney social media posts



