

# Social Media

## Countryside Access Team



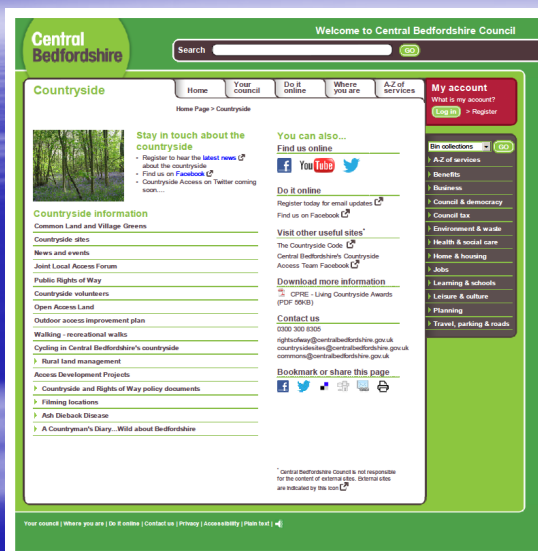
7/3/2013

Chris Wilson

1

## Countryside Access Team – Front Page

## Website



We have 30 web pages

Our pages are updated and reviewed regularly. On a weekly basis.

The number of hits to some of our web pages within the last 3 months are as follows:

- Countryside Front- 1773
- Rights of Way - 1152

7/3/2013

Chris Wilson

2

(1) Central Bedfordshire Council's Countryside Access Team

Facebook

Banner Photo

No of likes

post

7/3/2013

Chris Wilson

3

7/3/2013

Chris Wilson

4



## Facebook

Our most popular group of people who like our page is Females – Age range 35-44

Within the last few months our most popular post has been a post about keeping the riverside path in Langford clean of dog mess. This post received 941 views.

The second two posts which have the highest views are:  
Reach: 743 – Reminder to horse riders about Bridleway Open Evening

Reach: 718 – Post about the Chilterns Distance Riders horse pleasure ride.

7/3/2013

Chris Wilson

5

## Language

Help a Toad cross the road

The old countryman has written his latest in  
a series of rural musings

*The Wednesday Quizzical*

7/3/2013

Chris Wilson

6

## Pictures



7/3/2013

Chris Wilson



7

## Success Story



7/3/2013

Chris Wilson

8



## BHS Open Evening



Seen by over 800 people

110 horse riders attended

7/3/2013

Chris Wilson

9

## Question

Just for fun! Here is an example of the recent quiz we had on Facebook.

7/3/2013

Chris Wilson

10

Where is this?

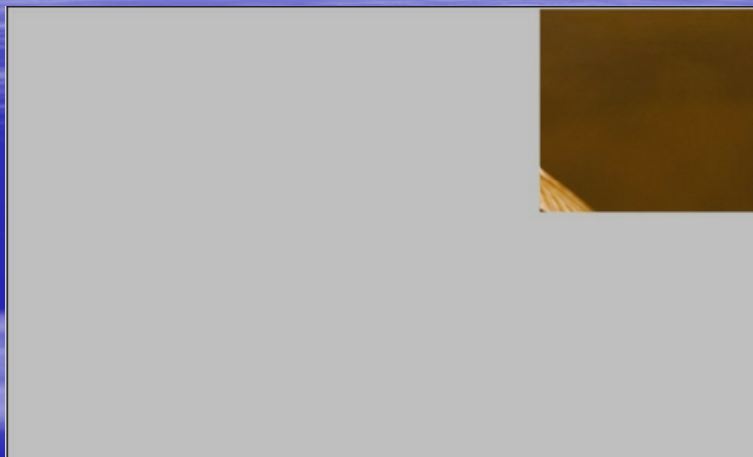
Northhill Church



7/3/2013

Chris Wilson

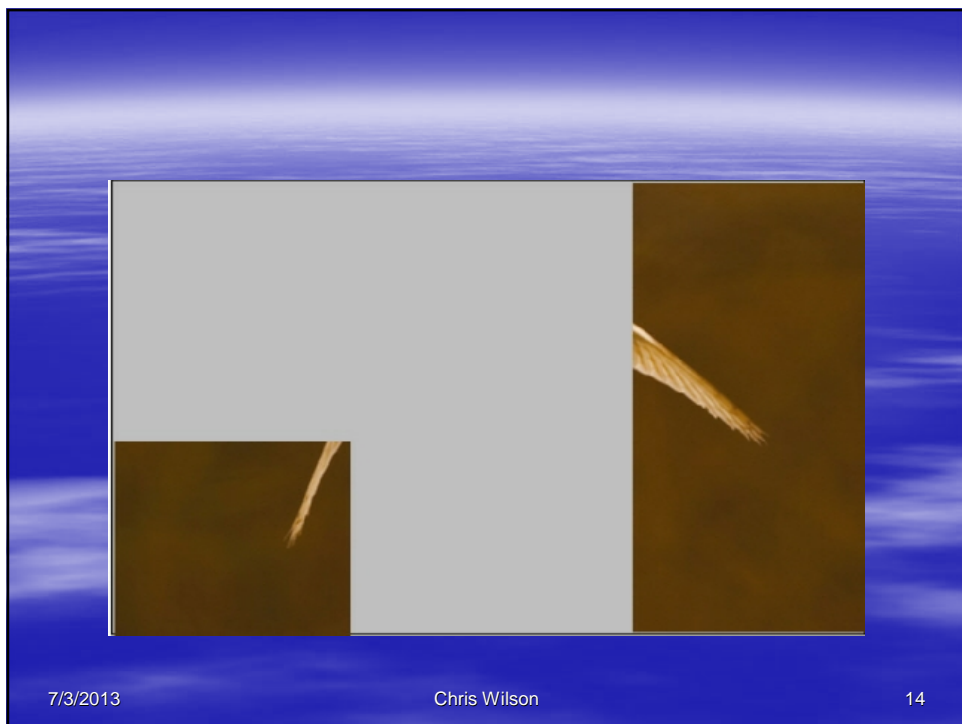
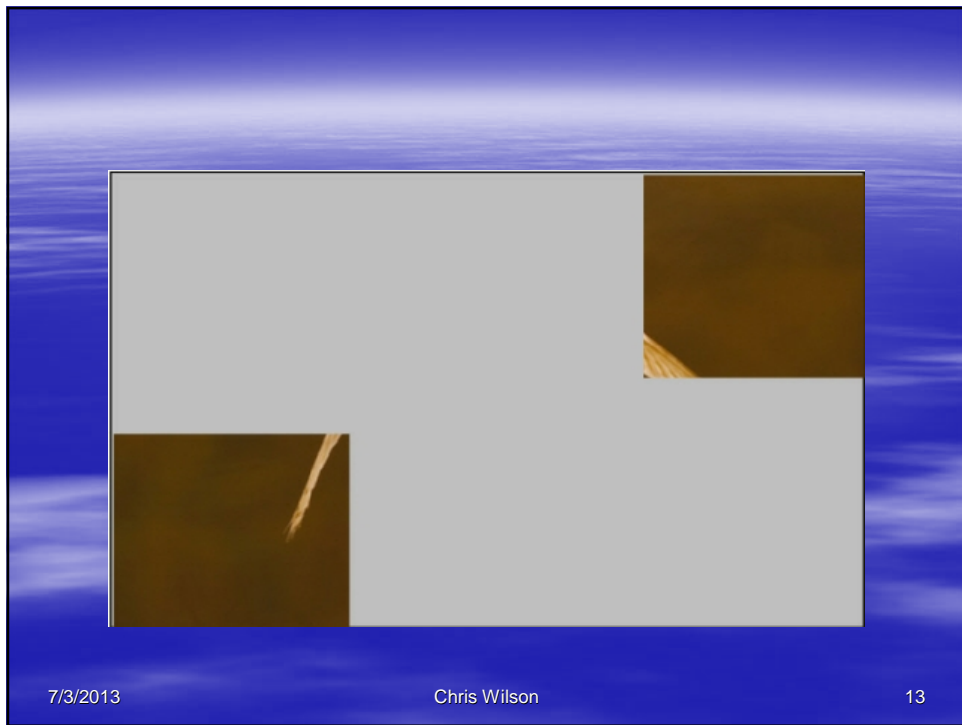
11

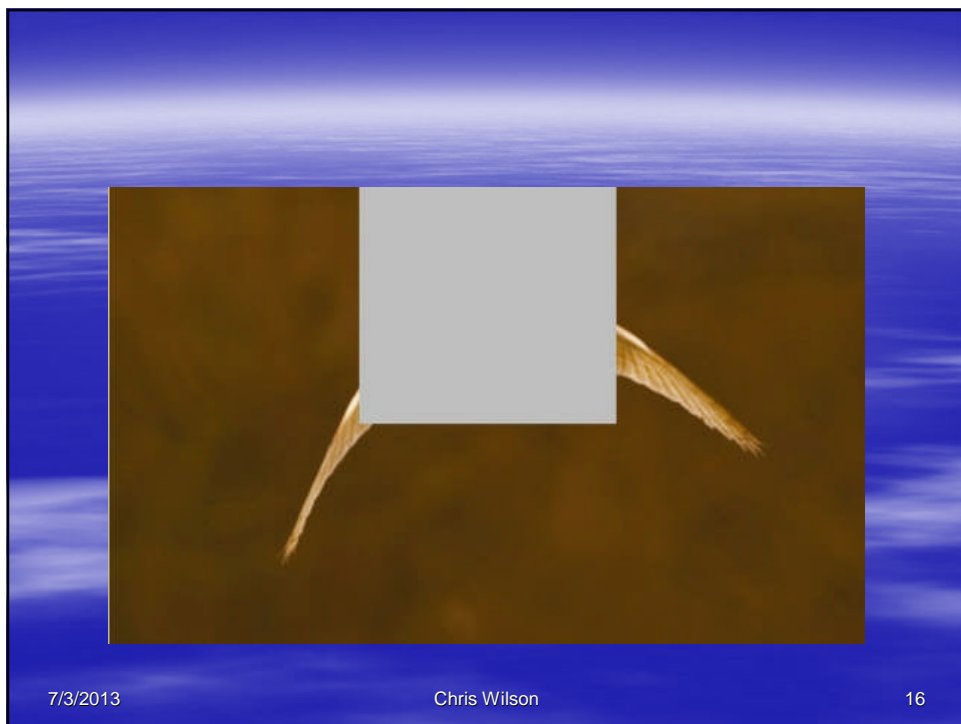
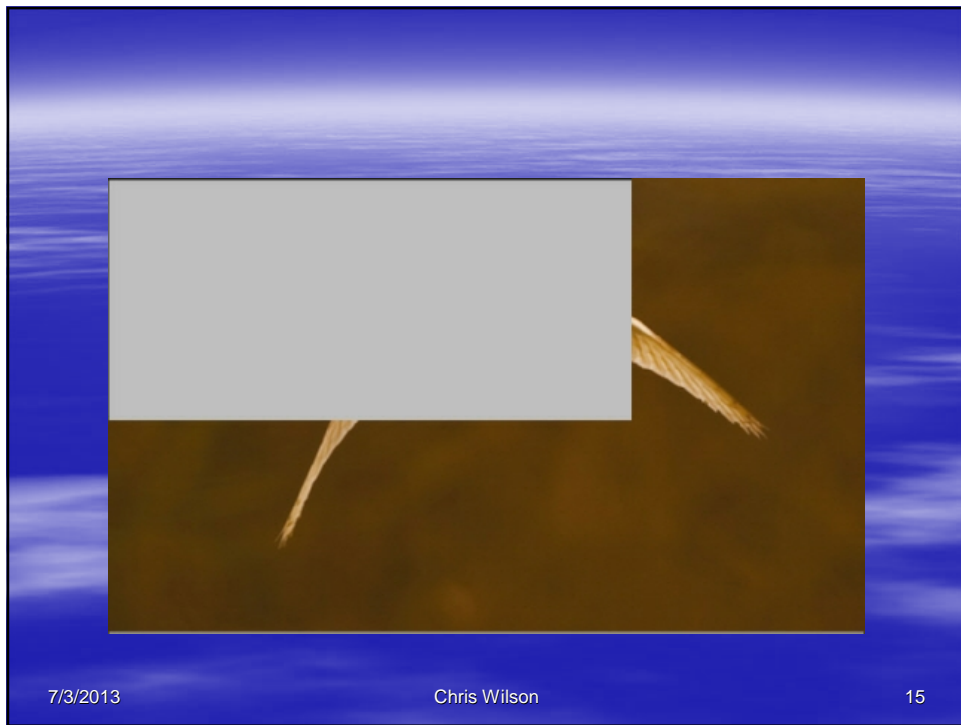


7/3/2013

Chris Wilson

12







## Barn Owl!



7/3/2013

Chris Wilson

17

## How do we measure success?

Numbers who view our page 202

Our Reach

170 to 364

Talking about us 1<sup>st</sup> week  
in June

911 people

7/3/2013

Chris Wilson

18



## Question

Would JLAF benefit with  
a presence on CBC  
Facebook?

Advertise meeting

Ask for new members

Tell the world what JLAF is

7/3/2013

Chris Wilson

19

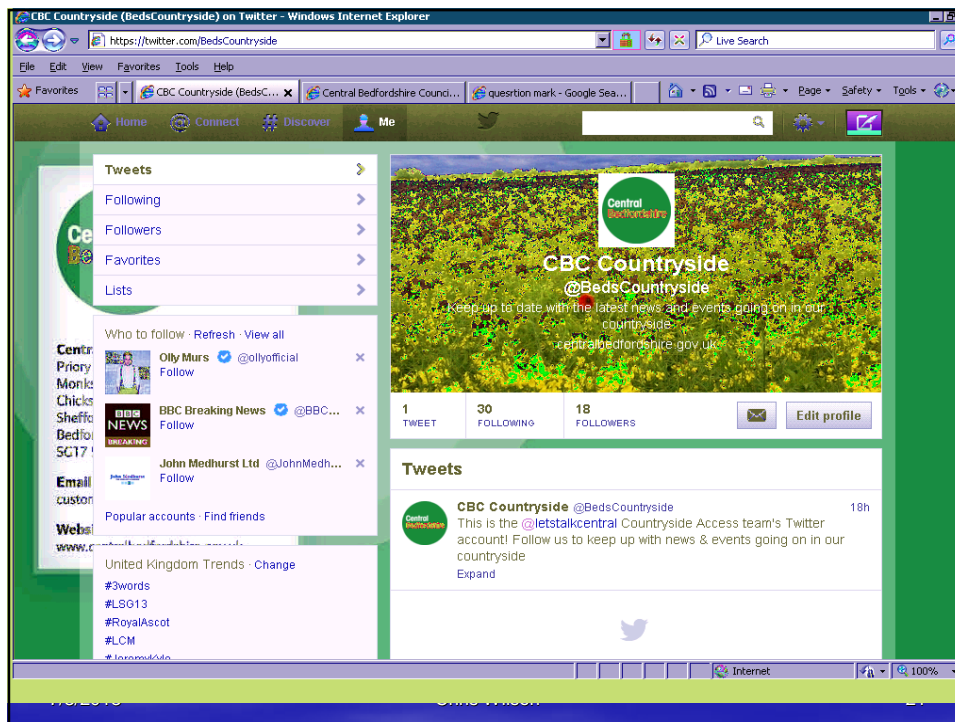
## Any Questions



7/3/2013

Chris Wilson

20



Twitter

Total number of active registered Twitter users in the world  
554,750,000

Number of new Twitter users signing up everyday 135,000

Central Bedfordshire Council have a Council wide twitter account  
follows 531 people/organisations and had 2780 people following.

We have set up our own Twitter account – and since sending our own  
tweets through the Councils main Twitter account we can be sure to  
have some followers. So watch this space...



**Thank you for listening!**

**Any Questions?**

7/3/2013

Chris Wilson

23