



Social media use and its effectiveness

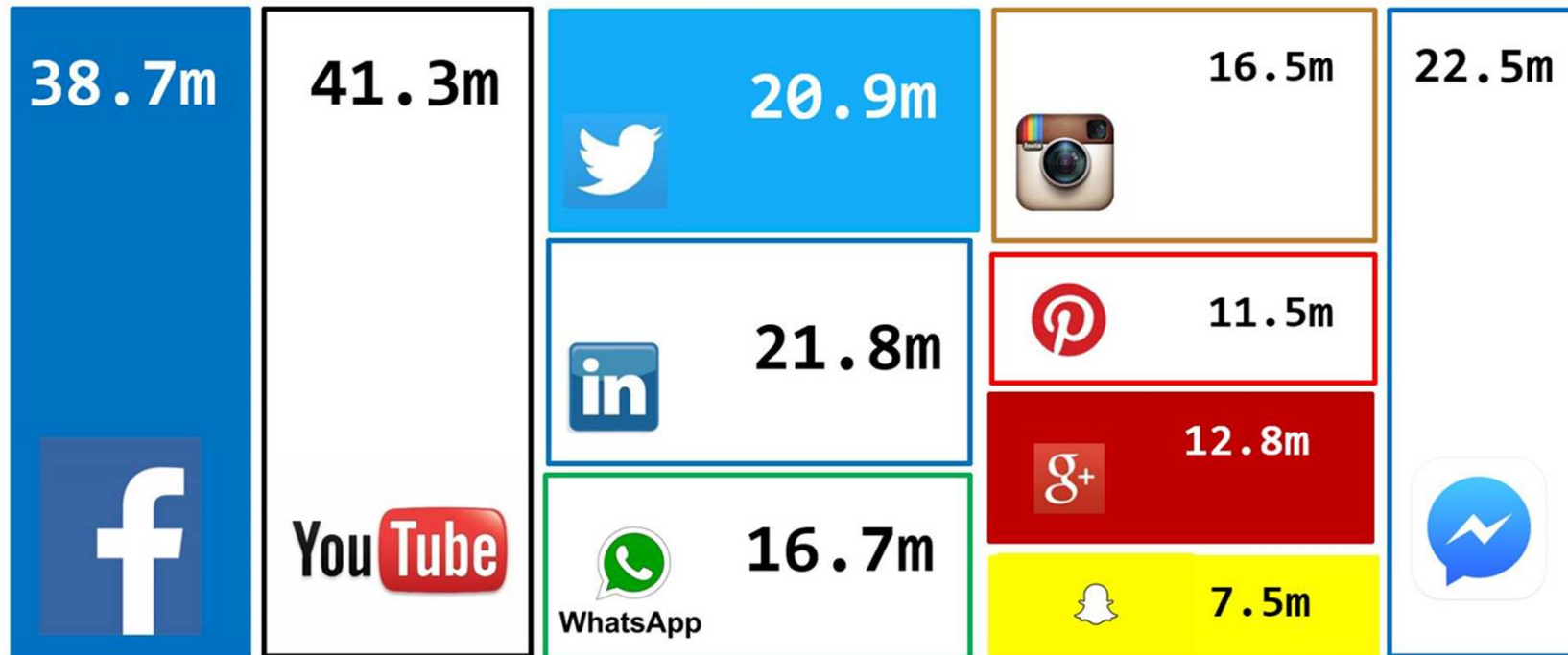
www.sefton.gov.uk

Sefton Council 

UK social media usage

How big are the UK platforms?

Source: Ofcom, 2016



This is a big audience in Sefton to communicate to as we estimate:

- **161,536** people use Facebook
- **172,487** people use Youtube
- **93,088** people on LinkedIn
- **87,613** people on Twitter
- **68,447** people on Instagram

In Sefton we are already using social media to:

- Promote our key messages/priorities
- Grow our audience/reach
- Encourage customers to self-service
- Signpost to events and activities
- Consult on plans
- Share key partners' content

Our plans for the future:

- Social media audit
- Video content creation
- Support channel shift and reduce calls
- More focus on engagement
- Use for social listening
- Work with influencers/community groups
- Provide support for members

We need your help

Do you follow us - Twitter, Instagram, Facebook, Youtube, LinkedIn? If not, can you follow us and help us reach customers, by sharing our messages and promoting Sefton when you are out and about?

If you're not on social media – do you need our help? Speak to us.