

MAYORAL, CIVIC CEREMONIAL AND EVENTS COMMITTEE

26 May, 2020

VE Day Social Media Engagement Report

The following report, which is submitted for information only, has been prepared by Niamh Oldham from Escape Arts. It contains statistics regarding the recent VE Day activities in which the Town Council collaborated alongside Escape Arts and Welcombe Radio. Bearing in mind that there were only ten days to put everything together, the final programme was well received and as a project, hugely worthwhile. Enormous support was forthcoming from within the community, and everyone involved went the extra mile to ensure that their videos and sound recordings were all done promptly and therefore in place ready for the broadcasts which went on air during Friday 8, Saturday 9 and Sunday 10 May.

Following an approach from the Civic Officer, the RSC willingly illuminated the tower at the theatre as an additional tribute. We were very grateful to Geraldine Collinge and her team for making this possible in difficult times.

Later this year on the 15 August, it will be 75 years since VJ Day, the official end of WW2. Often referred to as the 'Forgotten Army', those soldiers who served in the Far East didn't return home until three months after VE Day. Following the success of the VE Day presentation, Escape Arts and Welcombe Radio are both keen to start planning for a Stratford-upon-Avon VJ Day celebrations programme, and the Clerk seeks support from members for the Town Council to once again be actively involved.

Summary

Stratford-upon-Avon's VE Day 75th anniversary celebrations were celebrated digitally from Friday 8th to Sunday 10th May, a collaboration between Escape Arts, Welcombe Radio and Stratford-upon-Avon Town Council.

The three organisations worked together to produce a programme of events for both radio and social media in order to mark and celebrate this special anniversary and bring people together despite the Covid-19

lockdown. A Facebook page, *Stratford-upon-Avon VE Day Celebration*, was set up to broadcast links to the radio, exclusive video content, promotion of the weekend and community contributions (e.g. sharing memories and entries for the art competition) The following report paints an overall picture of the engagement the Facebook page received, with 58 scheduled posts going out over the weekend to keep people engaged throughout.

Statistics

All these statistics refer to the Facebook page, *Stratford-upon-Avon VE Day Celebrations*, set up to promote the radio shows and post video content and community memories.

Reach is defined here as the number of people who saw any content posted by the *Stratford-upon-Avon VE Day Celebrations* Facebook page.

If people do not ‘like’ the Facebook page, they can still interact with and be ‘reached’ by our content when they see a post shared by one of their Facebook friends who has liked the *Stratford-upon-Avon VE Day Celebrations* Facebook page. As the statistics show, ‘sharing’ allowed content from the Facebook page to travel around the world!

In total, 230 people liked the Facebook page. It is worth noting that these 230 people were not the only people who interacted with the page. The page was visited by 322 people. These seem like small numbers in comparison to the other statistics, however, please note that people can interact with the page without ‘liking’ it and could access it through posts shared on the local forums and our posts shared by Facebook friends, therefore reaching a wider audience.

Within the UK, the majority of people who visited the Facebook page were from Stratford-upon-Avon but there were also page views from Birmingham, London, Warwick, Leamington Spa, Coventry, Alcester, Shipston-on-Stour, Evesham, Redditch, Studley, Nuneaton, Rugby, Banbury, Henley-in-Arden, Moreton-in-Marsh, Seaston, Winchester, Stafford, Droitwich, Southam, Bedford, Chipping Camden, Ayr, Cheltenham, Bristol and Worcester. This demonstrates that the page was far reaching within Warwickshire and beyond.

Visited is defined here as anyone who went on the *Stratford-upon-Avon VE Day Celebration* Facebook page to view our content.

In total, 3,098 people engaged with the posts on the Facebook page. *Engaged with* is defined here as people who have liked, shared or commented on any content in the Facebook page.

The videos on the Facebook page were viewed by 2,822 people, for a total of 1,500 minutes. Betsy Harmony's Wartime Classics was the most watched video with 274 views.

The majority of people who visited the Facebook page were from the United Kingdom, but there were also page views from:

Country	Number of People Reached
United Kingdom	11,241
United States of America	74
Australia	50
Canada	34
France	27
New Zealand	23
Spain	20
Germany	16
Pakistan	11
Slovenia	10

In total, the number of people reached globally from the Facebook page was a staggering 14,739 people. On a local level, the number of people reached in Stratford-upon-Avon specifically was 4,816 people.

In total, the Facebook page garnered 422 likes and 159 shares over the course of 10 days. It was these shares that were most valuable in allowing people from around the world to access the Facebook page.

Next Steps

The next steps are to collect the audio files from Welcombe Radio to be uploaded on to the Facebook page as a digital archive of how Escape Arts, Welcombe Radio and Stratford-upon-Avon Town Council collaborated and celebrated VE Day in 2020.

Civic Officer

May, 2020