

## BGSW Social Media Summary Report

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### Overview

This report highlights a key summary of the social media activity that took place over the duration of the Building Growth South West project.

The Building Growth South West social media channels formed a key part in our strategy in raising project awareness, reaching target audiences and promoting a career in construction. Each social media channel had its own strategy to enable us to reach the specific target groups required.

### SOCIAL MEDIA CHANNELS



@BuildGrowthSW

*Target Audience: Long-term unemployed, SME's, Women, Service Leavers*



@BuildGrowthSW

*Target Audience: FE Leavers, Young NEETS*



@building\_growth

*Target Audience: Stakeholders, SME's*



@Building Growth South West

*Target Audience: Stakeholders, SME's*

Particularly during a time when we were unable to reach audiences through physical events, social media presence was an essential part of engaging with target audiences. As a result of our social media content and campaigns, we were able to continue to convert learners onto our soft skills programme.

Following the closure of the project, we are continuing to use our BGSW platforms to promote the Construction Industry and help raise awareness of local construction employment and training opportunities.

## Key Analytics



= 753 Followers



43,807 Reach



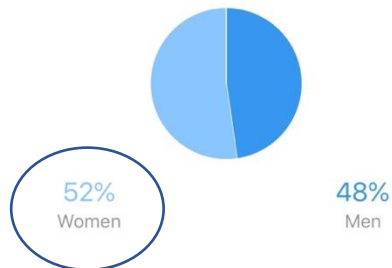
6,000+ Impressions



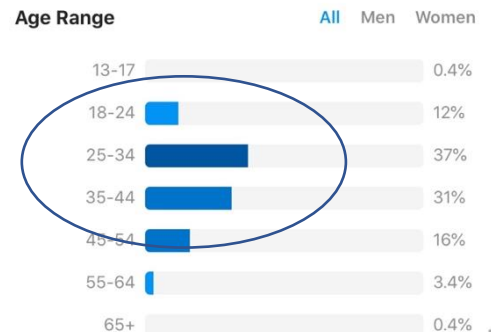
25,650 + Impressions



### Gender ⓘ



### Age Range



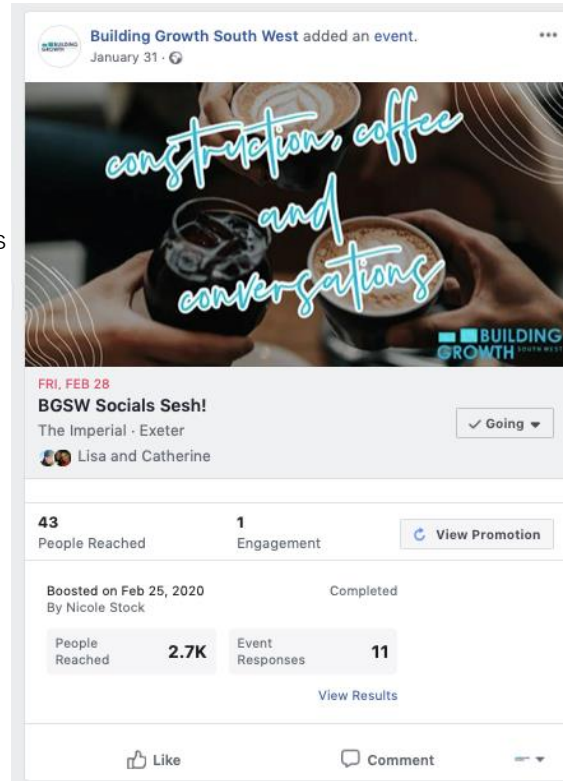
\*Statistics taken from quarterly reporting and analytics tracking

## Platform Highlights

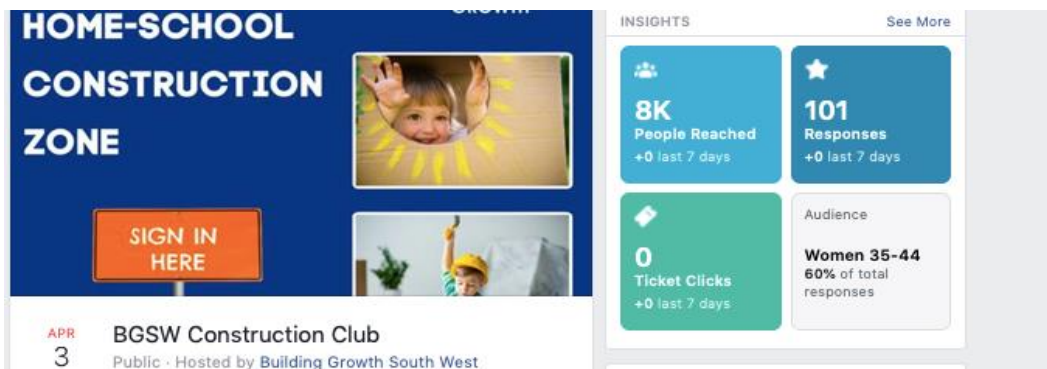


Our Facebook page was aimed at all learner target audiences, with a particular focus on long-term unemployed, service leavers, women and parents of young NEETS. We ran a range of events and campaigns for the soft skills programme.

44% of learners enrolled onto the soft skills were converted directly from the Facebook campaign



- Top Posts:
- Constructing Conversations Events
  - BGSW Construction Taster Course (paid campaign)
  - BGSW Construction Club Group



# BUILDING GROWTH SOUTH WEST



Our LinkedIn page was aimed primarily at stakeholder groups and SME's - with an aim increase project awareness and encourage conversations around training and skills opportunities in construction.

**Building Growth South West**  
173 followers  
1mo • Edited •

As you can see .. we had a great day at the SCF Construct // Building Greater Exeter #meetthebuyer supply chain event!

...see more



23 • 1 Comment

Like Comment

Organic impressions: 740 Impressions

Show stats

**Building Growth South West**  
173 followers  
1mo • Edited •

What a great day attending the CITB ambassador training session!

It was wonderful to see a group of industry professionals with diff ...see more



11 • 1 Comment

Like Comment

Organic impressions: 414 Impressions

Show stats

## Top Posts:

- Freelance Mums International Women's Day Event
- Building Greater Exeter Job Shop
- CITB Ambassador Training

This event really was #girlpower at its finest !



27 • 10 Comments

**Building Growth South West**  
173 followers  
4d •

Lots of fun at the Building Greater Exeter Construction Job Shop Launch today!

...see more



19 • 3 Comments

Like Comment

Organic impressions: 690 Impressions

Show stats



# BUILDING GROWTH SOUTH WEST



Our Twitter page was aimed primarily aimed at stakeholders and SME's. The purpose of this platform was to engage with stakeholders, increase project awareness and share relevant information on local construction training and skills opportunities.

## Top mention earned 56 engagements



**BuildingGreaterExeter**

@BuildGreaterExe · Mar 4

Cllr Bob Foale launched our Construction Job Shop today, in partnership with [@building\\_growth](#) and supported by [@RGBRecruitment](#) [@apexscaffexe](#) and the customer service team [@ExeterCouncil](#) - we will be connecting job seekers to construction vacancies every Weds at the Civic Centre.. [pic.twitter.com/HG7yIP9oju](https://pic.twitter.com/HG7yIP9oju)



Edit profile

**Building Growth South West**

@GrowthSouth

Joined September 2019

217 Following 57 Followers

Tweets

Tweets & replies

Media

Likes

You Retweeted



**Sweet Construct: Early Careers & Apprenticeships** @Sw... · Nov 7

Inspiring talk by Lisa Saunders from [@ytko](#) about the [@CITB\\_UK](#) Pathways Into Construction Programme [@GrowthSouth](#)



Jan 2020 · 31 days

TWEET HIGHLIGHTS

## Top Tweet earned 754 impressions

Lots of fun this morning [@BuildGreaterExe](#) [#meetthebuyer](#) event! Great to see industry professionals offering their support to help [#inspire](#) the future workforce [@CITB\\_UK](#) [@WillmottDixon](#) [@MidasGroupUK](#) [@kierconstruct](#) [@BAMConstruct](#) [@morgansindalci](#) [@theCIOB](#) [@gallifordtry](#) [@ExeterCollege](#) [pic.twitter.com/jJwqe3wWVV](https://pic.twitter.com/jJwqe3wWVV)



2 4

## Top mention earned 79 engagements



**Mike Blakeley**

@blakersm76 · Jan 30

Excitement building for this [#HUGE](#) event. From its humble beginnings 6 years ago to the biggest regional [#expo](#) of its kind. Looking forward a week today to seeing [@ExeUniApp](#) [@RDEhospitals](#) [@GWRApprentices](#) [@BuildGreaterExe](#) [@GrowthSouth](#) [@SouthWestYAAN](#) and many more valued partners [pic.twitter.com/Di4ehno9cA](https://pic.twitter.com/Di4ehno9cA)



## Top Tweets:

- Exeter College Apprenticeship Expo
- Building Greater Exeter Construction Job Shop
- CITB SW Roadshow

# BUILDING GROWTH SOUTH WEST



Instagram was a really important platform for the BGSW brand. One of our main target audiences was FE leavers and young NEETS. With this particular demographic we understood the importance of utilizing Instagram as a platform to interact with young people and positively promote a career in construction.

During our time on the project, we had a very interactive presence on Instagram, and this became particularly crucial to sustain during the lockdown periods. One of our top highlights from this page is the #SocialDistancingChallenge which was run during the initial lockdown to continue motivating and engaging with our followers during difficult times.



## Top Posts:

- Construction Job Shop
- BGSW
- #Socialdistancingchallenge
- Mental Health Awareness Week: Partnership with Devon Recovery