



Social Media

Update April 2024

- Overview
- Competitor analysis
- House of Commons
- SCOTY / Grab 'N' Go
- Upcoming



When we started



Platform	LACA 1 st Nov 2022	LACA 24 th April 2024	+ / -
X Twitter	7753	7962	+209
Instagram	905	1084	+179
LinkedIn	678	2430	+1752
Facebook	0	1774	+1774



Overview Channels



Current total
followers



% Increase Followers
Nov 22 – April 24



Page
Impressions



Total
Posts

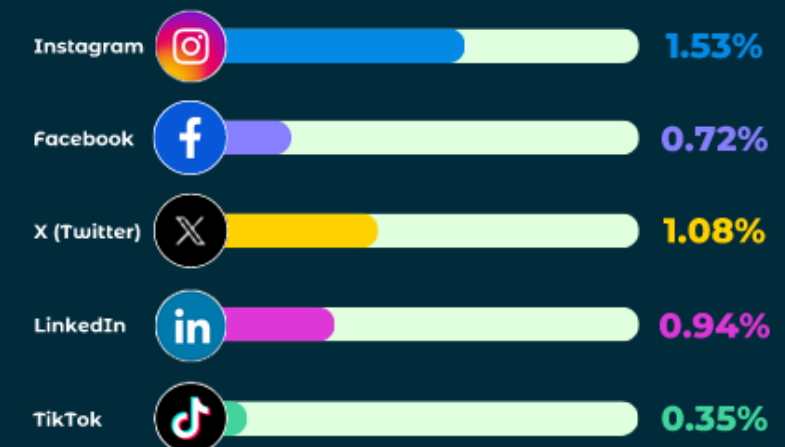


Average
Engagement



Agencies

Average engagement rate: January 2024

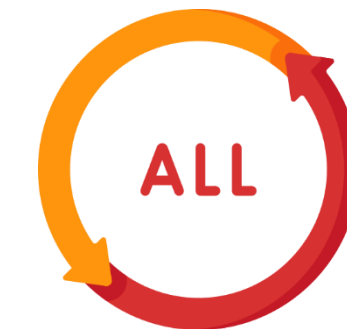
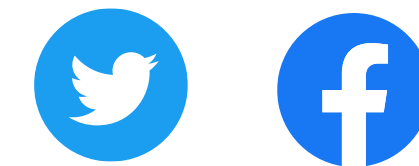


Hootsuite

Public Sector Channels







Organisation Platform	LACA	HCA	NACC	TUCO	Ahead by +/-
X Twitter	7962	3456	3221	4511	+3451
Instagram	1084	N/A	264	1264	-180
LinkedIn	2430	N/A	500	3233	- 803
Facebook	1774	N/A	615	733	+1041
Totals	13,250	3456	4600	9741	+3509



Public Sector Channels - Deep Dive

Overview

Get an overview of your efforts and how they compare to those of your competitors. Examine how often your competitors post and how that may affect engagement and audience growth.

SOCIAL ACCOUNT	POSTS ▼	POSTING FREQUENCY	AVERAGE ENGAGEMENT	FOLLOWERS	AUDIENCE GROWTH
 @LACA_UK your account	136	1 posts/day	6.94	8K	 ↗ 0.44%
 @TUCO Ltd added on Apr 24, 2024	77	1 posts/day	2.36	-	No data for this date range 

Public Sector Channels - Deep Dive



Post performance


Show

Top-performing posts

by

Estimated engagement

Review the posts from each account that got the most or the least likes, comments, and engagement. Your competitors' most successful posts can also serve as inspiration whenever you're stuck on what to publish next.

 **@LACA_UK**
Jan 9, 2024

The @MayorofLondon to continue primary free school meals funding, delivering meals to 287,000 primary children every day. <https://www.laca.co.uk/news/mayor-london-continue-primary-free-school-meals-funding>

42 likes 18 comments 21 shares

Your post 83 estimated engagement

 **@TUCO Ltd**
Apr 8, 2024

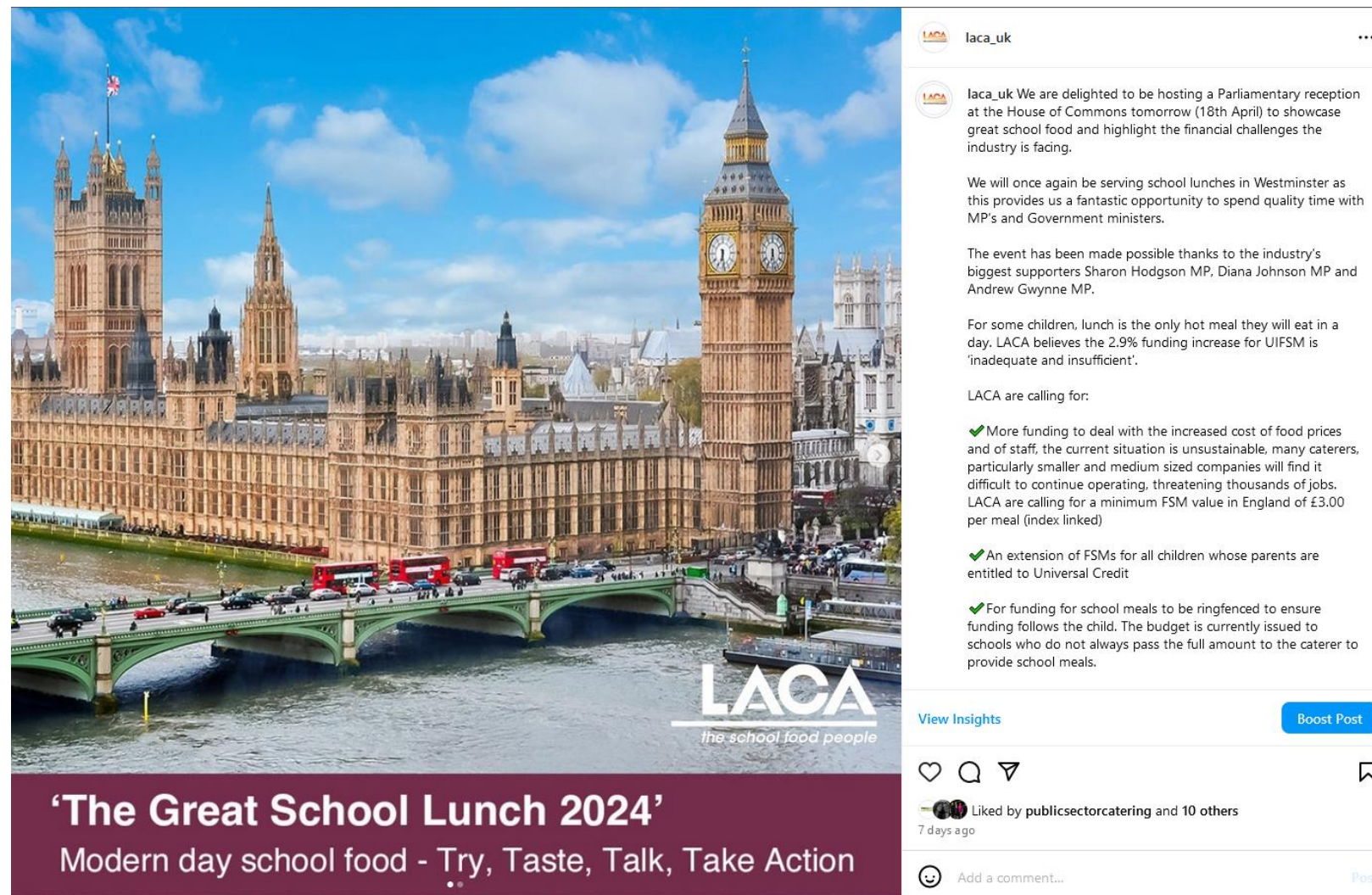
We can now reveal the winners of the TUCO Competitions event, held for the first time since 2019. Almost 100 competitors battled it out at the Univers...



5 likes 0 comments 3 shares

88% less than yours 10 estimated engagement

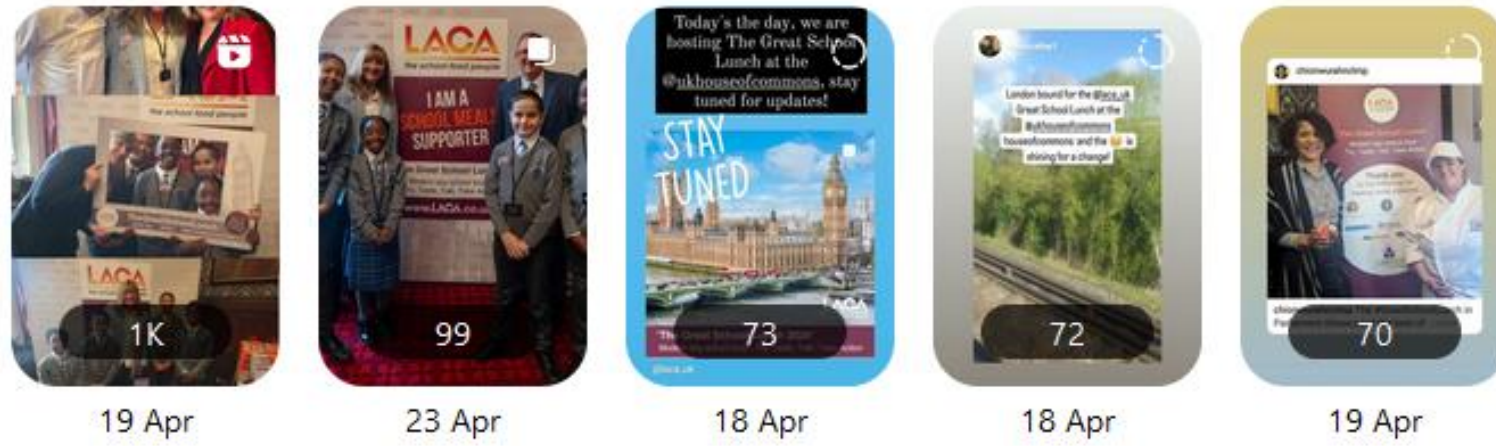
House of Commons #TheGreatSchoolLunch



- Thursday 18th April 2024
- Two attended on day to take live photographs, quotes and vox pops
- Encouraged MP's and attendees to post on their social channels
- Curated content for LACA's ambassador Chef Mark Sergeant to post
- Posted a range of content across channels, campaign is still live with more content to follow
- We gained 33 followers on the day
- Engagement in the period averaged at 7.0% with 19,568 impressions of posts

House of Commons #TheGreatSchoolLunch

Top content based on reach



Top posts



House of Commons #TheGreatSchoolLunch

Diana Johnson DBE MP @DianaJohnsonMP
6 days ago

It was a pleasure to co-sponsor @LACA_UK's Great School Lunch today in Parliament.

Healthy school meals play a hugely important role in children's development.

Great to try a school lunch and to speak to caterers about their work.



Andrew Gwynne MP @GwynneMP
6 days ago

A pleasure to join colleagues in sponsoring @LACA_UK's Great School Lunch today in Parliament.

Healthy and nutritious school lunches can play a vital role in a child's development.

Thanks to the team for serving up some great food, particularly the crumble!



Lilian Greenwood @LilianGreenwood
6 days ago

A hot, nutritious and delicious school lunch is a lifeline for many families, sets kids up for learning and made this MP very happy too! Great to meet these young advocates for Free School Meals at @LACA_UK's #TheGreatSchoolLunch & thanks to the chefs! http



2 23

Marsha de Cordova MP @MarshadeCordova
17 hours ago

It was great to attend #theGreatSchoolLunch event.

Healthy and nutritional meals are essential to good education, which is why initiatives like our Mayor's Free School Meals program has been so transformative for Londoners.

Thanks @LACA_UK for putting on an excellent event!



Sharon Hodgson MP @SharonHodgsonMP
6 days ago

A of the brilliant food being served today at the @LACA_UK Great School Lunch. Parliamentarians are getting the chance to speak to school caterers about their experiences & how they ensure that children get fed hot, healthy and nutritious meals during a cost of living crisis. http



Chi Onwurah @ChiOnwurah
5 days ago

The #GreatSchoolLunch in Parliament showcased the best of British school meals. Thank you @LACA_UK for a brilliant event.

Swapping junk food for healthy, nutritious meals will help children to reach their full potential in the classroom.



More than 20 MPs attended and shared the success, and key messages on social media.
Extending the social media reach to their followers by over 300,000+

House of Commons #TheGreatSchoolLunch



Sharon Hodgson MP 34.8K Followers

"Brilliant food being served today at the LACA Great School Lunch. Parliamentarians are getting the chance to speak to school caterers about their experiences and how they ensure that children get fed hot, healthy and nutritious meals during a cost of living crisis."



Diana Johnson MP 33.2K Followers

"It was a pleasure to co-sponsor LACA's Great School Lunch in Parliament. Great to try a school lunch and speak to caterers about their work."



Lilian Greenwood MP 31.8K Followers

"A hot, nutritious and delicious school lunch is a lifeline for many families, sets kids up for learning and made this MP very happy too. Great to meet these young advocates for free school meals at LACA's Great School Lunch and thanks to the chefs."



Marsha de Cordova MP 42K Followers

"It was great to attend the Great School Lunch event. Healthy and nutritional meals are essential to good education, which is why initiatives like our Mayor's free school meals program has been transformative for Londoners. Thanks LACA for putting on an excellent event."

Overview Paid Campaigns



SCOTY

Paid Campaigns

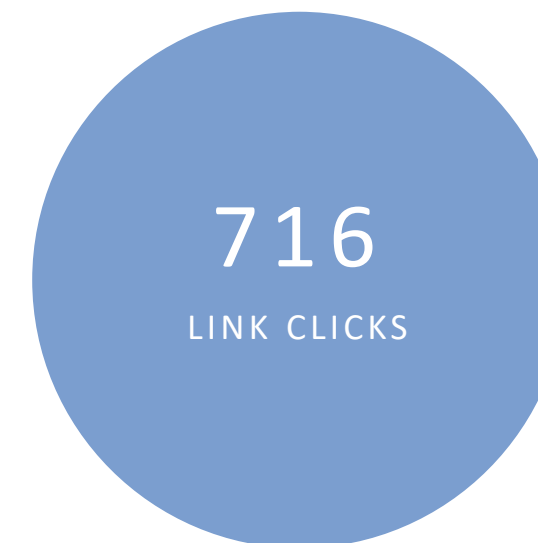
Total Spend

Paid Reach

Average CPM

Link Clicks

Average CPLC



Objective: Drive traffic to sign up website page

Overview Paid Campaigns



Grab 'N' Go

Paid Campaigns

Total Spend

Paid Reach

Average CPM

Link Clicks

Average CPLC



Objective: Drive traffic to sign up website page



Upcoming focus

- LACA Main Event
- LACA Awards - entries extended
- LACA Finishing Touches
- Grab 'N' Go
- SCOTY
- D-Day Lunch
- Regional events





OPEN DOOR