



Social Media report: March 2024

For circulation to GPEW members only

Brief report on GPW Social Media for 2023/4:

Handed over from last year's Social Media (SM) team:

1. Reported monthly till GPW effectively closed down in November 2023. See archived reports on Green Spaces.
<https://spaces.greenparty.org.uk/s/green-party-women/cfiles/browse/index?fid=1526>
2. GPW continued to interact on SM daily as usual after November 2023 so that GPW membership continued to have some voice and representation
3. Over 2023/24 GPW increased followers on GPR X/Twitter by 1100 and on FB by 638
4. The increased numbers for GPW X/Twitter included an additional 68 new followings by Green Party Councillors and prospective parliamentary/mayoral candidates and regional groups

New Team for GPW SM for 2024/5

1. As agreed within GPW committee, the numbers of those involved in SM Team will be increased to spread the load and increase ownership of SM by the group
2. Names of the new members of GPW's SM team will, regrettably, not be shared. Although GPW endeavours to role model clarity, good governance and openness within GPEW, the experience for last year's team was challenging because of attempts to bully and abuse them and they were subjected to malicious and vexatious complaints. This is an intolerable situation and must not be replicated.
3. GPW cttee have reaffirmed that the whole committee take responsibility for GPW's SM in line with GPW's SM policy and strategy

Ongoing Social Media (SM) work:

1. **Daily X/Twitter presence:** Maintained.
2. Committee reminder each months:
 - a. "ongoing suggestions, and feedback on SM from the rest of the Committee is essential. As is retweeting by individual committee members via their own networks. Feedback should mainly focus on the positive and what to *include*, to encourage ongoing team development as well as improved SM content and focus". See details below of X/Tweet posts and categories, plus Facebook (FB) info.
 - b. All committee members are aware that:
 - i. there is a channel set up in Slack and a quick DM communication channel within X/Twitter they can use for sharing posts to be retweeted.

- ii. there is also a process within the SM Strategy document, originally agreed at GPW meeting of July 2023 for retweeting individual committee member’s tweets when the subject matter may be considered contentious by one or more other members of the committee.

3. Facebook 2 October:

- a. We have 4,100 followers on Facebook.
- b. We repost our main X/Twitter notifications within Facebook and sometimes receive a higher response rate than on X/Twitter.

4. X/Twitter 2 March - 1 April:

- a. This month we have posted 447 tweets: mostly retweets, 18 quote tweets and 56 with original content relating to our events. Each month we give high priority to GPEW elections, and will always prioritise GPEW leaders (particularly female leaders), GPEW policy issues. We cover all issues that particularly affect women including all aspects of ecofeminism, health, social policy, political activism. We also include uplifting and inspiring feminist art, history, women’s sport and nature tweets.
- b. In March our coverage included:
 - i. Women’s History Month: a daily Woman of the Day graphic some with additional photos or recordings but always with a link to GPW website where more details and links could be found for the profiled women.
<https://women.greenparty.org.uk/>
WHM produced very favourable feedback and an increase in X/Twitter followers.
 - ii. Return of GPW Twitchers
 - iii. GPW BookClub: The OutRun by Amy Liptrot
 - iv. We aim to retweet individual postings of all GPW committee members from their personal accounts when we can access these.
- c. Since 2 March our followers have increased by 29. It cannot be assumed that all followers are supporters or potential/actual GPEW members.

**SM Team
2 April 2024**

Subject matter of X/Twitter posts	Retweets	Quote tweets/

			original content
1	#GetGreensElected: local and national campaigns, women candidates + leadership on election visits, particularly women leaders, media events for election	63	3 1
2	General environmental/ecofeminism issues: GPEW & other organisations inc wildlife	60	4 1
3	Arts, science, education, women and girls in STEM, sport	30	
4	Health: including abortion & contraception, maternity, black women & maternity, mental health, social care, FGM, drug use, some overlap with health care disputes	24	
5	Violence against women & girls (VAWG): including agencies, statistics, policing, internet safety, advice, fund raising, facilities, university campuses, girls parkspace	43	1.
8	Sex equality + employment issues: including sexism, racism, industrial action, parental access to children	12	1
9	Feminist history, calendar events	36	0 54
10	Women internationally: Iran, Afghanistan, individual women, refugee issues not included in other categories, international peace	21	
11	Women: miscellaneous inc celebrating individuals	29	3
13	Police & crime: military, Public Order Act, prisons/women in prison, crime inc digital crime	16	4
15	Greenham, peace movement	1	1
17	Housing & local environment issues, poverty issues, care leavers	13	1
18	Racism, overlap/inclusion in other categories	14	
19	Transport including traffic safety ULEZ, HS2 .	11	
20	GPW events		original content 4
Totals:		373	18 56
Followers have increased +29 from 2 March to 1 April		Total number of X posts: 447	