

Launton Facebook Page

The Launton Facebook page has become one of the main means of sharing breaking village news and general information.

The page has over 600 followers that see notifications in their stream and a regular local reach of between 4000 and 5000 (The number of people who have posts from the page enter their screen.) and is a reliable source of local gossip and news. 70% are women and 28% men. (No idea about the missing 2%)

It comes into its own when events like the bridge closure or potential criminal activities are taking place.

It's a free open ended resource for the residents of Launton and can be used to advertise all manner of things for sale or to do.

The page has a high level of engagement which can be monitored on a weekly basis and I would be happy to share this information in the event anyone is interested.

Report from Steve Webber, Launton Facebook Page editor