

Appendix 4: Summary of Social Media Campaign

Summary of Twitter Campaign

Table of Tweets posted showing impressions and engagements

	Impressions	Engagements
<p>We've opened the first round of public consultation on what could be included in the Local Plan 2040, which runs until 25 August. Help shape our city's future. Find out more and please take part 🔗 URL link</p>	2751	86
<p>Flying bicycles? Hoverboards on the Thames? Trips to the moon leaving from Broad Street? Alas, we don't have a crystal ball to see what Oxford will look like in 2040. But you can help us shape it! Take part in our Local Plan 2040 consultation URL link</p>	1816	16
<p>What sort of jobs will we be doing in Oxford in 2040? Oxford Local Plan consultations are open and its important that you have your say. We want to create the right kind of jobs for the next generation Oxford. Take part in our consultation now URL link</p>	1559	14
<p>What do YOU think #Oxford should look like in 2040? We need your help to develop The Oxford Local Plan 2040 and make Oxford the best place to live and work. Consultation is open for you to have your say and help us to make Oxford the city you want URL link</p>	2881	31
<p>Great news! We've extended the Local Plan 2040 consultation deadline until 3 September 2021, giving you more time to have your say! URL link</p>	2378	11
<p>Today is the last chance to have your say on priorities for our Local Plan 2040. How can you help us protect the things that make Oxford special – our world-famous heritage, parks, green spaces and waterways? Tell us at URL link</p>	4406	65
<p>Consultation on what the priorities for our Local Plan 2040 could be closes tomorrow. What issues do you think are important in helping us to reduce inequality in Oxford? Have your say at URL link</p>	1874	20
<p>Can you help us? We're starting to think about priorities for our next Local Plan and we want to know what you think we should be doing to tackle the climate emergency in 2040. Consultation runs until Wednesday and you can have your say at URL link</p>	2111	47

	Impressions	Engagements
How and where do you think we should build the homes that Oxford will need in 2040? We're thinking about priorities for our next Local Plan and we'd like you to help us shape our city's future. Have your say at URL link	2960	45
What will Oxford look like in 20 years' time? Where will we work? How will we work? And what jobs will we be doing? Consultation on priorities for our Local Plan 2040 runs until 25 August and we'd like you to have your say at URL link	1816	61
Last chance to have your say! We're starting to think about what could be included in the Local Plan 2040, which will shape how our city lives and works in 20 years' time. What do you think our priorities should be? Let us know at URL link	1832	44
Future, present, past. Worlds colliding in Oxford. We're taking the first steps in developing our next Local Plan. Have your say on how we should protect the city's past for generations to come URL link	1843	26
It's July 2040. Youthful England manager @BukayoSaka87 has just led his team to a successful defence of their title at the Euros. Oxford rejoices with the rest of the nation! But what does our city look like to you in 2040? We want to know URL link	2906	74
Magdalen Bridge can sometimes feel like a dividing line between two very different Oxfords. We're thinking about what Oxford will look like in 2040 and want your views. Find out more URL link	2131	123
We're starting to think about what Oxford will look like in 2040 and we're looking for your views on how we should tackle inequality in our city. Have your say and help us shape the future URL link	7457	70
TOTALS:	40721	733

Summary of Facebook Campaign

Table of Facebook posts showing impressions and reach

Title	Publish time	Comments	Likes	Impressions	Reach
Oxford Local Plan 2040: Get involved	07/01/2021 00:07	3	7	1328	1245
Oxford Local Plan: Economy	07/07/2021 00:07	1	2	1002	959
Local Plan 2040: Economy	07/14/2021 00:07	2	10	1163	1115

Title	Publish time	Comments	Likes	Impressions	Reach
Oxford Local Plan 2040	08/02/2021 02:08	8	12	2990	2908
Oxford Local Plan 2040: natural and built environment	08/09/2021 08:08	3	4	1170	1141
Have your say on the Local Plan 2040	08/20/2021 07:08	0	5	917	873
Have your say on our next Local Plan	08/22/2021 08:08	4	6	1741	1657
What should our next Local Plan priorities be?	08/23/2021 10:08	7	4	2105	1972
Have your say on priorities for our Local Plan 2040	08/24/2021 06:08	0	4	849	813

Facebook paid ads

Table of paid Facebook ad campaign 1 showing impressions and reach

Ad set name	Reach	Impressions
Board member video 4	13264	31737
Board member video 3	16540	39978
Board member video 2	14128	39270
Board member video 5	13888	31036
Board member video 1	12613	45481

Campaign 2

Ad set name	Reach	Impressions
Board member video 2	28288	75255
Board member video 3	33288	71266
Board member video 4	32120	65820
Board member video 6	32824	74576
Board member video 5	28711	62651
Board member video 1	27536	61773

Summary of Linked-in campaign

Update title	Created date	Impressions
Great news! We've extended the Local Plan 2040 consultation deadline until 3 September 2021, giving you more time to have your say! ↓↓ https://lnkd.in/dVPhdSDr	08/26/2021	831

Update title	Created date	Impressions
<p data-bbox="204 237 995 304">Have you taken a walk over Magdalen Bridge recently? Did it feel as though you were crossing into a different place?</p> <p data-bbox="204 344 979 448">We live in an international city with world-famous education, health and technology sectors. But we are also a starkly unequal city. Areas of Oxford are among the most deprived in the UK.</p> <p data-bbox="204 488 970 591">Roughly speaking, Magdalen Bridge is the dividing line between these two Oxfords. We want to bring them together, but need your help to do this.</p> <p data-bbox="204 631 948 734">We're working on the Oxford Local Plan 2040, which will set a vision for the city. We need your views and opinions to make Oxford is the best city it can be.</p> <p data-bbox="204 775 766 842">Have your say and help us shape the future ↓↓ https://lnkd.in/embqVti</p> <p data-bbox="204 882 584 913">#localplan #oxfordneedshomes</p>	<p data-bbox="1018 237 1166 268">08/03/2021</p>	<p data-bbox="1230 237 1299 268">1678</p>

Update title	Created date	Impressions
<p data-bbox="204 237 948 271">“Can’t afford a home? Have you tried finding richer parents?”</p> <p data-bbox="204 309 965 409">In May, an advocacy group called Canada Housing Crisis posted this question on a billboard in downtown Toronto. It would resonate in Oxford too, and rightly so.</p> <p data-bbox="204 450 948 517">Oxford is among the least affordable places for housing in the UK!</p> <p data-bbox="204 557 940 658">We have plans to deliver nearly 11,000 new homes in Oxford over the next 15 years, including a new generation of council housing. But we want to know what else we can do?</p> <p data-bbox="204 698 935 799">We’ve opened the first round of public consultation on what could be included in the Local Plan 2040, which runs until 25 August.</p> <p data-bbox="204 840 767 907">Find out more and help us shape the future ↓↓ https://lnkd.in/dCmGzgN</p>	<p data-bbox="1018 237 1166 271">07/19/2021</p>	<p data-bbox="1230 237 1294 271">1651</p>

Update title	Created date	Impressions
<p>It's July 2040. Youthful England manager Bukayo Saka has just led his team to a successful defence of their title at the Euros – the first team to do so since Spain in 2012 🏆🏆.</p> <p>Oxford rejoices with the rest of the nation, and the prime minister declares a special bank holiday in celebration - woohoo!</p> <p>So, we've clearly got an image in our head about the future, but what does our city look like to you in 19 years' time? Where are we working? How are we working? And what jobs are we doing in Oxford?</p> <p>We're starting to think about Oxford Local Plan 2040 and we want your views to help shape it.</p> <p>Find out more about how you can help shape the future of Oxford ↓↓ https://lnkd.in/e9tE_Mn</p> <p>#OxfordNeedsHomes #Oxford2040 #ShapeTheFuture</p>	07/15/2021	581

Instagram posts

Description	Post type	Impressions	Reach
<p>What do YOU think #Oxford should look like in 2040 🗓️?</p> <p>We need your help to develop The Oxford Local Plan 2040 and make Oxford the best place to live and work.</p> <p>The Local Plan 2040 will cover all aspects of life in Oxford. It will include everything from the development of new #homes and #jobs; to improving or increasing community facilities; preserving world-famous #heritage sites; to looking after the #parks, green spaces and waterways that make Oxford so special.</p> <p>Consultation is open now. It's so important that you have your say and help us to make Oxford the city you want, head to the #linkinbio 🖱️.</p> <p>#OxfordLocalPlan</p>	IG video	775	719
<p>What sort of jobs will we be doing in Oxford in 2040 🗓️?</p> <p>We need your help to develop The Oxford Local Plan 2040 and make Oxford the best place to work.</p> <p>Consultation is open. It's so important that you have your say and help us to create the right kind of jobs for the next generation Oxford.</p> <p>Head to the 'Consultations' link in our bio 📄📄</p>	IG video	668	634
<p>It's July 2040. Youthful England manager @bukayosaka87 has just led his team to a successful defence of their title at the Euros – the first team to do so since Spain in 2012 🏆🏆.</p> <p>Oxford rejoices with the rest of the nation, and the prime minister declares a special bank holiday in celebration - woohoo!</p> <p>So, we've clearly got an image in our head about the future, but what does our city look like to you in 19 years' time? Where are we working? How are we working? And what jobs are we doing in Oxford?</p> <p>We're starting to think about Oxford Local Plan 2040 and we want your views to help shape it. Head to 'Consultations' at the #linkinbio to have your say about our city's future!</p> <p>#oxford #oxfordcity #future #shapethefuture</p>	IG image	1235	1205

Description	Post type	Impressions	Reach
<p>Flying bicycles? Hoverboards on the Thames? A fully pedestrianised city centre? Trips to the moon departing from Broad Street? Unfortunately, we can't grab a crystal ball to see what Oxford will look like or have in the future 🧐🧐.</p> <p>BUT we are in the early stages of developing our Local Plan 2040, which will guide our city's development over the next two decades. This will set out how and where new homes, jobs and community facilities will be delivered to make Oxford a better place to live, work and visit.</p> <p>We've opened the first round of public consultation on what could be included in the Local Plan 2040, and this runs until 25 August. We need your help to make this a city that we all want to live in.</p> <p>Head to 'Consultations' at the #linkinbio to have your say!</p>	IG image	1401	1326
<p>"Can't afford a home? Have you tried finding richer parents?"</p> <p>In May, an advocacy group called Canada Housing Crisis posted this question on a billboard in downtown Toronto. It would resonate in Oxford too, and rightly so.</p> <p>Oxford is among the least affordable places for housing in the UK!</p> <p>We have plans to deliver nearly 11,000 new homes in Oxford over the next 15 years, including a new generation of council housing 🏠🏠🏠. But we want to know what else we can do?</p> <p>We've opened the first round of public consultation on what could be included in the Local Plan 2040, which runs until 25 August.</p> <p>Head over to the 'Latest News' section, #linkinbio👉, and look for our most recent blog to find out more and have your say!</p> <p>#oxfordneedshomes #housingcrisis #affordablehousing #oxford</p>	IG image	946	901

Description	Post type	Impressions	Reach
<p>Magdalen Bridge can sometimes feel like a dividing line between two very different Oxfords. But this is something we want see change 🏗️!</p> <p>We're starting to think about what Oxford will look like in 2040 and we're looking for your views on how we should tackle inequality in our city.</p> <p>Our Local Plan 2040 will set out a framework for how and where we deliver new homes, jobs and community facilities. Have your say on the future of our city, take part in the Oxford Local Plan 2040 consultation today 🗨️.</p> <p>More info can be found at oxford.gov.uk/localplan2040 or head to our latest blog in the News section of the website, #linkinbio 🖱️</p> <p>#Oxford #OxfordCity #OxfordCityCouncil #Haveyoursay #LocalPlan #ShapetheFuture #MagdalenBridge</p>	IG image	2191	2127