

# **IF NOT NOW, WHEN?**

**Action for our children's future**

## **LACA COMMUNICATIONS UPDATE**

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Open Door PR





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# Open Door

PR & Marketing Specialists

# Social Media

Review November 2022 - June 2023





# Objectives



- To drive awareness of LACA as voice of school food industry
- To promote LACA events and drive sales and attendance
- Increase brand awareness and raise the profile of the organisation in specific stakeholder groups such as: LACA members, suppliers, school caterers, senior school contacts ie Headteacher, bursar etc, parents, relevant contacts in Local Authorities, contract caterers, influencers on school catering, government personnel and bodies, and the media
- Increase followers on social media
- Curate and manage an owned platform for thought leadership promotion
- Promote value of LACA membership and drive growth
- Promote great practise and excellence in school food





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**Establish \* Optimise \* Evolve**

# When we started



Organisation ----- Platform	LACA 1 <sup>st</sup> Nov 2022 (start date) Total followers 9,336	LACA (June 2023) Total followers 10,363	HCA	NACC	TUCO	PS100 / PSCA
Twitter	7753	7,868	3456	3221	4535	1430
Instagram	905	971	N/A	229	1094	N/A
LinkedIn	678	1,435	N/A	500	2577	N/A
Facebook	0	89	N/A	562	667	N/A



# Overview Channels



Current total  
number  
of followers

10,363  
FOLLOWERS

% Increase  
Followers  
Nov 22 – June 23

1027  
NEW FOLLOWERS  
+11%  


Page  
Impressions

350K+  
IMPRESSIONS

Total  
Posts

701  
POSTS

Average  
Engagement

7.50%  
POST ENGAGEMENT

# Overview Paid Campaigns

**Paid  
Campaigns**



**Total  
Spend**



**Paid  
Reach**



**Average  
CPM**



**Average  
Link Clicks**





# Facebook Insights



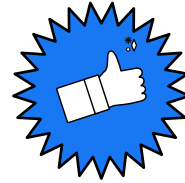
Posts

174



Followers

89



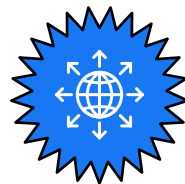
Post likes

1k



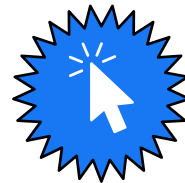
Engagements

7.15% (page)



Reach

221k users



Link clicks

2.6k clicks

## Top Posts



**LACA**  
Jan 26, 18:11

We've extended the deadline for School Chef of the Year! You have until Friday 10th of February to register your interest for #SCOTY,

**27** reactions



**LACA**  
Apr 21, 06:00

Calling out all #schoolcaterers! LACA Main Event includes the free-to-attend The School Food Show. With over 160 exhibitors, it's the

**22** reactions

# Twitter Insights



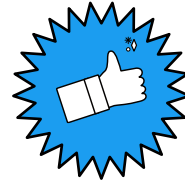
Tweets

271



Followers

7,868



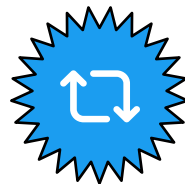
Post likes

2k



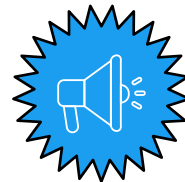
Engagements

3.48% (post)



Retweets

690



Mentions

2.3k mentions

## Top Posts



Nominations for the LACA Awards for Excellence 2023 are now open. There are 12 awards for 2023, 11 of which are now open for

**30.65%** engagement rate



#SchoolCaterers, The School Food Show is an excellent opportunity to meet over 160 exhibitors that provide school catering

**27.59%** engagement rate

# LinkedIn Insights



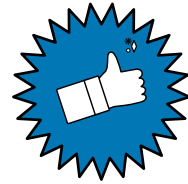
Posts

186



Followers

1,435



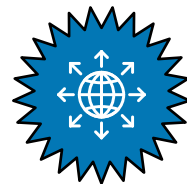
Post reactions

3.5k



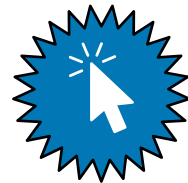
Engagements

6.47% (page)



Reach

40k connections



Page shares

389

## Top Posts



In case you missed last night's ITV news programme which tackled #schoolmeals and the rising food prices that are impacting

**124** reactions



Mayor of London expands free school meals to every primary schoolchild #FSM #SchoolFood <https://lnkd.in/e5e23Kkf>

**109** reactions



# Instagram Insights



Posts

70



Followers

971



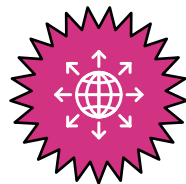
Post likes

560+



Impressions

24k+



Profile visits

490+

## Top Posts



Liked by publicsectorcatering and 27 others  
laca\_uk Today we're hosting an industry round table titled "School Food and the Cost-of-Living Crisis - If not now, when? Act now to safeguard our children's future!" debating the challenges around the provision of the school food service. #LACA #SchoolChefs #schoolmeals #IfNotNowWhen  
michaelhales2002 A great session and a vital step forwards - thank you for organising and the invitation 🙏❤️

26 January

306 reach



Liked by premierfoods\_fs and 22 others  
laca\_uk We've got our first SCOTY regional winner! Jennifer Brown becomes the first contestant to reach 2023 SCOTY final. Congratulations! 🎉👏 @premierfoods\_fs  
premierfoods\_fs Amazing work from all the regional finalists! Well done to Jennifer. 🙏❤️

17 April

295 reach

# Artwork Sample







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**Get Involved**





Regional meetings and events

Good news stories

### School Chef Spotlight

- Curating and launching a ‘spotlight’ series for LACA’s social media channels with its own hashtag
- Promoting a school dish of the week and school caterer of the month



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