

Bloxham Parish Council

Social Media Approach

UK Social Media – Top 10 Platforms

- 1. YouTube** – ~54.8 M users
Largest social platform in the UK by user count and reach.
- 2. WhatsApp** – ~40 M users
Extremely widespread as a communication app with social features (status, groups).
- 3. LinkedIn** – ~39–45 M members
Strong professional network used by working adults.
- 4. Facebook** – ~38 M users
Still a core platform for broad demographic engagement.
- 5. Instagram** – ~33–35.5 M users (forecast into 2026)
Growing reach especially with visual content.
- 6. TikTok** – ~28 M users (18+) (total UK could be higher including under-18s)
Rapid growth with youth audiences.
- 7. Snapchat** – ~23.9 M users
Still widely used among younger demographics.
- 8. X (formerly Twitter)** – ~26 M users
Moderate reach, often used for news and discussion.
- 9. Pinterest** – ~15.5 M users
Niche visually oriented network with strong lifestyle and hobby appeal.
- 10. Reddit** – ~22.9 M (potentially competitive with Snapchat/X)
Estimate based on reports that Reddit usage in the UK has grown to levels similar to or above X.

Social Media Summary

Platform	Core Focus	Typical UK Core Audience	Common Engagement Style
Facebook	Social connection, community, news	Broad age range (esp. 30+)	Posts, groups, events
Instagram	Visual storytelling, lifestyle	Younger adults (18–34)	Reels, Stories, feed
TikTok	Short-form video entertainment	Gen Z-heavy	High daily consumption
X	Public conversation, real-time news	Professionals, niche interests	Quick posts & threads

Social Media Platform: Facebook

Core proposition:

Facebook is a broad-reach social network designed primarily for connecting with friends and family, joining communities, sharing life updates (text, photos, links, and video), and discovering news and local events. It also integrates groups, marketplace commerce, and event planning. Its algorithm places emphasis on community engagement and social interaction. [fsm.agency](https://www.facebook.com/fsm.agency)

UK usage snapshot:

Still widely used across age groups, particularly among older millennials and Gen X, with tens of millions of users in the UK. It's a key platform for social commerce and news discovery. [gov-pd.co.uk](https://www.gov-pd.co.uk)

Example persona — Facebook

- **Name:** Sarah
- **Age:** 42
- **Gender:** Female
- **Employment/Education:** Full-time primary school teacher
- **Frequency & Duration:** Daily use; 30–45 min per day
- **Engagement:** Regularly checks feed, posts photos of family events weekly, interacts in local community groups every few days

Social Media Platform: Instagram

Core proposition:

Instagram is a visually centred platform for sharing photos and short videos, with features like Stories and Reels to showcase lifestyle, hobbies, travel, fashion, and creative content. It blends personal expression with influencer culture and social discovery. [fsm.agency](#)

UK usage snapshot:

Very popular among younger adults (18–34), with strong daily engagement. Usage often revolves around visual storytelling and entertainment. [Sprout Social](#)

Example persona — Instagram

- **Name:** Aisha
- **Age:** 24
- **Gender:** Female
- **Employment/Education:** Graduate in tech marketing
- **Frequency & Duration:** Multiple times per day; ~50–75 min total
- **Engagement:** Posts images and short Reels 2–3 times a week; watches others' Stories daily; uses platform to follow brands and creators

Social Media Platform: Tik Tok

Core proposition:

TikTok is a short-form video platform focused on entertainment, creativity, and trends with a highly tailored algorithm that serves engaging, personalised video feeds. It's used for viral memes, music-leant content, tutorials, and expressive self-creation. [fsm.agency](#)

UK usage snapshot:

Especially dominant with Gen Z and younger millennials. Users often spend high amounts of time per session, with daily usage patterns centred on discovery and trend participation. [Statista](#)

Example persona — TikTok

- **Name:** Jayden
- **Age:** 19
- **Gender:** Male
- **Employment/Education:** University student (media studies)
- **Frequency & Duration:** Several times per day; ~1–2 hrs total
- **Engagement:** Creates trend clips weekly, engages with entertainment content daily, shares videos with friends, comments on trending topics

Social Media Platform: X

Core proposition:

X is a microblogging and public conversation platform where users post short text messages, images, and videos, follow topics, and engage in real-time discussion. Historically known for immediacy and public discourse, its focus is on news, commentary, live events, and networking. [Wikipedia](#)

UK usage snapshot:

Smaller user base compared to Facebook and Instagram; skewed toward interest in current affairs, niche communities, and professional commentary. Some institutions have reduced activity on X due to lower engagement and content concerns. [Statista+1](#)

Example persona — X

- **Name:** Tom
- **Age:** 31
- **Gender:** Male
- **Employment/Education:** Freelance journalist
- **Frequency & Duration:** Daily; ~15–30 min
- **Engagement:** Tweets/commentary on news 3–4 times weekly; follows politics, tech, and sports hashtags; engages in conversation and re-posts breaking updates

Implications for Bloxham Parish Council

FACEBOOK

Best role: Primary channel for parish communication

Facebook is often the most effective platform for parish councils due to its strong reach among adults and families. It works particularly well for **events, groups, and local discussion**.

INSTAGRAM

Best role: Showcasing parish life and building momentum

Instagram is well suited to **bringing events to life visually**, particularly sports, youth activities, and seasonal celebrations.

TIK TOK

Best role: Fun, informal engagement and youth participation

TikTok can help parish councils **connect with teenagers, young adults, and families** in a light-hearted way, particularly for sport and active events.

X

Best role: Quick updates and links to information

X is less about deep local engagement but can be useful for **timely reminders, updates, and coordination with partners**.

Proposed Approach – Plan & Platform

Facebook – Community Hub & Event Promotion

Best role:

Primary channel for parish communication

Facebook is often the most effective platform for parish councils due to its strong reach among adults and families. It works particularly well for **events, groups, and local discussion**.

How a parish council might use it:

- Create **Facebook Events** for sports days, coffee mornings, fitness classes, and fêtes
- Post **weekly calendar highlights** with dates, times, and locations
- Share **photos after events** to encourage future attendance
- Use **local community groups** to extend reach beyond page followers
- Pin important **upcoming events** to the top of the page
- Direct users back to the main website for more details/information

Typical engagement:

- Likes, comments, shares within local networks
- Residents tagging friends and family
- Strong turnout impact for family-friendly and recurring events

Proposed Approach – Resources



Schools & Academic institutions



Students

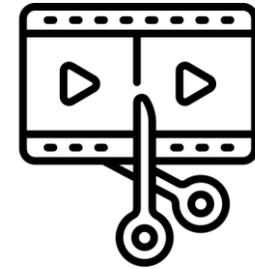
Proposed Approach – Equipment



Recording equipment



Microphone



Editing software