

Centre

Yearly reports

Key
documents

Centre

Date these procedures came into effect: 10/11/2021

Date these procedures must be updated by: 01/01/2023

Written by: Torrin Wilkins.

This document sets out: our donations, spending and our social media engagement.

Donations and spending:

Our when we started this organisation was to maintain a rough balance between our spending and the donations, we have coming in.

Spending:

Centre spent a total of £384, this included:

- £300 for the building and hosting of our original website by Ryan Frendo.
- £84 for our WordPress subscription.

Donations:

Centre had a total of £ 400.56 in donations, these were:

- £150 from our old group Liberals for EFTA. The original donor allowed us to use it for Centre instead when that group disbanded.
- Donations amounting to £246 from Torrin Wilkins.
- Two donations through PayPal of £4.56.

Final balance:

£16.56, rounded up to £17 for our end of year accounts.

You can see our accounts [here](#) and our Confirmation Statement [here](#).

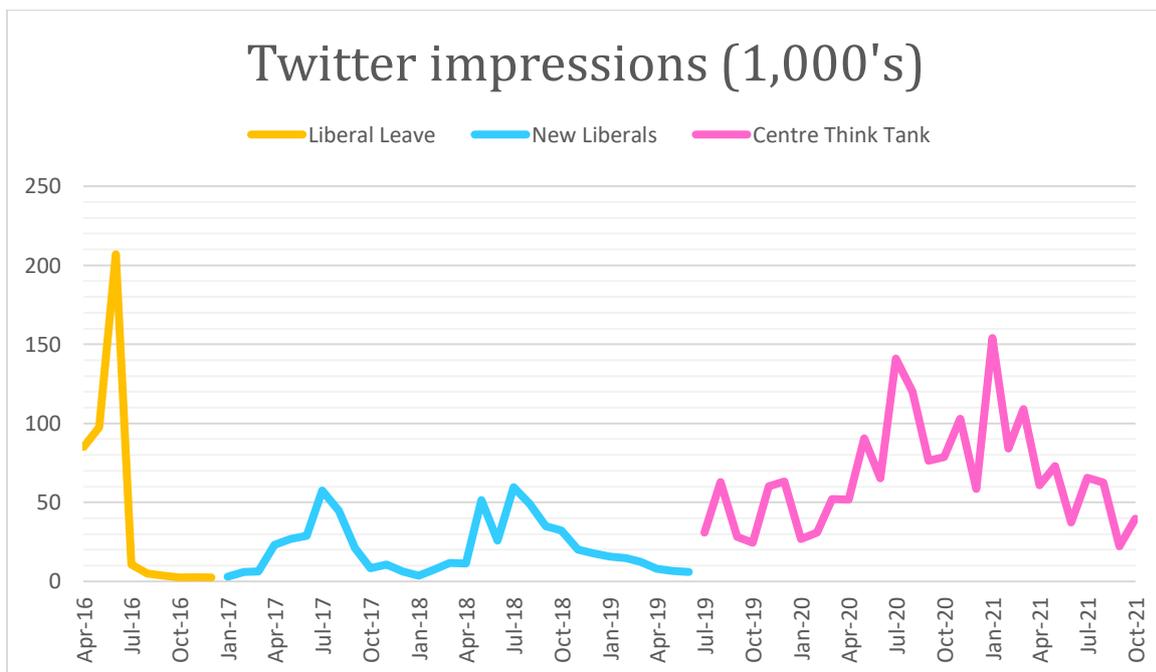
Social media engagement and campaigns:

Over the past year we focused on growing our social media presence, especially on Twitter. 2020 saw us gain hundreds of thousands of views on Twitter along with a new strategy for online campaigning.

Twitter engagement:

Below is a graph of the twitter engagements we received each month from twitter. This includes the original Liberal Leave organisation, New Liberals which succeeded that and final Centre. There are several points to note:

- The peak for the organisation was before the current team had control over our social media pages or posts. This was short term growth in the runup to the referendum which immediately dropped off afterwards.
- Our social media presence was relatively flat during our time as New Liberals with only three spikes in activity reaching above 50,000 views.
- Centre has seen an increase over time starting from below 50,000 and ending above 150,000 impressions.
- Our Twitter account now has over 2,400 followers which is growing steadily, helped by higher engagement during campaigns and paper releases.



Facebook engagement:

Our Facebook presence is smaller than on Twitter with 228 likes and 254 followers. There are several points to note:

- Our total engagement for Facebook is lower, the peak being 60 views in a day.
- We only have data for Centre as we moved from our old Facebook page for New Liberals and Liberal Leave.
- We post on this page more irregularly meaning we haven't seen a steady growth in followers.

Post reach

The number of people who saw any of your posts at least once. This metric is estimated.



Social media campaigns:

On our social media pages, we run certain campaigns based around a certain theme, often for around two weeks. These highlight a certain issue or cover a new paper. A few of the campaigns we ran included topics such as:

- Mental health support.
- Those excluded from government support schemes during the pandemic.

Ensuring these measures are kept up to date. These measures will be reviewed once a year.

Availability of these measures. To ensure these measures are accessible to those that may need to consult them, this document will be available on our website.

Have any ideas to make this document better? Let us know by submitting any ideas on the "Contact" page of our website.