

# Centre

## Yearly reports

Key  
documents

# Centre

**Date these procedures came into effect: 31/12/2021**

**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.

## **Spending and donations 2020:**

Donations:

- £150 from our old group Liberals for EFTA. The original donor allowed us to use it for Centre instead when that group disbanded.
- Torrin Wilkins donated: £160.00.
- Two donations through PayPal of £4.56.

Total of £400.56

Spending:

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

Total of £300

## **Spending and donations 2021:**

Donations:

- Two donations through PayPal of £13.96.
- Excluded Unity Alliance papers: £250.00.
- Torrin Wilkins donated: £228.

Total of £491.96

Spending:

- Two years of WordPress Premium plan: £168.00
- Banking costs: £30.60
- ICO: £35.00
- HMRC: £76.00
- Vistaprint: £21.35

Total of £330.95

Travel expenses:

Excluded Unity Alliance rally, Liverpool and London: £197.60

## **Campaigns:**

### **Campaigns:**

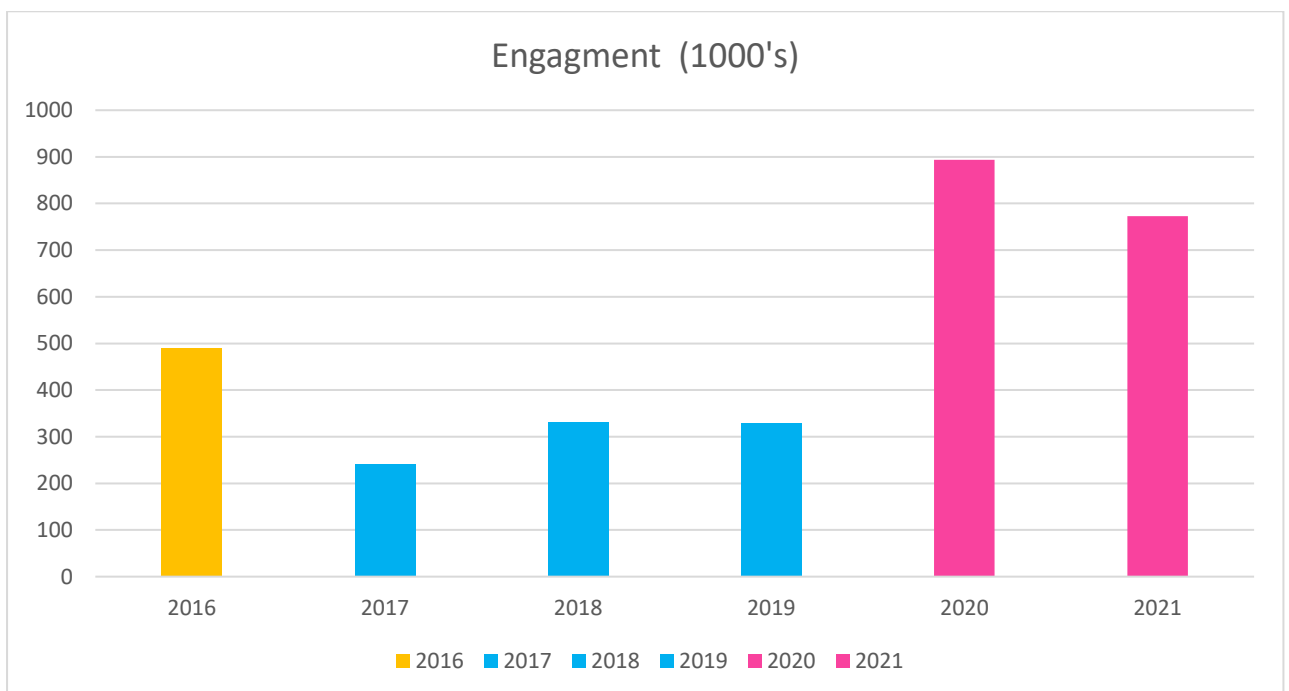
On our social media pages, we run certain campaigns based around a certain theme, often for around two weeks. These highlight a certain issue or cover a new paper. A few of the campaigns we ran included topics such as:

- Improving mental health support alongside a paper and event.
- Including those excluded from government support schemes during the pandemic. This involved two in person events in both London and Liverpool and three events.
- Why we support a Proportional Property tax along with a video explaining the issue.

## Social media engagement:

### Twitter engagement:

- The yellow bar is the EU referendum under Liberal Leave where we saw almost 500,000 people view our twitter page over the course of 2016.
- Our social media presence was relatively flat during our time as New Liberals which is blue in this graph (2017-2019), the highest two years reaching just over 300,000 people.
- Centre, which is in pink, has seen its social media presence stay at high levels. It reached 900,000 people in 2020 and almost 800,000 people in 2021.
- 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 total engagement for Facebook is lower.
- We only have data for Centre as we moved from our old Facebook page for New Liberals and Liberal Leave.



**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.