

I love my
Community
centre



Community Centre Week 2015

Community
centre week

19th - 25th July 2015




Coming together
makes a real
difference
in our
Community



After the great success of Community Centre Week 2014 we had high expectations for 2015, we said all along that we wanted it to be bigger and better and the previous year. We wanted to use social media even more successfully, but we also wanted to gain further involvement from communities all over the country.

We used both the 'real world' and social media to increase awareness of the week, both of which will be discussed on the following pages.

Follow us on 
www.twitter.com/CCWeekUK
#loveyourcc

Follow us on 
[www.facebook.com/
ccweekuk](http://www.facebook.com/ccweekuk)





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Several organisations from all over the country contacted us asking to be involved in what we were doing. We were glad to hear from York Council, who had heard about CCWeekUK 2014 and were keen to be involved in this year's week. They wanted to get all of their community centres involved so we used social media as a base to contact them; looking at the events they were doing for the week and making links.



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Locality have been a huge supporter of CCWeekUK since it began and they continued to lend their support by allowing us to continue to use the logo they had kindly designed in 2014 and by promoting the week through their blogs, more on these later.


Stockport Homes made contact with Octopus, as they had seen what we were doing and decided to organize several events; they even produced their very own CCWeekUK themed banner to promote!

The Big Alliance also wanted to be involved, and organized a team from design company Dalzial and Pow to run a session at Whittington Park's Elder's group. They spent the afternoon decorating tea towels and tote bags in CCWeekUK style, which the members of the Elder's group could then take home, they were all very pleased with a bag and tea towel each!

Members of the Octopus Network were of course also involved. We had volunteer interviews at Hanley Crouch and an employability session focused on access work for people with a disability at Hornsey Lane as well as all the other great activities that happen everyday throughout the network.



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Social media:

We decided to use the hashtag #loveyourcc instead of the longer #loveyourcommunitycentre so that it was more memorable and took up less of Twitter's valuable 140 characters! This # allowed us to monitor who was getting involved, even if they weren't contacting us directly. Much of the involvement we had during CCWeekUK was social media based, we were keen for this to be the case as it is a great way to contact community centres from all over the country.

Although we used both Facebook and Twitter throughout the week, more of our engagement came from Twitter. Here's some brief and basic information about how it went:



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Twitter:

- 16.6k impressions over the week. Therefore our tweets were on user's feeds an impressive 16,600 times!
- This only could have happened through the 65 retweets our tweets gained, allowing our tweets to reach thousands more people
- During the week we gained 62 followers, and this is still growing, meaning we now have 330 followers.
- We had an average engagement rate during the week of 1.8%. Considering that research has found that the average engagement rate of the top 25 brands on Twitter is 0.07%, we did well!
- #loveyourcc was mentioned 524 times during the week, with 312 of those mentions not coming from the @CCWeekUK account.
- A particularly exciting Twitter moment came when we were mentioned by the Department for Communities and Local Government!

Facebook:

- Over the week we only gained 8 new 'likes' on the CCWeek Facebook page. However, in the run up to the week we gained 77 'likes'.
- Our posts reached an average of 79 people, meaning that they appeared on 79 user's news feeds!



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We had contact from all over the UK, York, Stockport, Swansea, and even a follower in Vancouver!

CCWeek is a great opportunity for the Octopus Hubs in particular to showcase how amazing they are. We know it, and your communities know it, CCWeekUK provides a great platform to tell everybody else!



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Not only did we have Tweets coming at us left, right and centre, but a number of organisations wrote blogs about CCWeekUK, and used the week as an opportunity to write about great tips for community centres.

Locality wrote these blogs:

<http://locality.org.uk/news/community-centre-week-19-25-july/>

<http://locality.org.uk/news/locality-members-launch-community-centre-week/>

They then asked Octopus' Julie to write one too:

<http://locality.org.uk/blog/community-centre-week-starts-tomorrow/>

Tennyson Insurance wrote two posts with ideas and tips for Community centres:


<http://www.tennysoninsurance.co.uk/blog/funding-kick-start-your-income-generation>

<http://www.tennysoninsurance.co.uk/blog/how-generate-income-your-community-centre>

On top of all of these wonderful blogs, the week was mentioned on several websites.



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