





# Social Media Update

Anita Brown



OPEN DOOR



OPEN DOOR



# Social Media

Open Door

Update April 2025



# When we started



Platform	LACA 1 <sup>st</sup> Nov 2022	LACA 30 <sup>th</sup> March 2025	+ / -
X	7753	7877	+124
Instagram	905	1227	+302
LinkedIn	678	3392	+2714
Facebook	0	1884	+1884

9336

TOTAL FOLLOWERS  
1<sup>st</sup> Nov 2022

14,360

TOTAL Followers  
30<sup>th</sup> Mar 25

2 years  
4 months

5024

new followers

# Overview Channels



Current total  
followers

14,360  
FOLLOWERS

% Increase Followers  
Nov 22 – April 25

5024  
NEW FOLLOWERS

Page  
Impressions

2.7M  
IMPRESSIONS

Total  
Posts

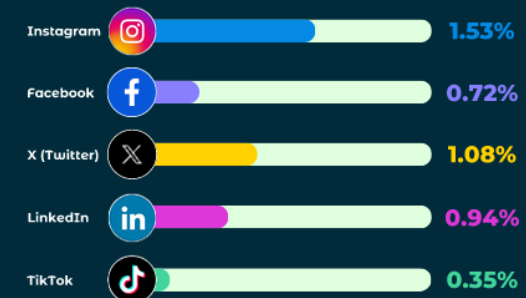
2956  
POSTS

Average  
Engagement

7.11%  
POST ENGAGEMENT

## Agencies

Average engagement rate: January 2024



# Snapshot of campaigns in 2025 so far...

- SCOTY
- Grab 'N' Go Challenge
- Great School Lunch Welsh Parliament
- LACA Regional Events & News
- UIFSM
- LACA Webinar
- Search for breakfast club advisors
- Great School Meal Debate
- Main Event Registration
- Main Event School Food Show
- Main Event Finishing Touches
- LACA Awards launch and entry drive
- Jamie Oliver Awards
- DFE & LACA School Visits

**LACA\_UK** @LACA\_... • Just now  
It's the second SCOTY regional heat today, this time it's the turn of the London and South East. We can't wait to see what's being cooked up!  
👉 Good luck to those taking part 🏆  
#SCOTY #Bisto



**LACA\_UK** @LACA\_... • Just now  
We're here at Senedd for the LACA Great School Lunch and the event is looking like a huge success. All the food served can be found on school menus across Wales. Thank you to Jenny Rathbone MS for her support  
#LACAGreatSchoolLunch #WelshParliament



**LACA\_UK** @LACA\_... • Just now  
LACA School Visits Highlight Challenges Faced by School Caterers. LACA arranged a visit to Earlham Primary in Newham, hosted by The Pantry, for the DFE & Treasury to see the challenges school caterers are facing. 🙌 Stay tuned for updates @educationgovuk #SchoolCaterers



**LACA\_UK** @LACA\_... • Just now  
LACA webinar provides attendees with an update on the campaign for fairer school meals funding and plans for 2025 >  
>><http://laca.co.uk/news/laca-webinar-provides-members-update-campaign-fairer-school-meals-funding>  
📺 Members who missed it, can also watch a recording and access the presentation.



**LACA\_UK** @LACA\_... • Just now  
Great discussions at the recent Great School Meals debate with H2O Publishing supported by Bidfood. Catch up on all the issues of the day in the next issue of Contract Catering magazine. #SchoolMeals @CCateringMag



**LACA\_UK** @LACA\_... • Just now  
Congratulations to Aron Jordan from Doucecroft School - Anglia Autism who is today's SCOTY winner 🏆 🙌 🙌 His winning dish was an amazing Chicken Katsu with coconut rice and acar followed by chocolate orange delight #SCOTY #Bisto @premierFoods\_FS



# Overview Paid Campaigns 2025



Ads were run on Facebook to help generate awareness and click thru's to the LACA Grab 'N' Go Challenge and SCOTy registration page. Both campaigns performed well with over 1000 link clicks generated each on a budget of £250.00 with an average click cost of £0.22 for Grab 'N' Go, and £0.25 for SCOTY.

For Grab 'N' Go, campaign optimisation and historic data meant in 2025 more than 200 extra link clicks have been achieved with £50 less spend than 2024 (1094 achieved in 2025 vs 878 in 2024 )

## Registration for LACA Grab 'N' Go is highest ever!

- 1<sup>st</sup> year, 2023                      3 (no social media support)
- 2<sup>nd</sup> year, 2024                    12
- 3<sup>rd</sup> year, 2025                    23

Ad's will run in March for Main Event registration, the school food show, LACA Awards and Finishing Touches.  
ad's running and scheduled for LACA Main Event and Finishing Touches.



# Overview Paid Campaigns 2025



**SCOTy**  
**Paid Campaigns**



**SCOTy**  
**Link Clicks**



**Grab 'N' Go**  
**Paid Campaigns**



**Grab 'N' Go**  
**Link Clicks**



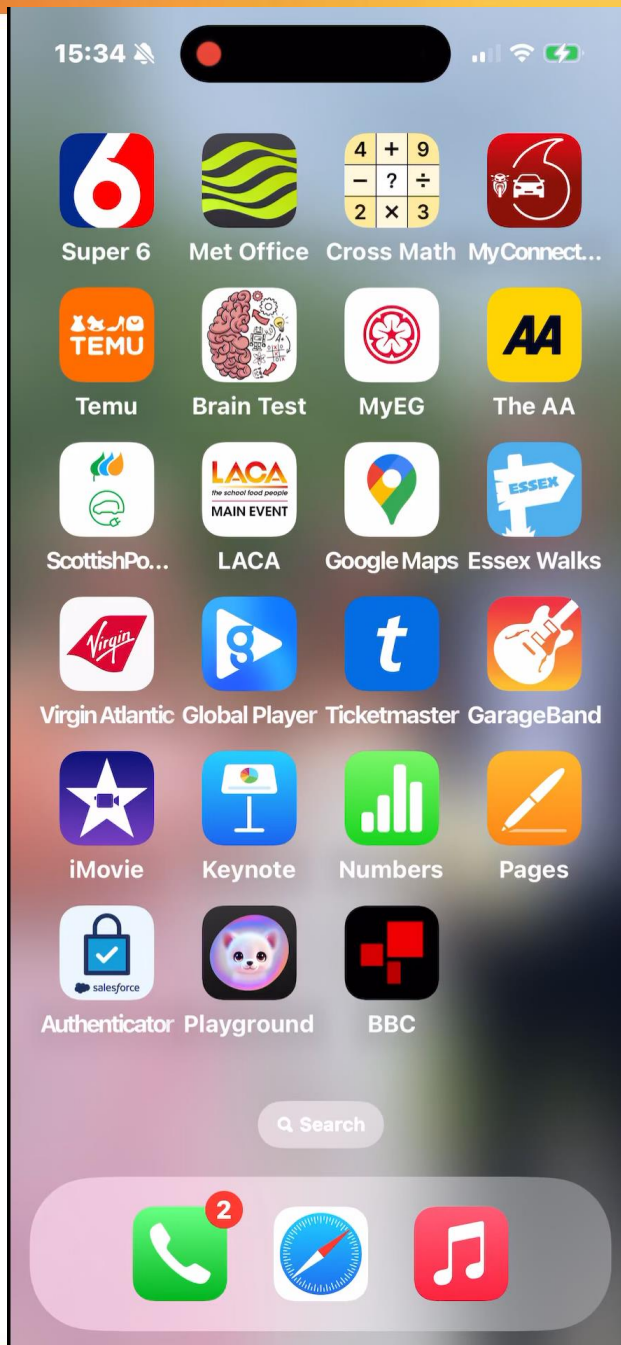
Objective: Drive traffic to sign up website page

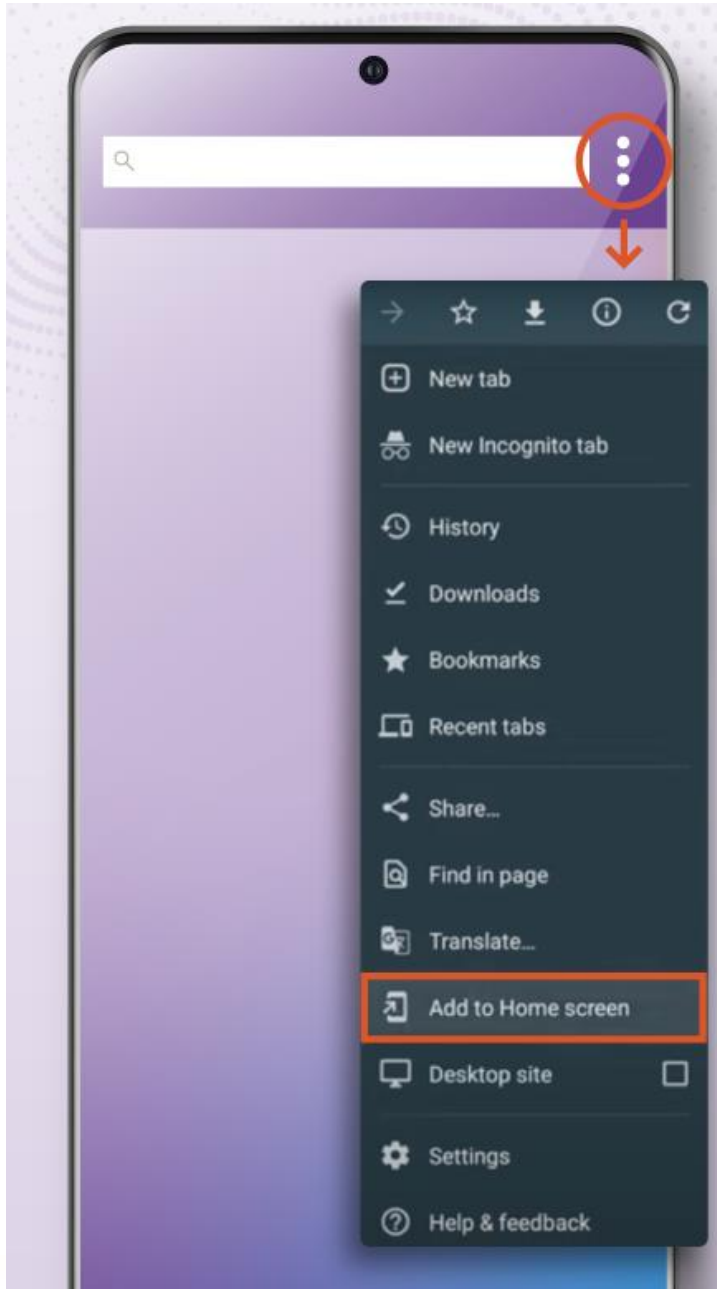
## Upcoming focus

- Great School Lunch House of Commons
- LACA Awards
- LACA Main Events
- LACA Finishing Touches
- LACA Grab 'N' Go Challenge
- SCOTY
- LACA Regional Events & News



# IPHONE





# ANDROID

## How to create a shortcut to a website

1. Open the web browser and navigate to the website you want to add to your home screen.
2. Tap the **ellipsis** (3 dots) in the top-right corner.
3. From the menu tap **add to home screen**
4. Customise the name if you wish
5. Tap **add to home screen**