

Flintshire Play Development Facebook Page Report

Introduction

The Flintshire Play Development Facebook page serves as a pivotal platform for promoting the principles of play as freely chosen, self-directed, and intrinsically motivated by children. This report highlights the page's impact in communicating these messages and engaging with the community.

Key Messages

The Facebook page consistently emphasises the importance of play in children's development, focusing on its voluntary nature and the empowerment it provides to children. This messaging aims to foster a community understanding and support for children's rights to play freely and explore their environments.

Audience Reach and Engagement

The statistics from our Facebook page illustrate its significant reach and engagement:

- **Audience Reach:** The page has reached a diverse audience across Flintshire and beyond, including parents, educators, community leaders, and local organisations.
- **Interactions:** The number of interactions—likes, comments, shares, and post engagements—reflects the community's active involvement and interest in play-related initiatives and discussions.

Impact and Future Directions

The Facebook page has been instrumental in:

- **Raising Awareness:** Increasing awareness about the benefits of play and advocating for children's rights to play in a supportive environment.
- **Community Engagement:** Facilitating dialogue among stakeholders, including parents, policymakers, and educators, to promote play-friendly policies and practices.

Conclusion

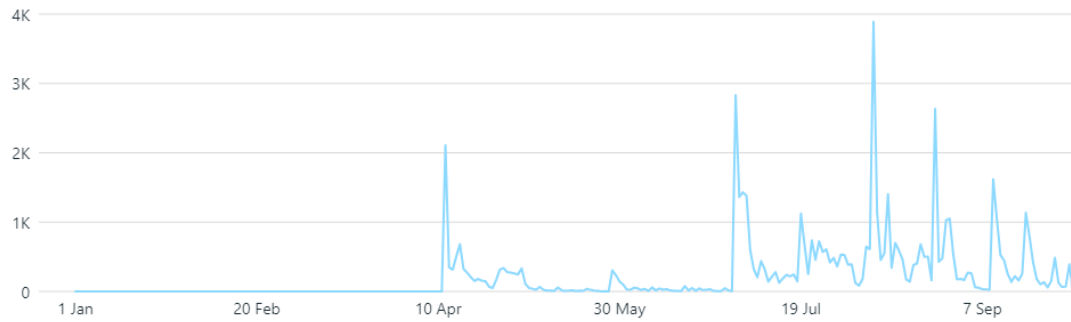
The Flintshire Play Development Facebook page continues to serve as a dynamic platform for promoting the principles of play and advocating for children's rights. Moving forward, we aim to expand our reach, deepen community engagement, and further amplify the message of play as a fundamental aspect of childhood development.

Graphics and Visuals

Reach

Facebook reach ⓘ

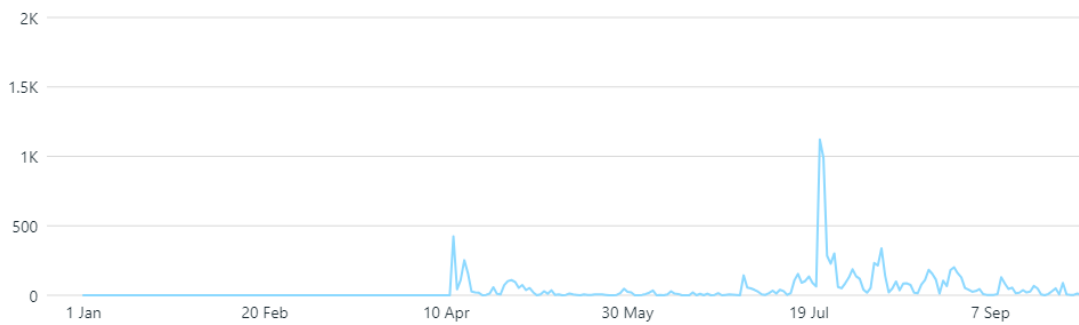
19.2K ↑ 100%



Visits

Facebook visits ⓘ

11.1K ↑ 100%

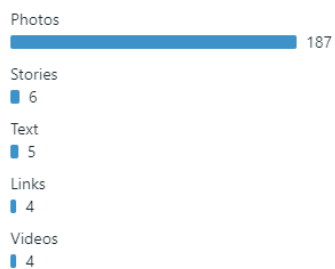


Top content formats

Published content ⓘ

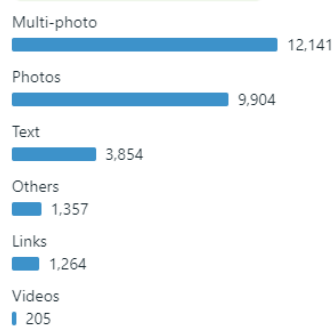
Based on up to 200 pieces of content

+100.0% vs 1 Jan 2023 – 31 Dec 2023



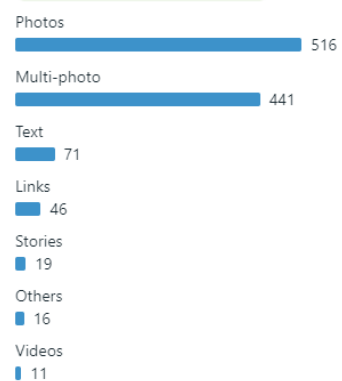
Facebook reach ⓘ

+100.0% vs 1 Jan 2023 – 31 Dec 2023



Content interactions ⓘ

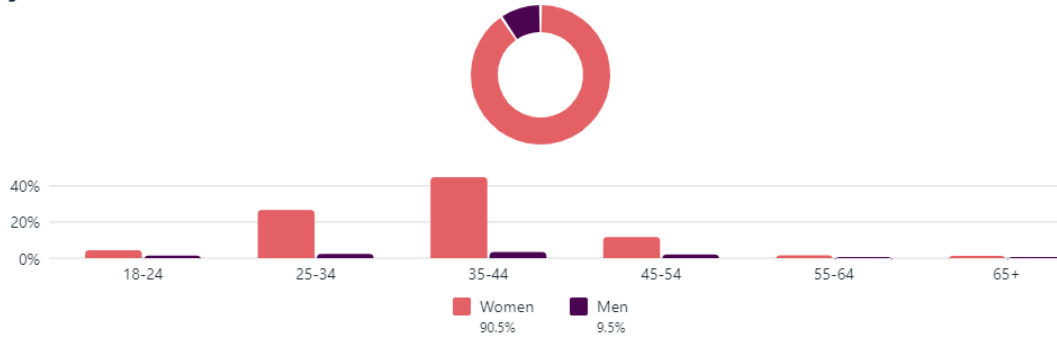
+100.0% vs 1 Jan 2023 – 31 Dec 2023



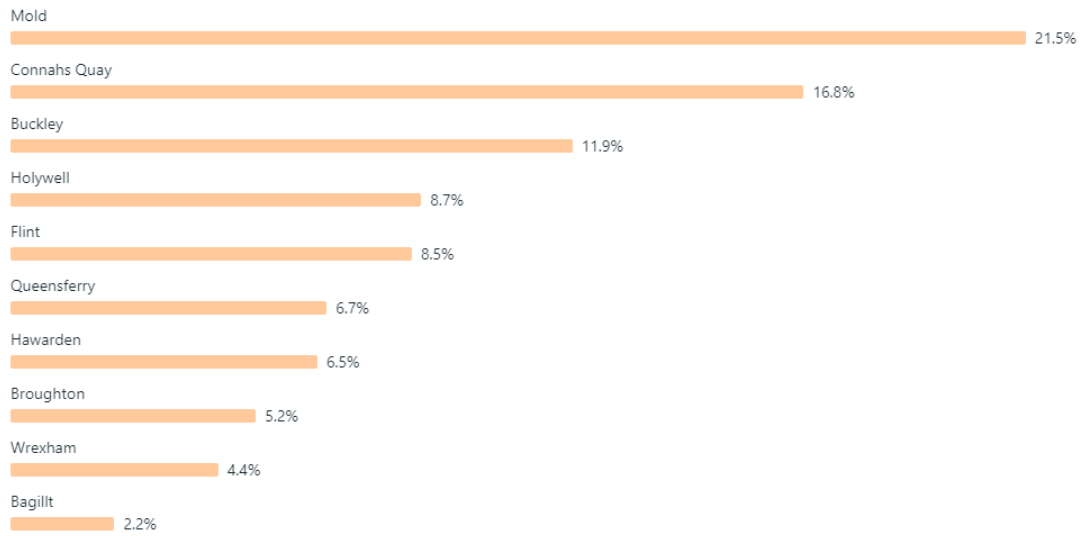
Facebook followers ⓘ

757

Age & gender ⓘ



Top towns/cities



Top countries

