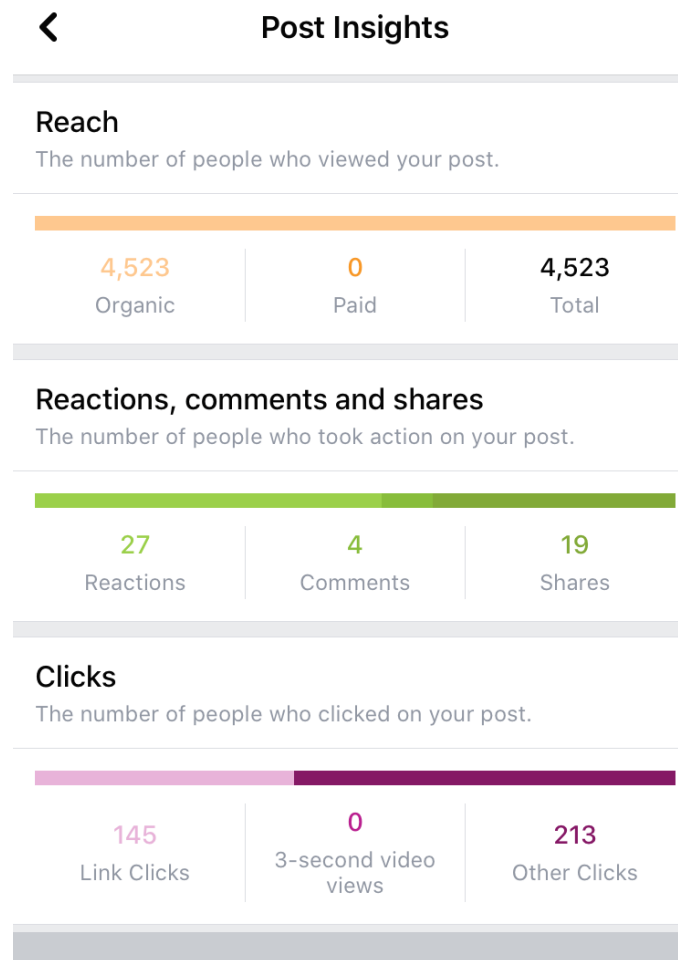


Annex F To Consultation Review Document – Consultation Social Media Reach Analysis

Facebook

1. **Facebook** announcements mirrored the emails to all Stakeholders; thus, posts were made via the official Cotswold Airport Facebook Page on the 10th February 9^h March and 30th March 2020, explaining the proposal and including a URL link to the CAA portal. The initial 10th February post was locked as the top post on the site to maintain viability throughout the consultation period.

2. The picture below is a screen shot of Facebook's analysis of the post when the consultation closed on the 6th April 2020. It does not account for data from shared posts.



Facebook Analysis of Reach

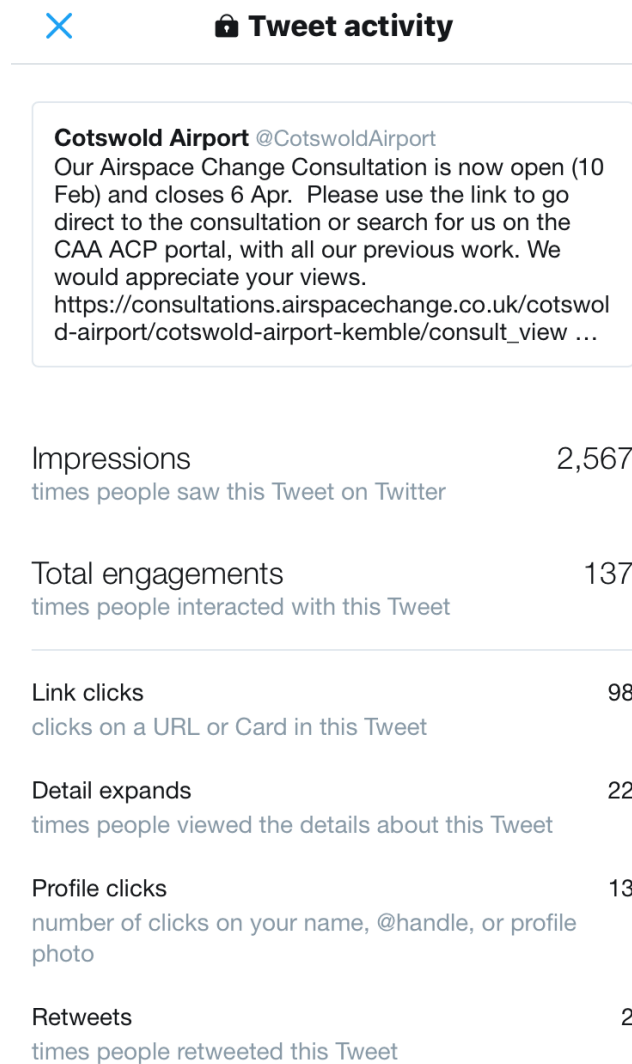
3. 145 Facebook post readers followed the URL to the consultation on the CAA's portal. Although no direct correlation can be made between those reading the posts and those clicking the URL to the CAA Portal to this generating a formal response, it does demonstrate stakeholder reach.

Twitter

4. **Twitter** announcements followed the same pattern, although the text abridged to fit into the available number of characters. Tweets were made via the official Cotswold Airport

Twitter Page on the 10th February 9th March and 30th March 2020, explaining the proposal and including a URL link to the CAA portal.

5. The picture below is a screen shot of Twitter analysis of the post when the consultation closed on the 6th April 2020. It does not account for re-tweets, noting Flyer and other GA sites re-tweeted the message.



6. 98 of those who read the tweet clicked the URL to take them to the consultation on the CAA portal. Although no direct correlation can be made between those reading the tweets and those clicking the URL to the CAA Portal to this generating a formal response, it does demonstrate stakeholder reach.