


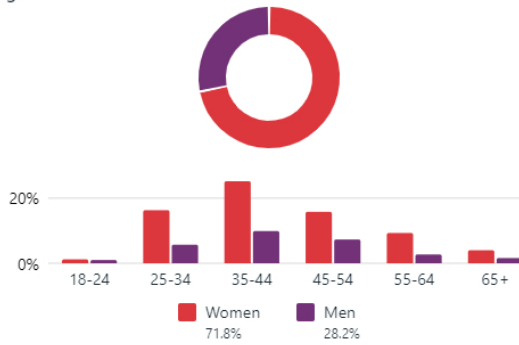
**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	4 January 2024 7.00 pm	LOCATION	Congleton Town Hall
REPORT FROM	Debbie Coxon, Marketing and Communications Officer		
AGENDA ITEM REPORT TITLE	Item 9. Communications Update		
Background	This paper has been prepared to give committee members an update on the communications activities that took place between 17 October to 15 December.		
Details	<p>Social Media Overview</p> <p>Facebook Followers: 4.6K</p> <p>Twitter Followers: 3.5K</p> <p>Instagram Followers: 1K</p> <p>FB Posts: 354</p> <div style="float: right; text-align: right;"> <p>Visits</p> <p>Facebook visits ⓘ</p> <p>7,782 ↑ 108.9%</p> </div> <p>Highest reach on a post – 8 Dec</p> <p><i>“The town council's Streetscape team have been out & about clearing leaf mulch from Padgbury Lane”</i></p>  <p>This post's reach (25,251) is 5,827% higher than the median post reach (426) on Facebook.</p> <p>Highest reactions on a post – 12 Nov</p> <p><i>“Congleton will Never Forget 🇬🇧 #RemembranceSunday”</i></p>  <p>This post received 29,700% more reactions (298 reactions) than the median post (1 reaction) on Facebook.</p> <p>Highest comments on a post – 8 Dec</p> <p><i>“The town council's Streetscape team have been out & about clearing leaf mulch from Padgbury Lane”</i> This post received 62 comments compared to the median post (0 comments) on Facebook.</p> <p>Facebook & Insta reports</p> <p>The profiling for our insta and facebook accounts are similar, with slightly more men on Instagram.</p>		

Instagram followers ⓘ

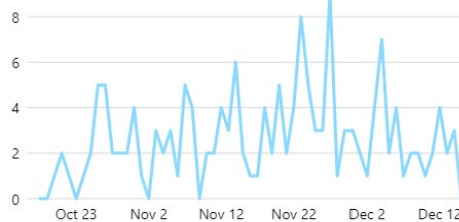
1,043

Age & gender ⓘ



Instagram profile visits ⓘ

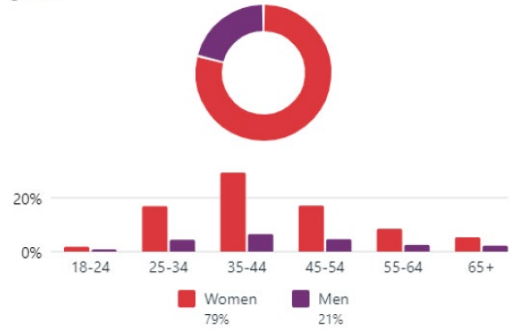
156 ↑ 62.5%



Facebook followers ⓘ

4,598

Age & gender ⓘ



Visits ⓘ

Facebook visits ⓘ

7,782 ↑ 108.9%



CTC social posts are usually shared to:

- Congleton Chat's Back 26.9K members
- Congleton News & Views 13.2K members
- Congleton Radio 1.1k followers

CTC Website

Key points:

- Total number of visits: 13,894
- The Homepage (1,283), Park (1,116) and Lights Switch-On (1,048) are commanding the top spot in terms of site visits now that the paddling pool is closed.
- 84% of visits are generated organically (via search engines such as google/bing etc), 9% direct (via the URL) and 7% through social links
- Average engagement times of 54 seconds

Top 10 pages (largest numbers of visits)

	%	#
Welcome to Congleton - Congleton Town Council	9.2	1283
Congleton Park - Congleton Town Council	8.0	1116
Christmas Lights Switch-On - Congleton Town Council	7.5	1048

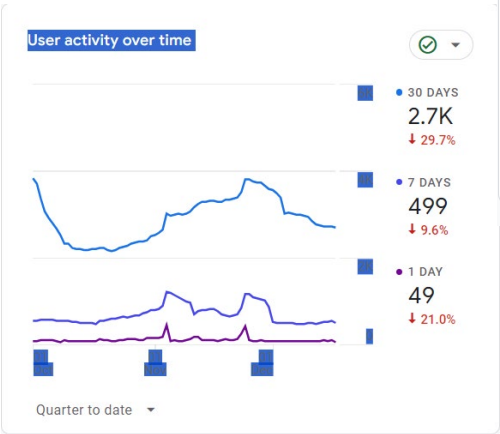
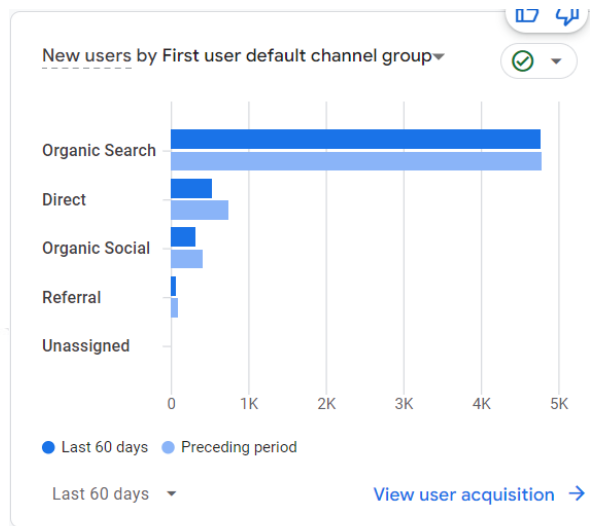
Christmas In Congleton - Congleton Town Council	3.6	505
Committee Meetings - Congleton Town Council	2.7	372
Annual Congleton Rotary Bonfire & Firework Night	2.2	303
Events in the Town Hall - Congleton Town Council	2.1	288
What's On - Congleton Town Council	2.1	287
Contact Us - Congleton Town Council	1.8	254
Shopping In Congleton - Congleton Town Council	1.6	223
		TOTAL
		5679

The Homepage, Lights switch-on and Congleton Park pages are the most common landing pages, however only the homepage has a significant increase in engagement time at 71s, followed by the town hall what's-on page at 60s.

Site visit time is generally similar for searched and direct landings at 39s and 41s whereas social links are slightly below at 29s.

Devices Used

Devices	%	#
Mobile	71.44	4125
Desktop	24.92	1,439
Tablet	3.64	210
	100.00	5774



Noticeboards

The six town noticeboards and the CIC What's on Window are updated weekly to promote town council events and activities organised by local organisations and community groups.

	<p>New print</p> <ul style="list-style-type: none"> • Congleton Cares Leaflet (via Congleton Partnership) • Young at Heart Activities (via Congleton Partnership) • Car Parking Consultation material • Remembrance Service • CTC Free Car Parking • Lights Switch-On • Christmas Card (electronic and small print run) • Mayor’s Ball Invitation <p>Press Releases – 15</p> <p>Editorial</p> <ul style="list-style-type: none"> • Effective Directories (double page) Oct, Nov, Dec (circl. 11k) • Beartown Voice (double page Christmas) (circl. 12k) <p>Advertising</p> <ul style="list-style-type: none"> • Christmas feature in the Chronicle <p>Town Council Events & Activities</p> <p>7 Nov – In Bloom Celebration 12 Nov – Remembrance 24 Nov – Lights Switch-On 25 Nov – White Ribbon Day 1 Dec – Electromantics, Town Hall</p> <p>Key events supported</p> <p>4 Nov – Rotary Bonfire 17 Nov -CMQ Launch 21 Nov – Mentell Community Event 25 Nov – Rotary Tree of Light Nov-Dec - NSPCC Toy Appeal</p>
	<p>For Councillors to note the report and for the officer team to take on board suggestions and recommendations from Councillors.</p>
<p>Financial Implications</p>	<p>Work is delivered within the annual budgets set by the Town Council</p>
<p>Environmental Implications</p>	<p>Considered as part of each piece of work. Carbon-neutral certificates are obtained for Bear Necessities and paper from sustainably managed sources used for other work.</p>
<p>Inclusivity Diversity Impact</p>	<p>The team uses different channels and communications tools to meet different audiences.</p>
<p>PROPOSALS</p>	<p>That Councillors note this report.</p>

