

CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	29 February 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 15 December to 15 February.		
Details	<p>Social Media Overview</p> <p>Facebook Followers: 4.6K Instagram Followers: 1.1K Twitter: 3.5K</p> <p>A new Facebook page has been launched to highlight the work undertaken by Streetscape.</p> <p>Reach: FB is up 9.8% compared to the last reporting period. Insta is slightly down</p> <p>Visits: Down on both platforms</p> <div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <p>Reach</p> <p>Facebook reach ⓘ</p> <p>66,609 ↑ 9.8%</p> </div> <div style="width: 45%;"> <p>Instagram reach ⓘ</p> <p>750 ↓ 2.6%</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="width: 45%;"> <p>Visits</p> <p>Facebook visits ⓘ</p> <p>3,757 ↓ 53%</p> </div> <div style="width: 45%;"> <p>Instagram profile visits ⓘ</p> <p>137 ↓ 14.9%</p> </div> </div>		

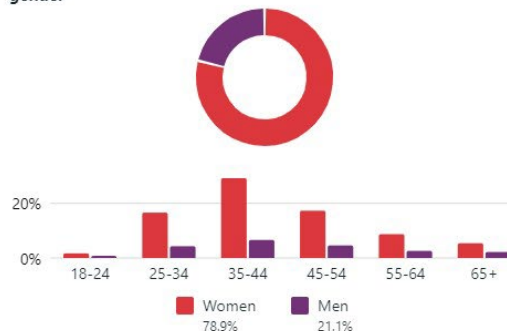
Audience

Current audience Potential audience

Facebook followers ⓘ

4,646

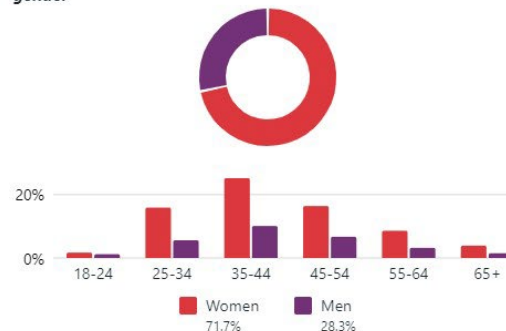
Age & gender ⓘ



Instagram followers ⓘ

1,061

Age & gender ⓘ



Women aged between 35-44 years are the highest followers. The majority of followers are from Congleton 52.3% (FB) & 57.8% (Insta). Followed by S-O-T, Macc, Biddulph, Crewe.

Social media posts issued (excluding shared posts): 404. Average of 4 per day on FB

Highest reach on a FB post – 22 Dec

“Good news for residents! D&G have announced bus service 94 will have Saturdays introduced from 24 Feb”

Reached 26,149 people, 6.9% higher than the average post reach (378)

Highest reactions on a FB post – 22 Dec

“Good news for residents! D&G have announced bus service 94 will have Saturdays introduced from 24 Feb”

Received 19.2% more reactions (193 reactions) than the average post (1 reaction)

Highest comments on a FB post – 30 Jan

“Tomorrow is bin day, please park responsibility...reports of unemptied bins”

81 comments received compared to the average post (0 comments)

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: 9,768
- The Homepage (1,122) is commanding the top spot in terms of site visits with the next closest pages coming in at just under a third of the views; Committee Meetings (358) and Shopping in Congleton (314)
- 88% of visits are generated organically (via search engines such as google/bing etc), 10% direct (via the URL) and 2% through social links
- Average engagement times of 68 seconds

Top 10 pages (largest numbers of visits)

Page	%	#
Welcome to Congleton	11.5	1122
Committee Meetings	3.7	358
Shopping In Congleton	3.2	314
What's On	2.8	269
Book the Town Hall	2.4	233
Wedding Parties	2.3	228
Meet the Councillors	2.1	205
Contact Us	2.0	192
Congleton Market	1.6	156
Council Meetings	1.6	154
Total		3231

The Homepage, Shopping in Congleton and What's On pages are the most common landing pages, however only the homepage has a significant increase in engagement time at 95s, followed by the shopping in Congleton page at 34s. Whilst the What's on page has just under half the amount of acquisitional visits it has significantly more engagement at 55s

Site visit time is generally higher than previously across all acquisition methods for searched and direct landings at 65s and 98s compared to 39s and 41s previously. Social links are as before lower than direct and search times at 47s compared to 29s.

Devices used

Devices	%	#
Mobile	60.89	2057
Desktop	34.94	1180
Tablet	4.17	141
	100.00	3378

	<p>Noticeboards</p> <p>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> <p>New print</p> <ul style="list-style-type: none"> • Bear Necessities (Winter 2024) • Tribute night posters • Food & Friendship flyer reprint <p>Press Releases – 11</p> <p>Editorial</p> <ul style="list-style-type: none"> • Effective Directories (double page) Jan, Feb (circl. 11k)
	<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>