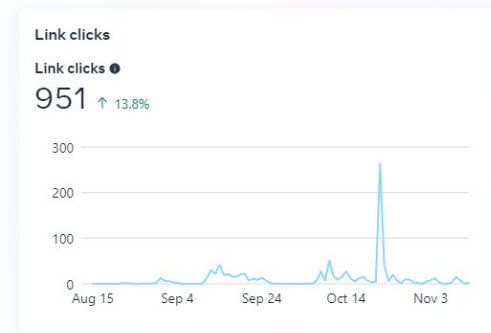
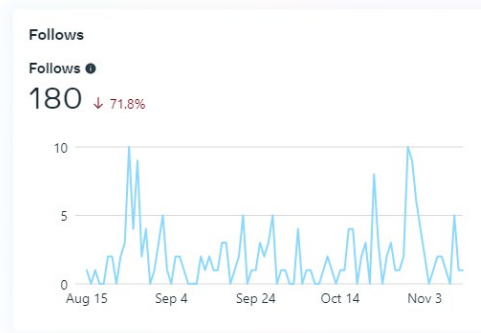


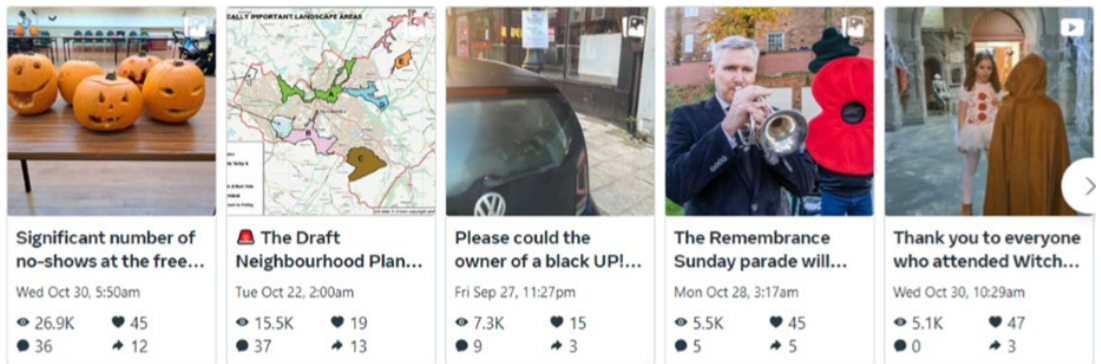
**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	21 November 2024 7.00 pm	LOCATION	Congleton Town Hall
REPORT FROM	Debbie Coxon, Marketing and Communications Officer		
AGENDA ITEM REPORT TITLE	12 Communications Update		
Background	This paper has been prepared to give committee members an update on the communications activities that took place over the last 90 days (15 Aug-12 Nov)		
Details	Social Media Overview		
	Facebook Followers: 5.5K Instagram Followers: 1.1K Twitter: 3.5K		
	Facebook Performance Overview		
	Views	Visits	Reach
	347.5K	10.6K	89K
	Interactions	Followers	Clicks
	3.3K	5.5K	951



Social media posts issued (excluding shared posts): **366** (-14.7%). Avg. 4 per day

Top 5 FB Posts:



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:

- Thrive working on the new structure & visuals – managed by Cathy Dean.

Key Statistics for the website:

Views: 24K, Users: 9,500, Views per user: 2 pages, Av engagement time: 51sec

Organic searches (**8.5K visits**) continue to generate the highest traffic, via search engines such as Google/Bing etc.

Top 10 pages (largest numbers of visits)

Page	Views
Rotary Bonfire and Fireworks	5,098
Welcome to Congleton	2186
What's On	750
Committee Meetings	558
Plan your visit to the paddling pool	425
Shopping in Congleton	425
Meet the Councillors	318
Congleton Market	288
Job Vacancy	277
Contact Us	276

Users by City

City	Users (K)
London	2.8
Congleton	1.4
Manchester	502
S-O-T	447
Liverpool	324

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.

Key Events

20 & 27.8 Play Days

27.9 Electromantics Tribute

28.9 Green Fayre

	<p>30.10 Witchy Wednesday</p> <p>1.11 Take That Tribute</p> <p>10.11 Remembrance</p> <p>New publications</p> <ul style="list-style-type: none"> • Neighbourhood Plan Consultation • Bear Necessities (Autumn 2024) <p>Press Releases: 29</p> <p>Radio Interviews: 4</p> <p>Editorial: Effective Directories, Sept – Nov (circl. 11k)</p>
Proposal	For Councillors to note the report and for the officer team to take on board suggestions and recommendations from Councillors.
Financial Implications	Work is delivered within the annual budgets set by the Town Council
Environmental Implications	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.
Inclusivity Diversity Impact	The team uses different channels and communication tools to meet different audiences.
Decision Required	That Councillors note this report.