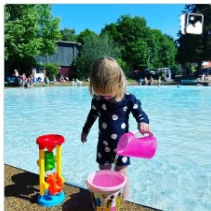


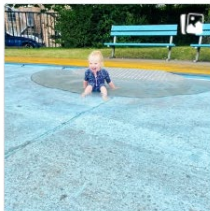
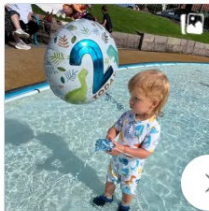


CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee																				
MEETING DATE AND TIME	17 July 2025 7.00 pm	LOCATION	Congleton Town Hall																		
REPORT FROM	Debbie Coxon, Marketing and Communications Manager																				
AGENDA ITEM REPORT TITLE	11 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 (10 April-8 July)																				
Details	Social Media Overview Facebook Followers: 6.2K* Instagram Followers: 1.2K Twitter: 3.5K *Increased into the 6K bracket! Facebook Performance Overview <table><tr><th>Views</th><th>Visits</th><th>Reach</th><th>Interactions</th><th>Follows</th><th>Clicks</th></tr><tr><td>910K</td><td>11.2K</td><td>194K</td><td>5K</td><td>550</td><td>2.5K</td></tr></table> Social media posts issued: 211 (excluding shared posts). Avg.2 per day Top 5 FB Posts: <div><div><p>SATURDAY SPLASH VIBES!... Sat Jun 21, 1:30am 👁 36.5K ❤️ 43 👍 30 🔄 6</p></div><div><p>The Food & Drink Festival is now in full... Sun Jun 8, 3:26am 👁 34.8K ❤️ 167 👍 10 🔄 11</p></div><div><p>30,000 trees planted across... Fri Apr 18, 5:49am 👁 32.7K ❤️ 363 👍 45 🔄 7</p></div><div><p>The paddling pool opens tomorrow, Sa... Fri May 23, 8:44am 👁 30K ❤️ 100 👍 33 🔄 23</p></div><div><p>WEEKEND FUN STARTS HERE!... Fri Jun 20, 3:19am 👁 28.3K ❤️ 30 👍 20 🔄 10</p></div></div> Notably, the increase in performance can be attributed to the summer season, highlighted by the flagship food and drink event, increased promotion of other events, and the opening of the paddling pool. CTC social posts are usually shared to: <table><tr><td>Congleton Chat’s Back</td><td>26.9K members</td></tr><tr><td>Congleton News & Views</td><td>13.2K members</td></tr><tr><td>Congleton Radio</td><td>1.1k followers</td></tr></table>			Views	Visits	Reach	Interactions	Follows	Clicks	910K	11.2K	194K	5K	550	2.5K	Congleton Chat’s Back	26.9K members	Congleton News & Views	13.2K members	Congleton Radio	1.1k followers
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	<p>CTC Website: Statistics unavailable for this reporting period, due to a system error.</p> <p>Noticeboards The six town noticeboards and the CIC What's on Window are updated weekly to promote town council events and activities by local organisations and community groups.</p> <p>Key CTC Events 8.5 VE Day 80th Anniversary, Cenotaph Service and lunch at the Town Hall 15.5 Annual Town Meeting including Town Mayor's Civic Awards Ceremony 22.5 Mayor Making 24.5 Paddling Pool Open 1.6 Drug testing kits launched 8.6: Food & Drink Festival 22.6 Town Mayor's Civic Service</p> <p>New publications</p> <ul style="list-style-type: none"> • Disability Welcome Scheme literature • High Street Awards literature • Food and Drink Leaflet & Map <p>Press Releases: 24 Radio Interviews: 3 Other Editorial: Effective Directories, April-June (circl. 51,700k) Beartown Voice (circl. 12k), Food & Drink feature</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.

