

Report Statement

Report Purpose:

10. Comms and Website Update

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Version Control:

v1

Comms and Website Update

The Comms Officer continues to post on average of twice a day across the Town Councils social media platforms.

Key posts over the Jan/Feb/Mar period include

By far the most popular post over the last quarter is this one

The screenshot shows a Facebook post from Macclesfield Town Council. The post features a photograph of a man in a dark jacket and white shirt, looking upwards and to the right, with his hand near his face. The background is a clear blue sky. The post is titled "Macclesfield Town Council are keen to acknowledge the Ian Curtis mu..." and was posted on Wednesday at 9:36 AM. The Post Insights overlay on the right provides the following data:

Metric	Value
Impressions	33,653
Reach	32,780
Engagement	6,812

The Distribution section indicates the post is **5.9x greater** than the average within 5 days and 12 hours of publishing. The Interactions section shows 2.6K Likes, 799 Comments, and 3,423 Reactions (including 10 Surprise, 1 Care, and 0 Love reactions). There are 271 Shares and 213 Comments.

Other popular posts over the last quarter include; The Jubilee party at Calvary church, job vacancies at the Town Council, the accessible equipment at South Park, Social Media stats for the last full month (March 2022) are below

Facebook stats

3975 follows, an increase of 6 % since the last report

Whilst this is a lower increase than usual (generally we experience around a 10% increase), changes implemented by Facebook in February caused the Council's follow numbers to drop and subsequently we had to re-invite a lot of people to follow the MTC page.

Insta Stats

1442 Followers – an increase of 4% since the last report

Twitter Stats

503 followers – this is an increase of 11.5% since the last report.

Top Tweets in January – South Park Pavillion, Civic Awards, Covid-19 vaccinations

Top Tweets in February – Ukraine concert, Random acts of kindness/daffodils, meet the councillors, job vacancies at MTC

Top Tweets in March – Ian Curtis Mural, Ukraine concert, job vacancies at MTC, Hospital tree planting, Castle street planters.

In the last 28 days our Facebook post reach has been 67,230 with an engagement of 23,057 and 111 new followers. 7197 reactions to our post and 4193 photo clicks. The majority of this will have been due to the Ian Curtis mural.

Our Facebook live videos are still getting great feedback and are often brought up in conversation.

The Mayor of Macclesfield Facebook page continues to be popular with 276 followers (an increase of 33% since the last report) and its engagement is up, with many people sharing and commenting.

Meet the Councillors

There was a Meet the Councillor event at February Treacle Market. Unfortunately, it was not as well attended as the summer event despite the weather being dry and clear. This is probably due to the lack of other stalls in the Church yard. The Comms Officer will explore the possibility of holding a Meet the Councillor event in the Market Place on a Saturday.