

Report Statement

Report Purpose:

10. Comms and Website Update

Author:

Events and Communications Officer (Town Centre Manager)

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 Nov/Dec period include

Town Centre Manger and Mayor of Macclesfield visit Angel at My Table – reached 7.1k people, and had 830 clicks, and 404 comments/reactions (this is across our post and when it is shared by other people)

Poppy Projections – reached 7.9k people, and had 420 clicks and 955 comments/reactions (this is across our post and when it is shared by other people)

Poppy Projections (different post) – reached 14k people, and had 671 clicks and 1.1k comments/reactions (this is across our post and when it is shared by other people)

Christmas Tree going up – reached 6.2k people

Character Assessment – 3 questions reached 5.5k people combined (second and third questions had larger reach than the first)

Posts about the Step Into Christmas event reached a combined total of over 30k and a reach of over 3k for the live videos on the day

Posts about the Late Night Shopping event reached a combined total of over 24k and a reach of 6.4k for the live videos on the day

Social Media stats for the last full month (December 2021) are below

Facebook stats December 2021

3054 likes, an increase of 11 % since the last report

3747 follows, an increase of 12 % since the last report

Insta Stats December 2021

1389 Followers – an increase of 10% since the last report

Twitter Stats December 2021

14.5k tweet impressions which is up 37.5% on the previous 28 day period

2.3% which is down less than half a percent on the last reported figures

66 retweets which is the same as October

445 Followers – this is an increase of 20% increase since the last report

Top Tweet in January – South Park Pavilion design tender

Top Tweet in December – Macclesfield Library Christmas tree of books

We have experienced some big increases in follower numbers on all our platforms since the last report. This could be due to the consistent approach to posting content, the festive period, the elements that have required reader engagement or the continued use of LIVE facebook videos, which are known to encourage audiences.

The Mayor of Macclesfield facebook page continues to be popular with 186 followers and engagement up, with many people sharing and commenting.

Meet the Councillors

The next meet the Councillor event is planned for the February Treacle Market, and will also be an opportunity for us to give out copies of the latest Macc Update

Website

The new council website launched at the start of November. There are still minor changes that the team are making as and when they come across old or incorrect information and some portions that still require an amount of work to convert large chunks of information from PDF or another format to an accessible format.

The stats below show the most popular pages on our website. As we would expect the tenders page has been popular, along with planning and community grants.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	658 % of Total: 100.00% (658)	527 % of Total: 100.00% (527)	00:01:57 Avg for View: 00:01:57 (0.00%)	336 % of Total: 100.00% (336)	33.92% Avg for View: 33.92% (0.00%)	51.06% Avg for View: 51.06% (0.00%)
1. /	114 (17.33%)	80 (15.18%)	00:01:06	69 (20.54%)	25.00%	30.70%
2. /quotations-tenders/south-park-pavilion-design-brief/	71 (10.79%)	65 (12.33%)	00:13:01	64 (19.05%)	37.88%	88.73%
3. /your-council/	25 (3.80%)	21 (3.98%)	00:00:13	4 (1.19%)	25.00%	12.00%
4. /planning-applications/	24 (3.65%)	18 (3.42%)	00:00:41	14 (4.17%)	28.57%	37.50%
5. /green-macclesfield/parks-in-macclesfield-2/	23 (3.50%)	3 (0.57%)	00:01:53	2 (0.60%)	0.00%	13.04%
6. /community/community-grants/	19 (2.89%)	16 (3.04%)	00:06:57	12 (3.57%)	61.54%	68.42%
7. /your-council/council-meetings/	19 (2.89%)	15 (2.85%)	00:00:47	3 (0.89%)	0.00%	15.79%
8. /your-council/staff-team/	18 (2.74%)	9 (1.71%)	00:00:16	0 (0.00%)	0.00%	22.22%
9. /your-mayor/	18 (2.74%)	15 (2.85%)	00:01:15	10 (2.98%)	30.00%	44.44%
10. /green-macclesfield/allotments/	13 (1.98%)	11 (2.09%)	00:03:02	9 (2.68%)	11.11%	76.92%