

Report Statement

Report Purpose:

10. Comms and Website Update

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 this quarter have included promotional posts for the Town Council's first live event 'Welly Walk and Nature Needs You' and teasers for Christmas events, such as the Advent Trail. There were also personal posts from the Mayor and Comms/Event Officer for World Mental Health Day.

A hashtag has been agreed for the programme events that are falling under the umbrella of Charles Tunnickliffes 120 birthday celebrations, and the Town Council were the first to use this, in combination with the Welly Walk event which has a lot of Tunnicliffe elements. #Tunnicliffe120

The top facebook posts for reach and engagement were;

September – The Fountain opening, Bikeathon, 'Whats on' on the 18th September (to replace Food Festival)

October – Advent Trail, Mayor reading A Squash and A Squeeze, Castle Street Re-opening

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

Facebook stats September 2021

2742 likes, an increase of 2% since August 2021

3319 follows, an increase of 2.6% since August 2021

Insta Stats September 2021

1261 Followers – an increase of 1.79% August

Twitter Stats September 2021

11.2k impressions which is down from August

2.7% engagement rate, increased from last month, in particular due to the Barracks Mill post

66 retweets which is up from August

369 Followers – this is an increase of 4.6% since August

Our followers continue to increase on all platforms. Likes and Follows on Facebook page are still steadily increasing each month. Reach and engagements remains high. Instagram followers continues to grow steadily with lots of engagement. Twitter has dropped off a little but, but a lot of what we have been posting on social media as been lengthy and complex which does not translate as well to Twitter.

The Mayor of Macclesfield facebook page has more than doubled it's followers since it launches at the beginning of June and now increased likes by 12% since August and followers by 10% since August.

Christmas

The programme for Christmas has been confirmed, and will launch with the Step Into Christmas event. The Comms Officer has prepared a statement which should answer the questions we get as to why we are not having a 'switch on' and fireworks.

Meet the Councillors

The Comms Officer, Lead Ranger and Councillors Livingstone and Hutchison attend the Green Fest event at Christ Church. Whilst the event itself was well attended, for the Town Council it certainly wasn't as busy as the previous event at Treacle. However those that did come and talk to representatives of the Town Council did so with enthusiasm.

There is another Meet the Councillor session which will have taken place at Treacle at the end of October, and which will hopefully will be well received.

Indoor Market

There have been some negative comments from the traders within the Indoor Market. The Town Clerk has responded to and also refuted some of the points raised.

The Comms Officer is visiting the Indoor Market on 13th October to start work on some social media promotion

Website

The new council website will hopefully launch prior to this committee meeting, on the 1st November. Officers have put a lot of time and effort into checking information on the new site, as well as updating and adding new content, and ensuring it is all accessible.