

## Report Statement

### Report Purpose:

10. Comms and Website Update

### Author:

Communications Officer (Town Centre Manager)

### Comms and Website Update

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

Social Media stats for the last full month (August 2022) are below

#### Facebook stats

4433 follows, an increase of 4% since the last report. This is still a good figure and shows that the Town Council continue to increase their reach and follow each month, providing timely, important and interesting information for the people of the town.

#### Insta Stats

1546 followers – an increase of 2% since the last report, smaller than expected considering the amount of activity the comms officer has posted. A focus will be given to improving/increasing Instagram content.

#### Twitter Stats

595 followers – this is an increase of 6.6% which is a consistent increase for the Town Council account.

### Key facebook posts over the July/August period include

#### July

- Reach of 5552 for Park Fit
- Reach of 5195 for the wildflowers at Sainsburys
- Reach of 4451 for the Street Sports change of location
  
- 151 likes for the post about the bloom judging, thanking everyone involved
- 133 likes sharing of Yas Beans post about Pride
- 119 likes re Pete Lake winning an award.

#### August

- Reach of 12,096 for Playing Out
- Reach of 6589 for Nature Needs You
- Reach of 4514 for the Youth Fed event

- 486 likes for Playing Out
- 226 for the new swift mural
- 203 for 'Looking Up' / work experience

In the last 28 days our facebook post reach was 28,388 with an engagement of 14,552 and 88 new followers. Engagement and new followers is down, but that's to be expected over August. 2344 reactions to our posts, 3259 photo clicks and 88 clicks on links in our posts.

We are changing the focus of our facebook lives to focus on Councillors and August saw a live with Cllr Mike Hutchison talking about the projects on the Weston and the new park equipment. The Comms Officer hopes to do a live with one Cllr each month as a minimum.

The Mayor of Macclesfield facebook page has increased followers by 171 since the end of May. This is mainly off the back of the Mayor's picnic and the regular posts on the events the Mayor is attending.

## **Top Tweets over the Apr/May/June period include**

### **July**

- The Mayor of Macclesfield's picnic 676 impressions, 33 engagements
- The Ukrainian café at St. Michaels Church 662 impressions, 31 engagements
- Pearls of Cheshire 645 impressions, 19 engagements

### **August**

- Nature Needs You event 989 impressions, 38 engagements
- The Mayor of Macclesfield's picnic 856 impressions, 34 engagements
- Skate Park Artist Tender 776 impressions, 34 engagements
- In the last 28 days our twitters posts have earned 7.4k impressions,

## **Printed marketing collateral**

- In August the Town Council gave out over 600 copies of the Macc Update at the various South Park events, Treacle consultation and to local places such as the VIC, library etc.
- Press releases after the Mayor of Macclesfield's picnic went to Macc Express and other outlets that have both printed and online presences.
- We had a half page advert in Local People for the Mayor's picnic event.
- Printed posters went up in July around the entrances to South Park, plus on supermarket community noticeboards advertising the return of Park Fit.