

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 (October 2022) are below

Facebook followers

4885, an increase of 7% since the last report.

Insta followers

1685 followers, an increase of 7% since the last report.

Twitter followers

679 followers, an increase of 7.6% since the last report.

Some commonly used social media terminology

How well our social media is doing can be judged on a number of factors – reach, likes, impressions and engagement.

What is reach? Reach is the total number of unique users/people who see our content in their social media feeds.

What are likes? They demonstrate that people are interested in what we have to say and value our content

What are impressions? Impressions are the number of times a person sees our content on their social media feed. They may see it because they follow our pages, or they may see it because people they know have shared it.

What are engagements? This is a measure of how people interact with our content. Do they share it, comment on it, like it, watch the video, save the post? High engagement levels show an interested audience.

Social Media Information






Page overview from 13/2/23 for the last 28 days

Page overview

Discovery

 Post reach	42,565
 Post engagement	14,283
 New Page Followers	63

Interactions

 Reactions	2,041
 Comments	311
 Shares	248
 Photo views	3,811
 Link clicks	187





Top posts recently in terms of “likes” include Cherry Blossom Baker “pies” (219) Chinese New Year in numbers (210), FWS x KBC (179) and Weston Wombles (96)

Top posts in terms of “reach” include FWS x KBC (18k) Chinese New Year celebrations (5.9k) Civic Awards (5.7k) and the team go to Congleton on the bus (5.6k)

The Mayor of Macclesfield facebook continues to increase it’s followers and now has 570 which is a 5% increase from November.


Page Overview
Last 28 days

Followers: 570


 Post reach ⓘ	1,053
 Post Engagement ⓘ	239
 New Page likes ⓘ	1
 New followers ⓘ	3

See Details

Top Performer



Delighted to attend the launch of the “re-roof, refurb, revitalise” appeal at St Paul’s Church, Macclesfield today. Many thanks to Bishop Sam, Vicar...

Published by Fiona Wilson · 14h · 

Post Impressions ⓘ 448	Post reach ⓘ 448	Post Engagement ⓘ 132
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Other Marketing

As discussed the Comms Officer is pushing to increase our reach by ensuring that more printed material and other marketing methods are utilised.

The Comms Officer is also collating quotes for delivering of Macc Updates or other leaflets to a wider number of houses across town.

November

- A 20 page Macc Update was issued in November, including a 2 page welcome from the Mayor of Macclesfield, double page spread on Christmas, information on everything that makes up Move More Macclesfield and much more. 300 copies were ordered and distributed before Christmas, with another 200 copies ordered
- Christmas event summary published in Macc Express
- Comms Officer spoke to Silk Fm re difference between MTC and CEC, and promoted Christmas events
- Press release and photos sent to Macc Express re the success of Step into Christmas
- Facebook live for Armistice
- Facebook live done with Cllr Dr Ruth Thompson at the Health Bus
- Cllr Fiona Wilson conducted short interview for BBC North West Today/Tonight

December

- Good news story re the new crib sent to local press, published w/c 19th Dec
- Cllr Dr Ruth Thompson and Cllr Chris Wilcock recorded a Christmas message
- Cllr Fiona Wilson went on Silk Fm
- Comms Officer hand delivered Macc Update to local residents

January

- Assistant Town Clerk went on Silk FM to talk about volunteering
- Summary of CNY events sent to Macc Express with photos for publishing

February

- Town Clerk will do interview with Silk FM
- Random Act of Kindness giveaway in person with Mayor of Macclesfield
- Map to go up in Indoor Market
- Summary of Lantern Parade pre-arranged with Macc Express
- Facebook live during Pancake Race with Mayor/Cllr Edwardes