

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 (March 2023) are below

Facebook followers

5065 followers, an increase of 4% since January.

Insta followers

1752 followers, an increase of 4% since January.

Twitter followers

698 followers, an increase of 3% since January.

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 31/3/23 for the last 28 days

Page overview

Discovery

 Post reach	23,494
 Post engagement	6,838
 New Page followers	35









Interactions

 Reactions	1,392
 Comments	138
 Shares	109
 Photo views	2,449
 Link clicks	67

Top posts recently in terms of “likes” include the Snow Goose mural (261) Bollinbrook tree planting (183) 01625 Gallery (124),

Top posts in terms of “reach” include more wildflowers coming to Macclesfield (8k), Bollinbrook tree planting (7k), 01625 Gallery (5.2k)

The Mayor of Macclesfield facebook continues to increase it’s followers and now has 580 which is an increase of 10 since the last report.


Page overview		Last 28 days
Followers: 580		
 Post reach 	1,150	
 Post engagement 	778	
 New Page likes 	2	
 New followers 	4	
See Details		

Top performer



Went to take a look at public art being created and was delighted to meet the artists Peachzz and Katie.


Published by Fiona Wilson  · 18 March at 15:07 · 

Post impressions 

615

Post reach 

548

Post engagement 

307

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.

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
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March

- Events Officer went on Silk FM to promote events
- Easter events press release went to all local press (online and paper)
- Large posters displayed in the Grosvenor Centre for Easter
- Flyer with upcoming events sent to all schools
- Flyer with upcoming events went out in Local People

Plan for April

- Facebook live during the Easter events
- Press release on how the Easter events went, footfall etc
- Volunteering promo to commence
- The Mayor of Macclesfield to summarise her year on Silk FM
- Promo for Coronation Events to commence
- Ordering of lamppost signage
- Annual Report to be published