

Report Statement

Report Purpose:

10. Comms and Website Update

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Comms and Website Update

The Comms Officer continues to post on average of twice a day across the Town Councils social media platforms. Activity stats for all accounts will be down slightly given the period of National Mourning when the Town Council only posted information related to the death of the Queen and the accession to the throne of King Charles III.

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

Facebook followers

4568 follows, an increase of 3% since the last report.

Insta followers

1572 followers, an increase of 1.5% since the last report.

Twitter followers

631 followers, an increase of 6% which is a consistent increase for the Town Council account and shows that the engagement across the channels is very different.

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.

Key facebook posts over the September/October period include

The information below is split into three sections to show how reach, likes and clicks can differ across the same social media platform. This highlights the ways that different people engage with the post depending on it's subject.

September

- Reach of 10,968 for the book of condolence post
- Reach of 3975 for the road closure notice for the proclamation
- Reach of 3477 for a Nature Needs You post

- Likes of 290 for the book of condolence post
- 168 likes for the video of the proclamation
- 126 likes for the post regarding the opening of Olive Kitchen & Deli

- 17 link clicks for the Gruffalo in the Grosvenor (ie people then clicking on the link to the Grosvenor centre web page)
- 16 link clicks for the video of Services (ie people clicking on the video to watch, or to look at our other videos on You Tube)
- 12 link clicks for no park fit in the first week of September (ie people clicking on Matt Rigbys page)

October

- Reach of 13,514 for our Gold Bloom award
- Reach of 9879 for the HOPE warm spaces post
- Reach of 7694 for 'Steve' delivering the pumpkins

- Likes of 901 for our Gold Bloom award
- Likes 350 for the post of Pete Lake putting up poppies
- Likes of 260 for the post of the rangers and the bloom award

- 32 link clicks for the Spooky Saturday event page (ie people going to the event page to look for more information or tell us they are coming)
- 24 link clicks for the Full Council video (ie people clicking on the video to watch, or to look at our other videos on You Tube)
- 21 link clicks for the Crafty Corner post (ie people then clicking on Crafty Corner to see their social media in more detail)

The Mayor of Macclesfield facebook continues to increase it's followers and now has 541. The best performing post on the Mayor's page was a post thanking MYBB for their Zombie Brass Band performance at Spooky Saturday.

Printed marketing collateral

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

September

- Press release in the Macc Express covering the Proclamation
- Letters to businesses and residents informing them of road closures and a full list of events from September through to January
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October

- Press release submitted to Macc Express covering Bloom award
- Press release submitted to Macc Express covering Spooky Saturday
- Increased number of posters put up around town prior to Spooky Saturday

November

- Front page and article in Local People on our Christmas events
- More posters around town, on notice boards, and in shop windows promoting our events
- Comms Officer will be hand delivering Macc Updates to certain residential streets within the town.