

## Report Statement

### Report Purpose:

12. 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 (May 2023) are below

#### Facebook followers

5314 followers, an increase of 5% since March

#### Insta followers

1816 followers, an increase of 3.5% since March

#### Twitter followers

725 followers, an increase of 4% since March

### 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 20/6/23 for the last 28 days

Post reach from previous services was 23,494 – we have increased reach this month by 139%

Post engagement from previous services was 6,838 – we have increased engagement by 80%




This is done by posting interesting topics that people want to see and encouraging people to comment/react to our posts.

### Page overview






[Create a post](#)

Last 28 days

#### Discovery

 Post reach	55,990
 Post engagement	12,294
 New Page followers	62

#### Interactions

 Reactions	2,043
 Comments	236
 Shares	169
 Photo views	3,220
 Link clicks	213

Top posts recently in terms of “likes” include the Crafty Corner’s shop window (571) Do Something Summer (109) basketball at West Park (108)

Top posts in terms of “reach” include Back Wallgate (119k), Crafty Corner’s shop window (36k), basketball at West Park (14k)

The Mayor of Macclesfield facebook was passed over to the new Mayor in May, and followers have increased from continues to increase it's followers since then from 447 to 613.

## 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.

April - Facebook live during the Easter events

- Press release on how the Easter events went, footfall etc
- Prepping photos and information for volunteering promo
- The Mayor of Macclesfield to summarise her year on Silk FM
- Promo for Coronation Events to commence
- Ordering of lamppost signage

May – limited marketing due to elections

- Annual report published and on the Town Council website
- Volunteering information published in Local People and finalised for TC to promote during volunteer week
- Facebook live done during Coronation events

June - Promo for volunteers week again in Local People, Macc Express and via Town Council social media. **8 volunteers have come forward for discussion with the Assistant Town Clerk**

- Lamppost signage has gone up for Do Something Summer, 20 signs in total on Mill Street, Chestergate, Castle Street, Churchill Way and in key car parks. **In the two weeks since they have gone up, there have been 57 unique scans of the QR code which takes people to our website for more information**
- 4100 Do Something Summer leaflets have been delivered to local schools to go into childrens book bags. 600 leaflets have been given to the Silk Museum and the Library as they have also come under the Do Something Summer umbrella
- Macc Update printed ready to be distributed at Treacle Market
- Meet the Councillor at Treacle Market
- New Mayor of Macclesfield to go on Silk FM
- Youth Offenders Service assisted us with delivering road closure leaflets for upcoming events over the summer
- Radio adverts have been prepared with Silk FM for Do Something Summer
- Full page add for Do Something Summer is going in the Macc Express
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We are also working with highways to see if it is possible for us to install two new community noticeboards in the town centre. One would be at the bottom of Castle Street next to Cardzone, and the other would go outside Coffee #1 to replace the burnt out tree. These notice boards are more public than the one at the front of the town hall, and would allow us to display our event posters to more people.