

Report Statement

Report Purpose:

10. Comms and Website Update

Author:

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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

Social Media stats for the last full month (October 2023) are below and show a consistent increase in followers.

Facebook followers

5764 followers, an increase of 4.6% since August

Insta followers

1868 followers, an increase of 4% since August

Twitter followers

756 followers, an increase of 4.6% since August

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 7/11/23 for the last 28 days

Discovery

 Post reach	51,008
 Post engagement	13,763
 New Page followers	100

Interactions






 Reactions	2,638
 Comments	517
 Shares	326
 Photo views	3,653
 Link clicks	256

Vs page overview from August 2023

Discovery

 Post reach	37,673
 Post engagement	12,247
 New Page followers	63

Interactions

 Reactions	2,181
 Comments	239
 Shares	219
 Photo views	4,607
 Link clicks	181

Due to the way Facebook now displays information it is not possible to identify top “likes”. Instead facebook now shows “likes and reactions”.

Top posts recently in terms of “likes and reactions” include the winning Gold at Northwest in Bloom (424) Totally Locally at Treacle (138) Remember the Giant Tipi /Twilight Market (129)

Top posts in terms of “reach” include winning Gold at Northwest in Bloom (16.1k) the launch of the Town Council’s Christmas events (11.1k) and the launch of Spooky Saturday (8.6k)

The Mayor of Macclesfield facebook continues to be popular with posts thanking those local businesses who donated prizes, and photos of the Mayor’s visit to the East Cheshire Hospice Halloween bake competition . Followers have increased from October when it was at 652 followers, to 671.

Note: The figures for the followers of the Mayors facebook were reported incorrectly at June’s services:

The figures shown were an increase from 447 to 613 and should have read an increase from 606 to 613.

Note: The figures for the followers of the Mayors facebook were reported incorrectly at July 23 services:

The figures were an increase from 447 to 613 and should be an increase from 606 to 613.

Event Feedback Forms

Earlier this year the Town Council Comms Officer made the decision to ask attendees to events to complete a feedback form. These were made available on line and are handed out as paper versions at the events.

These have been developed as the events have progressed and now include a question that reminds people the events are free and asks if they spent any money locally as a result.

For **Do Something Summer** 70% of respondents said they spent on average £10-25, on **Heritage Open Day** 50% of respondents spent between £5-£10 in town and on **Spooky Saturday**

- 21% of respondents spent between £5-£10
- 21% of respondents spent between £10-25
- 13% of respondents spent over £25
- And 20% of respondents said they had spent money because the event was free, but didn’t specify an amount

This information, along with footfall has been shared with retailers in the town.

One of the questions we ask is also around how they heard about the event, and a lot said social media, Town Council website, or the posters around town. A number of people said they would like to receive email updates on events, and this is something we are looking at (see next section)

Newsletter

The Comms Officer has been working with our website provider Savage and Gray on newsletter formats. The idea is that people can sign up to receive updates on events, Town Council news, meetings or all three. The templates are in place, we are just ironing out the GDPR implications to ensure that we are complying with current regulations. Once this is finished, there be posters at events, information on social media etc, encouraging people to sign up to get the information they want, straight to their inboxes. The Macc Update is also an example of something which can be emailed out.

Totally Locally

As part of the Town Council's ongoing support for local shops and businesses, the Town Centre Manager/Comms Officer has been looking for someone to restart the Totally Locally Scheme in Macclesfield. The Town Council cannot be involved in running the scheme, but can support. The Town Centre Manager spoke to local business owner Yvonne at Artmageddon who was happy to get the ball rolling. Yvonne has now held a number of meetings, recruited over 50 businesses, and the group had their launch at the October Treacle Market where the Deputy Mayor was able to meet key members of the group and pick up his Totally Locally tote bag.

The Town Council has been supporting with comms, at meetings, putting people in touch and generally spreading the word, that this national campaign which supports local businesses with little or no costs involved, is back.

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.

We have followed Councillor feedback and ordered more of the tri-fold correx boards to advertise our Christmas events. The Comms Officer and Events Officer have started to put them up around town, and on the wards in Macclesfield.

July – 1 adverts appeared in the Macc Express for Do Something Summer

- FB Live done during Armed Forces Day
- Adverts on Silk FM every day from 19th July for Do Something Summer
- Events Officer on Silk Fm to discuss Do Something Summer
- Do Something Summer advert in Local People

- Info on Do Something Summer sent to Astrazeneca and Macc Hospital to share with staff

August – Press release re the new gate at West Park sent to all press contacts

- 1 advert in the Macc Express for Do Something Summer
- Press release sent to all press contacts for Heritage Open Day
- Press release for Heritage Open Day sent to other local town council councils
- Info on Heritage Open Day sent to Astrazeneca and Macc Hospital to share with staff
- Comms Officer on Silk FM to talk about Heritage Open Day and upcoming events
- Events Officer on Churnet Sound to talk about Heritage Open Day
- Article on volunteering in Local People
- Meet the Councillors at Do Something Summer on 23rd August, Cllrs Gilman, Edwardes, Harewood and Bennett-Wake
- Press release for Halloween sent to Marketing Cheshire

September – Advert on Silk FM about Heritage Open Day

- Facebook Live for Heritage Open Day
- Press release on Halloween sent to all press contacts
- Press release for Nature Needs You sent to all press contacts
- Road closure letters to businesses and residents delivered with full details of all events
- Comms Officer to talk to Silk FM about Totally Locally
- Did You Know posters re Summer Schools

October – Macc Update given out at Spooky Saturday

- Events Officer went on Silk FM to discuss Christmas
- Deputy Mayor attended Totally Locally Launch
- All press releases for Christmas sent out

November – Front page of Local People, plus full page re Christmas What's On

- Posters for Christmas events put up
- Tri-folds for Christmas put up around town and the wards of Macclesfield
- Multiple adverts booked with Silk FM re Christmas events, running in November
- Macc Express ad for events, running in November

With regards to the noticeboards that we are hoping to erect outside Coffee #1 and Cardzone, all applications were submitted in the summer, but we are still waiting for Cheshire East Highways to provide us with a quote for the work to install them.

These notice boards are more public than the one at the front of the town hall, and as they are double sided would allow us to display our event posters to more people

whilst the other side could be used for maps or for projects such as Echoes of the Past.

The Comms Officer has also printed out simplified versions/Easy Read versions of the What's On leaflets for the library, VIC, DIB and Eye Society to give out to people.