

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 (January 2024) are below and show a up tick in the increase of followers.

Facebook followers

6159 followers, an increase of 6.8% since October (previous increase was 4%)

Insta followers

2087 followers, an increase of 11.7% since October (previous increase was 4%)

Twitter followers

818 followers, an increase of 8.2% since October (previous increase was 4.6%)

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






[Create a post](#)

Last 28 days

Discovery

 Post reach	66,814
 Post engagement	15,571
 New Page followers	117

Interactions






 Reactions	2,874
 Comments	293
 Shares	293
 Photo views	4,560
 Link clicks	870

Vs page overview from November

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

Top posts for reach include the write up in the Guardian which featured Macclesfield (36.2k) Free bus for Lunar New Year celebrations (22.6k) Lantern Parade summary (5.5k)

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 summary of the Lantern Parade (309) Guardian write up (234), Lunary New Year (96)

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 promoting the Mayor’s upcoming events, attendances at local events and thanks to those that have donated prizes. The amount of followers has increased from 671 in October to 694.

Event Feedback Forms

Feedback forms continue to be given out at events by our volunteers, and made available on line.

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

One of the questions we ask is also around how they heard about the event, and a lot said social media or Town Council website. A lot of people said as they don’t normally come into town, they do not see the posts up in the shops,grosvenor centre, VIC, library etc. A number of people also said they would like to receive mail updates on events, and this is something we have now addressed.

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.

As and when events or Town Council meetings get uploaded onto the website, people who have signed up will automatically get an update, plus manual updates will be sent out before each event

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 started to pay for some adverts on social media and over the coming months will be assessing the impact of those.

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
- Adverts on Silk FM for all Christmas events
- Write up of Step Into Christmas in Macc Express

December

- Article in Local People
- Mayors choice for the Advent Window Trail
- Mayors Christmas message on social media

January

- Write up on Lantern Parade for Macc Express
- Mailing list went live 12th January
- Silk FM conversation talking about Lantern Parade and newsletter and how to sign up
- Posters up around town, south park, and the wards re the consultation

February

- Lunar New Year and mailing list info in Local People
- Abi to go on Silk FM to talk about Bloom
- Deputy Mayor to go on Silk FM about the pavilion consultation
- Write up on Lunar New year in Macc Express
- 2 adverts in the Macc Express re the pavilion consultation
- Facebook video with Cllr Livingstone re park Fit
- Facebook live re Lunar New Year
- Posters up around town and the wards re the Bloom event

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 Museum on the Street