

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 (August 2023) are below and show a consistent increase in followers.

Facebook followers

5511 followers, an increase of 4% since June

Insta followers

1868 followers, an increase of 3% since June

Twitter followers

756 followers, an increase of 4% since June

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 14/9/23 for the last 28 days

Post reach from previous services was 55,590 – reach has dropped over the last 28 days, but this is to be expected over the summer.




Post engagement from previous services was 12,294 – this has stayed the same, which shows that although our posts have not been shared as much to wider networks, the engagement on our own page is still very good

Page overview






[Create a post](#)

Last 28 days

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

Top posts recently in terms of “likes” include the litterpick thank you for Britian in Bloom (209) Silk Museum garden (176) Do Something Summer Comics (120)

Top posts in terms of “reach” include the garden at the Silk Museum (15.1k) Britian in Bloom judging (11.7K) Do Something Summer Comics (8.5k)

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 Veterans Breakfast. Followers have increased from June when it was at 613 followers, to 652.

Note: The figures for the followers of the Mayors facebook were reported incorrectly at last 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 and on Heritage Open Day 50% of respondents so far spent between £5-£10 in town.

One of the questions is also around how they heard about the event, and a lot say social media, or the posters around town. But we also had feedback that the flyers that were given out in school book bags worked, and feedback that people heard it on Silk FM

- Key feedback

Do Something Summer

Chalking and Kite Making "I love the fact these events are free so everybody can take part. They are nicely organised and such a fantastic range of activities. My little girl has really looked forward to them."

Photography "I likes the fact that it was something different. But something that a lot of people do on a daily basis. It definitely had a talking factor and had it had us exploring Macclesfield through new eyes."

Heritage Open Day

"Loved King Edward Chapel which I had never known about before. I've been in the Town Hall before but not seen the incredible ceiling in the Council Room and enjoyed the Hobby Club/Fair and bought something at the Makers Market. I already knew about the Echos of the Past but it was good to see and to talk to others there. I am ashamed to say I'd never been in St Michael's but enjoyed it

very much -- the guides were very knowledgeable and showed me around and I found the bellringing fascinating, especially as we used to live in Loughborough where the bells were made. I'd been to Christ Church before but there was more to see especially with the lighting showing up the carvings by the altar”

“I visited everything inside the town hall and the church. I especially enjoyed seeing all the local products in the makers fair and the old photos. it was nice that all the makers fair were local people, well done on a proper local event. Outside had a lovely atmosphere, helped with the sunshine”

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 two meetings, recruited over 40 businesses, and has grand plans to launch at October Treacle Market.

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.

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

With regards to the noticeboards that we are hoping to erect outside Coffee #1 and Cardzone, all applications have been submitted and we are 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 is also liaising with Colin at East Cheshire Eye Society to provide a round up of MTC events for inclusion in their talking newspaper. The Comms Officer will also be printing off simplified versions/Easy Read versions of the What's On leaflets for the library, VIC and DIB to give out to people.

END OF REPORT