

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 Council's social media platforms

Social Media stats for the last full month (December 2024) are below and show a continued increase in followers from September with the increases following a similar percentage.

Facebook followers

7063 followers, an increase of 3%

Insta followers

2516 followers, an increase of 8%

Twitter followers

848 followers, an decrease of almost 5% . This is due to recent large numbers of accounts leaving X (twitter) and not specific to the Town Council

Bluesky

The Comms Officer has set up a blue sky account (similar to Twitter) but as yet there do not seem to be as many of our contemporaries on there. Will continue to post on there and see how things go.

32 followers

LinkedIn

The Town Clerk has set up a page, and the Comms Officer will be given access and will work to promote the work and projects of the Town Council on this platform

Posts have included the effort we make to use local suppliers, glow up grant success and how our free events are accessible to everyone in the town

194 followers

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.

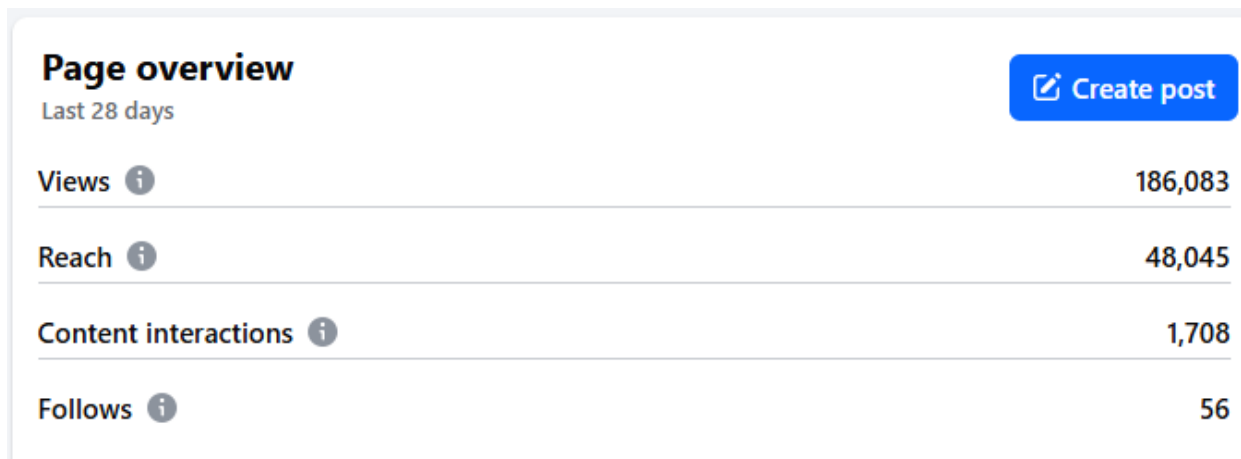
What is reach? Reach is the total number of unique users/people who see our content in their social media feeds.

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 stats for facebook



The image shows a screenshot of a Facebook page overview. At the top left, it says 'Page overview' and 'Last 28 days'. On the top right, there is a blue button that says 'Create post'. Below this, there is a table of statistics:

Stat	Value
Views ⓘ	186,083
Reach ⓘ	48,045
Content interactions ⓘ	1,708
Follows ⓘ	56

Top content by reach in the last 28 days

Content		Create post	Last 90 day		
	Have you been over to the macclesfieldindoormarket today? It's looking a little different! CEC still have some work to finish, but we love it so far! #MacclesfieldBetterTogether #SupportLocalMacc Photo - Tues, 11 Mar	Views	Reach	Interactions	
		51,072	35,199	412	
	If you went on the Helter Skelter on Saturday, then we are sure there was a big smile on your face all day. And even though the queue was long at some points, at least it moved quickly! We do apologise for running out of marshmallows, as you will see from the below, we had unprecedented demand which exceeded even our... Photo - Mon, 20 Jan	Views	Reach	Interactions	
		20,855	14,046	161	
	Local artists Inna Lymar and Michelle Brown have collaborated for 'Silk, Flax and Canvas', the first #01625Gallery installation of 2025, to create a textural explosion that demonstrates their varied artistic techniques. Part of the installation honours talented #Macclesfield designer Edith Buxton, and the other part of it is a heartfelt visual than... Photo - Tues, 25 Feb	Views	Reach	Interactions	
		22,018	12,391	84	
	It's Thursday and that means Park Fit time! Each week the workout is different, keeping it fresh and potentially working different muscle groups. But what does stay the same is the effort put in by Matthew Rigby PT to deliver a fun, but sweaty session, matched by the effort put in by participants. All working to the best of their own ability... Photo - Thurs, 23 Jan	Views	Reach	Interactions	
		13,987	9,186	38	
	To help you enjoy the Northern Light event this coming Saturday, buses across town will be free all day. Use them to come into town and support our local high street, use them to go and see a friend or use them to come to the Northern Light event from 2pm. #MacclesfieldBetterTogether Photo - Wed, 15 Jan	Views	Reach	Interactions	
		12,404	6,525	55	
	Drumroll please 🥁. Footfall figures for Saturday are in and footfall in the town centre was up 25% from a normal Saturday. This is great to see! #MacclesfieldBetterTogether Reel - Tues, 21 Jan	Views	Reach	Interactions	
		8,722	5,485	180	
	If you are getting the FREE bus into town tomorrow to attend Northern Light, please make sure you check the bus timetables carefully. Whilst the event goes on until 6:30pm, the last free buses from the bus station do go before that. #MacclesfieldBetterTogether Photo - Fri, 17 Jan	Views	Reach	Interactions	
		2,228	5,187	14	
	The dust has barely settled on Northern Light, but we are busy putting the final touches to Lunar New Year 🧧 11am - drummers perform in Market Place 11:20 - dragon dancers appear 11:30 - parade of zodiac animals starts 12:00 - the parade finishes at the URC from 12pm - In the URC there will be traditional Chinese musicians, samples of Chinese... Photo - Wed, 22 Jan	Views	Reach	Interactions	
		10,450	4,946	64	

The Mayor of Macclesfield facebook continues to be popular with posts promoting the Mayor's events and attendances, and currently has 806 followers.

Newsletter

The Macc Update was sent out at the end of November by email to all those signed up to the mailing list.

Copies were given out at Step Into Christmas, are available in the VIC and various cafes and shops, plus copies were hand delivered to local houses along with the road closure letters for winter events.

As the MoveMoreMacclesfield events were updated on the website with regards to the bad weather at the start of January, those signed up to the newsletter will have received an update by email

Another newsletter will be sent out at the end of March and we currently have xxx signed up to the mailing list

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.

Spring

- Comms Officer scheduling a meeting with Visit Chester and Cheshire
- Events Officer attended meeting re Joy Division Day
- Comms officer attended online meeting re the new Lapland Cheshire opening and what it could mean for local economy
- Comms sent out to all schools re Street Sports changing locations after Easter
- Newsletter sent out re spring events (Easter, Macc in May, birthday party)
- Comms Officer will go on Silk FM to talk about events
- Annual Report will be completed by mail and sent out to those on mailing list and given to stakeholders
- Comms sent out to local press contacts re events
- Promotion of future events at all other events
- Promotion of council services and what we have achieved at the birthday party.