

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 (October 2025) are below

Facebook followers

From 7563 to 7839, which is a 3.5% increase

Insta followers

2731 followers 2790 which is a 2% increase

LinkedIn

Recent posts include bus days, catch the bus month, our floral tender, Park Fit, and Elmer

227 followers which has increased since the last report

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













META have once again changed the data they give and how they give it

Views in last 28 days – 233.6k increased to 484k

Visits to Facebook page – 4k increased to 9.1k

Interactions 1.9k increased to 3.6k

Top content by reach in the last 28 days, posts about Elmer have been very popular, as was the video done by This is Macclesfield and Loola loves.

Title	Reach  ↓	Views  ↑↓	Shares  ↑↓
 Our mammoth announcement is finally here! Macclesfield will be welcoming Elmer the Ele... Photo • Macclesfield Town Council	Boost ... 53,076	80,694	67
 Our beautiful town needs your support more than ever! As Christmas approaches, we kno... Reel • This is Macclesfield	Boost ... 30,512	--	255
 Have you seen all the poppies on lampposts around the town centre? Huge thanks to Pete ... Photo • Macclesfield Town Council	Boost ... 15,711	22,565	5
 Step Into Christmas - with Macclesfield Town Council on Saturday 29th November 11-5pm... Reel • Macclesfield Town Council	Boost ... 15,697	16,861	19
 Sad to say there are only about 30 cauldrons left with BubbleBeez to fill! We started with 3... Photo • Macclesfield Town Council	Boost ... 13,754	20,045	1
 https://www.macclesfield-tc.gov.uk/explore-macclesfield-writer-wanted-for-new-visitor-... Photo • Macclesfield Town Council	Boost ... 11,323	16,958	17
 Just a little reminder that Macclesfield Town Centre will be turning spooky tomorrow (Sat ... Multi media • Macclesfield Town Council	Boost ... 8,186	12,585	15
 The Humber Monster has escaped from the Humber Estuary and made his way all the way ... Photo • Macclesfield Town Council	Boost ... 7,683	11,414	6
 Its Pumpkin Day! The Town Rangers were out early to beat the crowds at Libby's Patch Far... Multi media • Macclesfield Town Council	Boost ... 7,045	11,474	7

The Mayor of Macclesfield facebook continues to be popular with posts promoting the Mayor's events and attendances, and currently has 853 followers at the time of writing.

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.

Winter

- Comms sent to Macc Express and Nub News re Christmas events and Elmer
- Comms sent to local businesses re events and Elmer
- Local Radio advertising for Christmas and Elmer
- North West radio advertising for Elmer, with mentions of shopping and Christmas events
- Article in the MEN on Elmer print and website
- Call to Arms video released to great response
- Email and poster sent to all schools re Elmer