

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 Council's social media platforms

Social Media stats for the last full month (March 2026) are below

Facebook followers

From 8165 to 8273 which is a 4.1% increase

Insta followers

2801 followers to 2901 which is a 3.8% increase

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

Views in last 28 days – 232,990k this is a very slight decrease. However META have advised that data was undercounted between 1-4 April so this is to be expected.

Visits to Facebook page – 3.7k

Interactions - 2k

Top content by reach in the last 28 days, Rob Smethurst receiving the Freedom of the Town hit the top two spots (one was the press release and one was us sharing the video of the extraordinary meeting). The pocket park looking lovely was really well received in a recent facebook post, as was the new mural on the side of Macclesfield Market Hall. We also had a good response to the SEN craft session at Easter and the free buses at Easter as approved at Finance.

Title	Reach  ↓	Views  ↑↓	Likes and reactions  ↑↓	Shares  ↑↓
 Robert Smethurst and Macclesfield FC Aw... Photo • Macclesfield Town Council	Boost ... 36,812	83,845	494	41
 Last night Robert Smethurst and Macclesfi... Photo • Macclesfield Town Council	Boost ... 16,208	23,426	246	4
 The trees might be bare but the pocket par... Photo • Macclesfield Town Council	Boost ... 10,316	15,822	189	1
 One word Wow! 🤩 Macclesfield Market... Photo • Macclesfield Town Council	Boost ... 2,700	4,554	49	1
 We have a limited number of spaces a... Multi media • Crossposted	Boost ▾ ... 2,531	4,941	20	9
 Our Easter event is back, and as approved ... Photo • Macclesfield Town Council	Boost ... 2,301	3,320	8	7

The Mayor of Macclesfield facebook continues to be popular with posts promoting the Mayor's events and attendances, and currently has 917 followers at the time of writing.

Mailing list

Subscription increased to 180. Everyone will receive updates when news or event items are updated on the website, as well as when specific mailers are sent out. We have sent out a specific newsletter with a full list of this year's free events,

The open rate is currently 34% which is very good against an average of 28.7% for government emails.

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
- Front page and ad inside Local People which goes to approx. 18k homes
- Email and poster sent to all schools re Elmer
- Radio interview re Lantern Festival and Lunar New Year
- Comms sent to Macc Express, Nub News, The Post, I Love Macclesfield, plus various large scale employers such as AZ and Macclesfield Hospital.
- Mailing list email sent re all dates for events this year.
- Paid advertisements with Red Kite Days on socials who have 14k followers, which saw over a 100 like and attracted 51 comments and 31 shares

Spring

- 1 x paid for (sign up to the newsletter) and 1 x free (events) advert in the Macc in May paper programme.
- Half page in Local People with list of events over spring/summer
- Email sent to all schools with "save the date" for Do Something Summer
- Comms sent to Macc Express, Nub News etc re Civic Awards and Easter
- Comms sent to local businesses re Easter events
- Comms sent to local businesses re 1261 community funding
- Various posters (newsletter, Easter, 1261) put up in the two noticeboards in town.