

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 (July 2026) are below

Facebook followers

From 8273 to 8500 (at the time of writing August 2026) which is a 2.74% increase.

Insta followers

2901 followers to 3043 which is a 4.89 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

A verbal update will also be provided at the meeting.

The Mayor of Macclesfield facebook page continues to be popular with posts promoting the Mayor's events and attendances. The page was switched over to the new Mayor on the 10th May and has increased to 1000 followers at the time of writing.

Mailing list

Subscription increased to 257

We recently included a flyer in Local people, which went out to the entire town. One side had the what MTC do vs CEC and the other side had the QR code for people to sign up to the Newsletter, and this has been very successful with 90 new contacts in the last month.

Everyone will receive updates when news or event items are updated on the website such as the pavilion, as well as when specific mailers are sent out. We have sent out a specific newsletter with a full list of this years free events, a specific one for Do Something Summer and we will do one for Christmas also.

The open rate is currently 55% which is very good against an average of 28.7% for government emails.

Park Fit

A new Facebook page for Park Fit was created to help manage the promotion of those sessions and keep people informed in case they need to bring a mat etc. This was of particular use during the recent heatwaves as we were able to communicate to the cancellation of sessions directly to the 266 people who are following the page at the time of writing (14th July).

Annual Report

A link to the Annual Report has gone out on social media, will be added to the website and will go out to those 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

- 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.
- Flyer in local people, going to approx. 25k homes
- Correx boards up in West Park to encourage children to attend Street Sports as that is the session with lowest numbers.

Summer

- DSS Flyers to all schools apart from Marlborough who were sent an electronic copy
- DSS Flyers in the VIC, St Michaels, Silk Museum and given out at 1261
- DSS Flyer in Local People
- 30 tri-folds around the centre of town and the wards advertising Do Something Summer
- Comms sent to Nub News, Macc Express, re DSS
- Comms sent to large local employers to circulate to staff re DSS (AZ and Macc Hospital)
- Various posters in the Town Council noticeboards in town and on the wards
- Posters for DSS up in noticeboards in businesses in town
- Marketing Cheshire have included DSS under 4 different sections (Whats On, Summer Holidays, Macclesfield, Family Friendly Sections)

END OF REPORT