

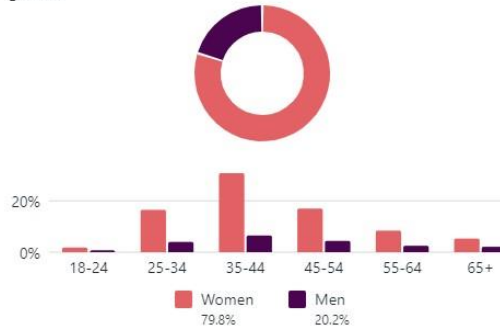
CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	27 June 2024 7.00 pm	LOCATION	Congleton Town Hall
REPORT FROM	Debbie Coxon, Marketing and Communications Officer		
AGENDA ITEM	8		
REPORT TITLE	Communications Update		
Background	This paper has been prepared to give committee members an update on the communications activities that took place over the last 90 days (15 March – 12 June)		
Details	<p>Social Media Overview</p> <p>Facebook Followers: 5,173K Instagram Followers: 1.1K Twitter: 3.5K</p> <p>The 5K followers milestone was hit and exceeded! There were 530 new followers in the last 90 days with numbers steadily rising.</p> <p>Reach & Visits: Up significantly on FB & Instagram. Over 154% on FB.</p> <p>The charts show a significant increase in reach and visits for both platforms over the 90-day period. Facebook reach shows a major spike in late May, while Instagram reach shows a steady increase with a peak in late May. Facebook visits also show a sharp increase in late May, while Instagram profile visits show a slight decrease over the period.</p>		

Facebook followers ⓘ

5,173

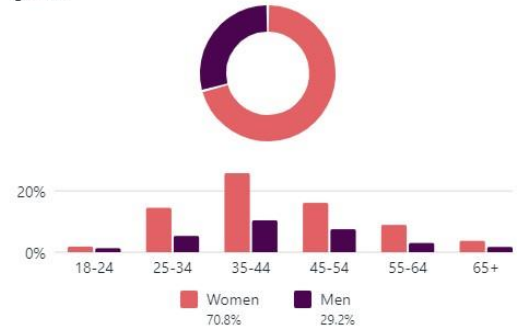
Age & gender ⓘ



Instagram followers ⓘ

1,085

Age & gender ⓘ



Women aged between 35-44 years are the highest followers. The majority of followers are from Congleton 49% (FB) & 58% (Insta). Followed by S-O-T, Macc, Biddulph, Crewe.

Social media posts issued (excluding shared posts): **336**. Average of 4 per day on FB.

Top 5 Posts - The top post broke all records & all 5 posts achieved Higher than Typical Performance:

1. Sat 25 May – Today’s the Day! Congleton Paddling Pool Opens

Reach: 121.1K, Likes: 451, Comments: 271, Shares: 113

2. Fri 17 May – Dive into Summer at the Paddling Pool

Reach: 58K, Likes: 493, Comments: 256, Shares: 134

3. Fri 10 May – CTFC open top bus

Reach: 31.3K, Likes: 92, Comments: 24, Shares: 54

4. Sat 11 May - Prince of Wales decorated for CTFC

Reach: 25.3K, Likes: 95, Comments: 0, Shares: 1

5. Thur 6 June - It’s Congleton’s Food & Drink Festival

Reach: 18.3K, Likes: 34, Comments: 0, Shares: 10

CTC social posts are usually shared to:

Congleton Chat’s Back	26.9K members
Congleton News & Views	13.2K members
Congleton Radio	1.1k followers

CTC Website

After a tender process and interviews, local company Thrive was appointed to deliver v5 of the CTC website. This will be a major project over the next 3-4 months

Key Statistics for the website:

- Total number of visits: 19,587

- The paddling pool has once again taken its top spot (2025) of site visits with the next closest page the Homepage slightly down (1826) and then there is a sizeable drop to the What's On and Meet the Councillor pages (802) & (564)
- 85% of visits are generated organically (via search engines such as google/bing etc), 11% direct (via the URL) and 2% through social links
- Average engagement times of 68 seconds

Top 10 pages (largest numbers of visits)

Page	%	#
Congleton Paddling Pool	10.3	2025
Welcome to Congleton	9.3	1826
What's On	4.1	802
Meet the Councillors	2.9	564
Committee Meetings	2.8	551
Shopping in Congleton	2.2	430
Contact Us	1.6	322
Town Mayor	1.6	309
Elections 2023-2027	1.4	277
Council Meetings	1.4	270
Total		7376

The Paddling Pool, Homepage and What's On pages are the most common landing pages however, only the Homepage has a significant increase in engagement time at 89s, followed by the Paddling Pool at 26s. Whilst the What's On page has just significantly fewer acquisitional visits (roughly a third of the Paddling Pool) it has significantly more engagement than the Paddling Pool at 45s.

Site visit time is reasonably consistent but slightly lower than the previous 90 days across all acquisition methods. For searched and direct landings at 58s and 91s compared to 65s and 98s previously. Social links are as before lower than direct and search times at 34s compared to 47s.

Devices used

Devices	%	#
Mobile	70.20	5121
Desktop	25.76	1879
Tablet	4.04	295

	<p style="text-align: center;">100.00 7295</p> <p>Noticeboards</p> <p>The six town noticeboards and the CIC What's on Window are updated weekly to promote town council events and activities organised by local organisations and community groups.</p> <p>Key Events</p> <ul style="list-style-type: none"> • 26 March: Health & Wellbeing Fayre • 1-15 April: Easter Trail & Scavenger Hunt in the Park • 26 April: Town Mayor's Charity Ball • 9 May: Annual Town Meeting • 16 May: Mayor Making • 27 May: War Memorial 100th Anniversary, Congleton Park • 2 June: Town Mayor's Parade & Civic Service • 6 June: D-Day Commemoration Service <ul style="list-style-type: none"> • Easter Treats Day planned for the 9 April was cancelled due to poor weather <p>New publications</p> <ul style="list-style-type: none"> • Events & Attractions Booklet (March) • Bear Necessities (Spring 2024) <p>Press Releases – 24</p> <p>Editorial</p> <ul style="list-style-type: none"> • Effective Directories, March-June (circl. 11k) • Beartown Voice, March & April (circl. 12k) • U3A Newsletter, June
Proposal	For Councillors to note the report and for the officer team to take on board suggestions and recommendations from Councillors.
Financial Implications	Work is delivered within the annual budgets set by the Town Council
Environmental Implications	Considered as part of each piece of work. Carbon-neutral certificates are obtained for Bear Necessities and paper from sustainably managed sources used for other work.
Inclusivity Diversity Impact	The team uses different channels and communication tools to meet different audiences.
Decision Required	That Councillors note this report.