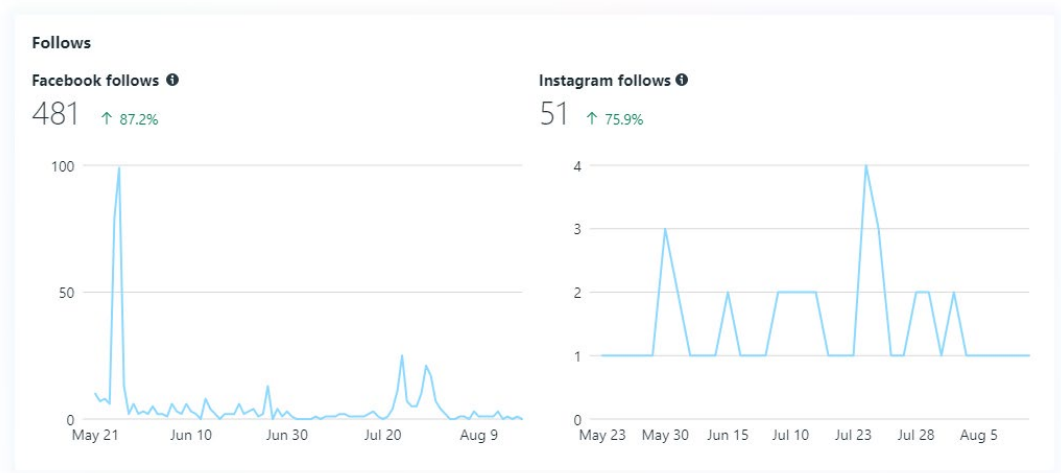


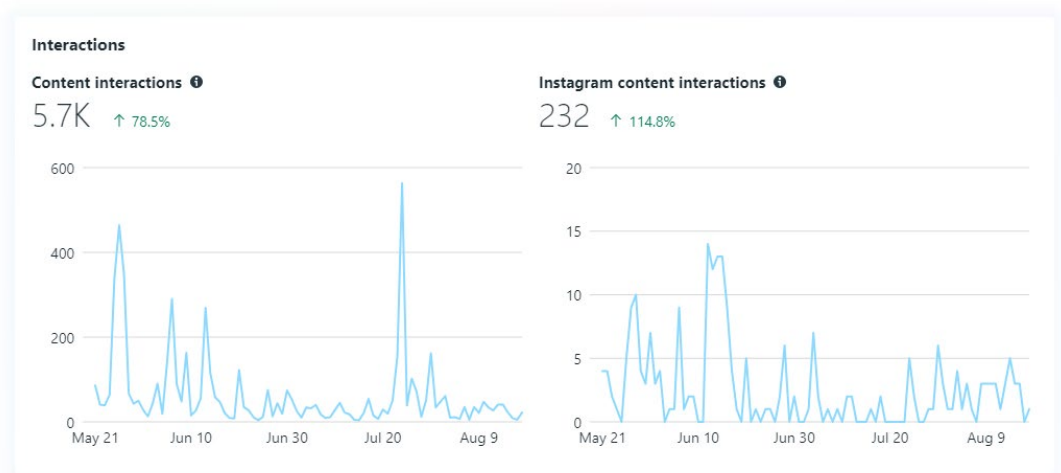
**CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES**

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	29 August 2024 7.00 pm	LOCATION	Congleton Town Hall
REPORT FROM	Debbie Coxon, Marketing and Communications Officer		
AGENDA ITEM REPORT TITLE	15 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 (21 May – 18 Aug)		
Details	<p>Social Media Overview Facebook Followers: 5.4K Instagram Followers: 1.1K Twitter: 3.5K</p> <p>Performance Overview Reach: 190.2K +71.7%</p> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p>Reach</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Facebook reach ⓘ</p> <p>190.2K ↑ 71.7%</p> </div> <div style="width: 45%;"> <p>Instagram reach ⓘ</p> <p>2.1K ↑ 189%</p> </div> </div> </div> <p>Visits: 16.9K +108.7%</p> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p>Visits</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Facebook visits ⓘ</p> <p>16.9K ↑ 108.7%</p> </div> <div style="width: 45%;"> <p>Instagram profile visits ⓘ</p> <p>262 ↑ 88.5%</p> </div> </div> </div>		

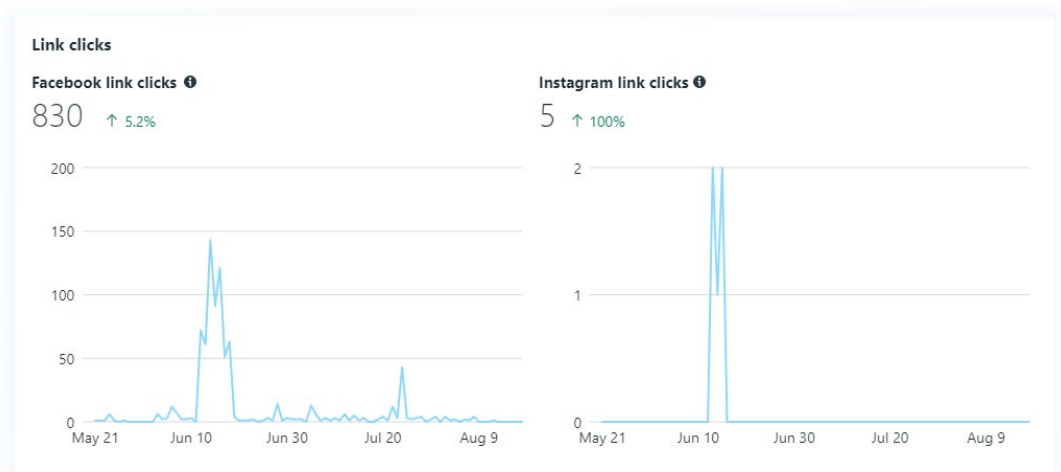
Follows: 481 +87.2



Content Interactions: 5.7K +78.5%



Link Clicks: 830 +5.2%



Social media posts issued (excluding shared posts): **397 +34.6%**

Top 5 Posts:

24 July – Paddling Pool reopen (after toilet blockage)

Reach: 16.6K, Likes: 165, Comments: 128, Shares: 50

23 July – Join the drumming workshop (first Play Day)

Reach: 9K, Likes: 50, Comments: 15, Shares: 10

26 July – Notice that the Pool will be closed for Ruby’s SEND session

Reach: 8.5K, Likes: 74, Comments: 17, Shares: 7

11 July – Paddling Pool closed due to bad weather

Reach: 8.4K, Likes: 12, Comments: 13, Shares: 2

8 Aug - In Bloom Town Tidy ready for judging day

Reach: 7.2K, Likes: 33, Comments: 1, Shares: 5

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

- 17 July – Co-Creation workshop held. Attended by 10 members of the public.
- Thrive working on the new structure & visuals – managed by Cathy Dean.
- Co-Creation follow-up workshop planned for 30 August

Key Statistics for the website:

Views: 28K, Users: 11,700, Views per user: 2 pages, Av engagement time: 52sec

Organic searches (**9.7K visits**) continue to generate the highest traffic, via search engines such as google/bing etc.

Top 10 pages (largest numbers of visits)

Page	Views	Users	Eng Time (s)
Discover Cong/Paddling Pool	6687	4236	28
Home Page	2445	1023	36
Paddling Pool FAQ	2437	1763	33

Events/What's On	1010	781	30
Committee Meet	481	79	46
Meet the Cllrs	457	254	71
Shopping in Cong	455	351	24
Discover Cong/What's On	435	338	23
Town Hall/What's On	366	252	22
Contact Us	341	249	67

Users by City: the paddling pool is attracting a high proportion of out of town visitors, and featured in a national newspaper (The Sun). Possibly reflected in these figures.

City	Users (K)
London	3.5
Congleton	1.2
S-O-T	838
Manchester	496
Macc	353

Devices used:

Mobile	9.3K
Desktop	2K
Tablet	270

Noticeboards

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.

Key Events

9 June: Food & Drink Festival

7 July: In Bloom's community event for the 60th anniversary of the RHS

	<p>20 July: Congleton Pride</p> <p>23 July: Summer Play Days x 6 in the town centre</p> <p>28 July: Love Parks Week (Scavenger Hunt & quiz in the park)</p> <p>14 Aug: In Bloom Judging</p> <p>New publications:</p> <ul style="list-style-type: none"> • Annual Report • Bear Necessities (Summer 2024) <p>Press Releases – 15</p> <p>Radio Interviews - 5</p> <p>Editorial - Effective Directories, June - Aug (circl. 11k)</p>
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.