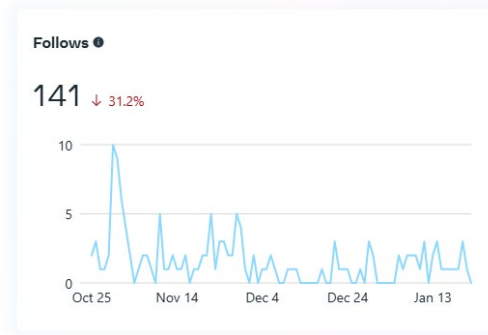


**CONGLETON TOWN COUNCIL**  
**COMMITTEE REPORTS AND UPDATES**

<b>COMMITTEE:</b>	<b>Community Committee</b>						
<b>MEETING DATE AND TIME</b>	<b>30 January 2025</b> <b>7.00 pm</b>	<b>LOCATION</b>	<b>Congleton Town Hall</b>				
<b>REPORT FROM</b>	<b>Debbie Coxon, Marketing and Communications Officer</b>						
<b>AGENDA ITEM REPORT TITLE</b>	<b>10</b> <b>Communications Update</b>						
<b>Background</b>	This paper has been prepared to give committee members an update on the communications activities that took place over the last 90 days (25 Oct-22 Jan)						
<b>Details</b>	<b>Social Media Overview</b>						
	Facebook Followers: 5.6K Instagram Followers: 1.1K Twitter: 3.5K						
	<b>Facebook Performance Overview</b>						
	<b>Views</b>	<b>Visits</b>	<b>Reach</b>	<b>Interactions</b>	<b>Follows</b>	<b>Clicks</b>	
	<b>547.6K</b>	<b>9.8K</b>	<b>62.5K</b>	<b>4K</b>	<b>141</b>	<b>1.4K</b>	



**Social media posts issued: 275 (excluding shared posts). Avg. 3 per day**

**Top 5 FB Posts:**

<p><b>after 10am on this Car Park</b> Free parking days funded by Congleton Town Council</p> <p>Saturday 7 December 2024 Saturday 14 December 2024 Saturday 21 December 2024</p> <p><b>Free Parking Days in Congleton Funded...</b></p> <p>Tue Dec 3, 7:27am</p> <p>20.9K views, 73 likes, 30 shares</p>	<p><b>Congratulations to the winners of thi...</b></p> <p>Mon Dec 16, 5:52am</p> <p>15.7K views, 293 likes, 65 shares</p>	<p><b>You've spoken up about Congleton's...</b></p> <p>Tue Nov 26, 8:47am</p> <p>10.4K views, 0 likes, 0 shares</p>	<p><b>Spiking is a Crime Spiking is...</b></p> <p>Sun Dec 29, 9:25am</p> <p>10.2K views, 36 likes, 1 share</p>	<p><b>after 10am on this Car Park</b> Free parking days funded by Congleton Town Council</p> <p>Saturday 14 December 2024 Saturday 21 December 2024</p> <p><b>Free Parking Days in Congleton Funded...</b></p> <p>Mon Dec 9, 2:40am</p> <p>5.3K views, 14 likes, 2 shares</p>
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**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:**

- Thrive working on the new structure & visuals – managed by Cathy Dean.

**Key Statistics for the website:**

**Views: 20K, Users: 8.1K, Av engagement time: 50 sec**

Organic searches (**7.3K 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
<b>TOTAL</b>	20,485	8,102
<b>Rotary Bonfire and Fireworks</b>	4,115	2,282
<b>Home Page</b>	1890	759
<b>Christmas Switch-on</b>	661	468
<b>Events What's-On</b>	524	400
<b>Committee Meetings</b>	522	81
<b>Town Hall What's-On</b>	511	345
<b>Christmas Sponsors</b>	401	291
<b>Events Town Hall</b>	393	286
<b>Business Support</b>	365	297
<b>Your Council</b>	306	158

**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**

- White Ribbon Day (25.11) 16 Day Campaign – see paper 7 update
- Neighbourhood Plan Consultation
- In Bloom Celebration Evening
- NSPCC Toy Appeal
- Christmas Windows Competition
- Christmas Switch-On

**New publications**

- Print and digital media promoting Christmas
- Bear Necessities (Winter 2024)

**Press Releases:** 16

**Radio Interviews:** 5

**Other Editorial:** Effective Directories, Sept – Nov (circl. 11k)

<b>Proposal</b>	For Councillors to note the report and for the officer team to take on board suggestions and recommendations from Councillors.
<b>Financial Implications</b>	Work is delivered within the annual budgets set by the Town Council
<b>Environmental Implications</b>	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.
<b>Inclusivity Diversity Impact</b>	The team uses different channels and communication tools to meet different audiences.
<b>Decision Required</b>	That Councillors note this report.