

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 (September 2024) are below and show a continued increase in followers from July.

Facebook followers

6708 followers, an increase of 3%

Insta followers

2319 followers, an increase of 4%

Twitter followers

848 followers, an increase of -2% . This is due to recent large numbers of accounts leaving X (twitter) and not specific to the Town Council

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

Page overview

Create a post
Last 28 days

Discovery

Post reach	--
Post engagement	10,064
New Page followers	88

Interactions

Reactions	1,700
Comments	209
Shares	296
Photo views	3,792
Link clicks	66

Top content by reach

Boost content

See all content



There are road closures in place for...

29 October 08:30

9.8K 174
 5 35



This Saturday we have some skeletons...

24 October 07:57

9.6K 116
 39 53



Last year we imposed a restriction on...

18 October 01:00

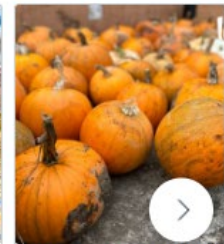
5.6K 40
 1 16



Macclesfield Blooms again! Macclesfield...

31 October 08:31

5.6K 247
 38 20



It's pumpkin day! This morning our Rangers.

24 October 04:02

4.5K 23
 3 7

The Mayor of Macclesfield facebook continues to be popular with posts promoting the Mayor's events and attendances, and currently has 784 followers an increase from the previous 758 .

Newsletter

The Macc Update was sent out at the end of November by email to all those signed up to the mailing list.

Copies were given out at Spooky Saturday, are available in the VIC and various cafes and shops, plus copies were hand delivered to local houses along with the road closure letters for winter events.

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.

September

- Paid partnership with Red Letter Days on social media
- Meeting with Marketing Cheshire regarding Macclesfield
- Promotion of town centre litterpick with Totally Locally and Scoop and Scales
- Video of Hurdsfield litterpick and face to face with Cllr Bennett-Wake for social media
- Posters for Nature Needs You
- Nature Needs You info sent to local press contacts, and shared with schools

October

- Continued partnership with Red Letter Days
- Promotion of Nature Needs You
- Live social media video from Nature Needs You
- Reel to promote future Nature Needs You events
- Posters for Spooky Saturday
- Promotion for Spooky Saturday
- Spooky Saturday information sent to local press contacts and shared with schools
- Soft launch of promo for Step Into Christmas
- Silk Fm to promote Spooky
- Macc Updates distributed at Spooky Saturday

November

- Macc updates distributed along with road closure letters to local housers
- Macc updates available in the Town Hall and VIC, also taken my councillors for local shops etc
- 40 tri-folds promoting the Christmas events have gone up around town
- All local primary and secondary schools have received a copy of the What's on at Christmas guide to share with parents/carers
- All local primary schools have received an email re the new locations for Street Sports over the winter.

- Christmas events promoted online by Nub News, Red Kite Days, Marketing Cheshire etc
- Rachael to go on Silk FM before Christmas
- Silk FM running MTC Christmas message from the Mayor, Councillors and staff
- Silk FM running adverts for Step Into Christmas as part of the arrangement with the Superbowl as sponsor
- Silk FM running paid advertisements for Twilight Market