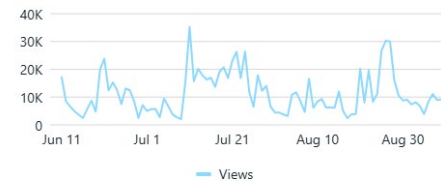
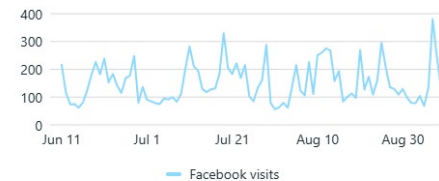

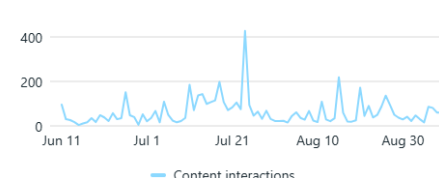
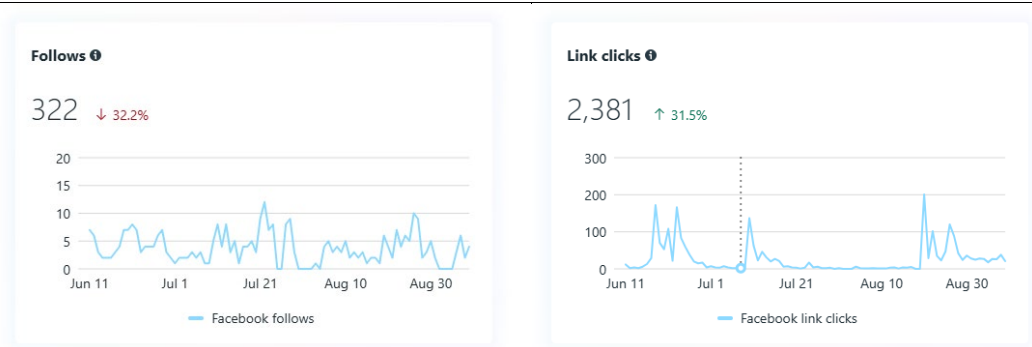


CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee														
MEETING DATE AND TIME	18 September 2025 7.00 pm	LOCATION	Congleton Town Hall												
REPORT FROM	Debbie Coxon, Marketing and Communications Manager														
AGENDA ITEM REPORT TITLE	11 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.														
Details	Social Media Overview Facebook Followers: 6.4K Instagram Followers: 1.3K Twitter: 3.5K														
	Facebook Performance Overview														
	<table><tr><th>Views</th><th>Visits</th><th>Reach</th><th>Interactions</th><th>Follows</th><th>Clicks</th></tr><tr><td>1M</td><td>13.7K</td><td>140.1K</td><td>5.6K</td><td>322</td><td>2.4K</td></tr></table>			Views	Visits	Reach	Interactions	Follows	Clicks	1M	13.7K	140.1K	5.6K	322	2.4K
	Views	Visits	Reach	Interactions	Follows	Clicks									
	1M	13.7K	140.1K	5.6K	322	2.4K									
	<div><div><div>Views ⓘ</div><div>1,011,185 ↑ 32%</div><div>Views</div></div><div><div>Visits ⓘ</div><div>13,667 ↑ 48%</div><div>Facebook visits</div></div><div><div>Reach ⓘ</div><div>140,088 ↓ 21.7%</div><div>Reach</div></div><div><div>Content interactions ⓘ</div><div>5,597 ↑ 37.3%</div><div>Content interactions</div></div></div>														



Social media posts issued: 220 (excluding shared posts). Avg 4 per day

Top 5 FB Posts:



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:

Statistics unavailable for this reporting period, due to a system error.

Noticeboards

The six town noticeboards and the CIC What's on Window are updated weekly to promote town council events and activities by local organisations and community groups.

Key CTC Events

July - Disability Pride Month

24.7 & 7.8: In Bloom Judging

24.7-7.8: In Bloom Flower Trail

25.7-3.8: Love Parks Week, Scavenger Hunt, Congleton Park

15.8: VJ Day Service, Cenotaph

Summer Play Days – 29 July & 5,12,19 Aug

	<p>Stakeholder Events Supported</p> <p>19.7 Congleton Pride</p> <p>20.7 Congleton Lions Duck Race</p> <p>23-24.8 Jazz and Blues</p> <p>New publications</p> <p>Bear Necessities Summer Edition</p> <p>‘Discover Congleton From Your Door’ (walking leaflet)</p> <p>Press Releases: 20</p> <p>Radio Interviews: 2</p> <p>Other Editorial: Effective Directories, July-Aug (circl. 51,700k) Beartown Voice (circl. 12k), Green Fayre feature</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.