

CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee														
MEETING DATE AND TIME	17 April 2025 7.00 pm	LOCATION	Congleton Town Hall												
REPORT FROM	Debbie Coxon, Marketing and Communications Officer														
AGENDA ITEM REPORT TITLE	13 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 (9 Jan-8 April)														
Details	Social Media Overview Facebook Followers: 5.7K Instagram Followers: 1.2K 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>380K</td><td>5.9K</td><td>53K</td><td>1.8K</td><td>132</td><td>2K</td></tr></table>			Views	Visits	Reach	Interactions	Follows	Clicks	380K	5.9K	53K	1.8K	132	2K
	Views	Visits	Reach	Interactions	Follows	Clicks									
	380K	5.9K	53K	1.8K	132	2K									
	<div><div><div><div>Views ●</div><div>379.7K ↓ 34.6%</div></div><div><div>Visits ●</div><div>5.9K ↓ 42.9%</div></div><div><div>Reach ●</div><div>52.9K ↓ 13%</div></div><div><div>Content interactions ●</div><div>1.8K ↓ 56.8%</div></div></div></div>														



Social media posts issued: 230 (excluding shared posts). Avg. 3 per day

Top 5 FB Posts:

1. Town Centre Review Survey
2. Park Lane Road Works
3. Town Mayor's Civic Awards
4. International Women's Day
5. NHS Living Well Bus



Tell us what you think Congleton's...
Wed Mar 5, 2:14am
👁 25.6K ❤ 28
👍 53 ➦ 18



Cheshire East Council is carrying out...
Thu Feb 6, 7:40am
👁 19.6K ❤ 45
👍 58 ➦ 17



Congleton is full of incredible people wh...
Thu Mar 27, 2:54am
👁 14.2K ❤ 91
👍 13 ➦ 4



Today, on International Women's Day, we...
Sat Mar 8, 2:01am
👁 12.8K ❤ 162
👍 10 ➦ 8



The NHS Living Well Bus is coming t...
Wed Feb 5, 2:36am
👁 10.4K ❤ 30
👍 3 ➦ 6

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:

- The new website is now entering into the content migration stage. Four CTC officers will receive initial training on the new website on 11 April. Content migration is expected to be completed by mid-May.

Key Statistics for the website:

Views: 17K, Active Users: 5.7K, Av engagement time: 1min 2 sec

Organic searches (**7.5K 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
TOTAL	16,746	5,738
Welcome to Congleton	1,940	794
Events What's-On	959	601
Congleton Unplugged	914	736
Committee Meetings	583	82
Shopping in Congleton	405	305
Meet the Councillors	294	183
Book the Town Hall	265	187
Weddings & Parties	259	190
Contact Us	244	203
Town Council approves Budget	199	182

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

- 25.2 Clairvoyance Evening
- 7.2 The Jam'd
- 11.3 Discover Volunteering evening
- 14.3 Town Mayor's Ball
- 18.3 Health and Wellbeing Fayre, Town Hall, 10 am-3 pm
- 25.3 Town Mayor's Civic Awards Launch
- 1.4 Disability Awareness Scheme Launch
- 8.4 Easter Treats

New publications

- New logo, branding, leaflets, poster for the Food & Drink Festival

Press Releases: 26

Radio Interviews: 4

	Other Editorial: Effective Directories, Jan-March (circl. 11k) Beartown Voice (circl. 12k), March edition, promoting Volunteer Action Day, Health & Wellbeing Fayre, CTC Diary Dates for 2025.
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.