







CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee														
MEETING DATE AND TIME	27 November 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: 6.8K Instagram Followers: 1.3K Twitter: 3.5K Facebook Performance Overview														
	<table><tr><th>Views</th><th>Viewers</th><th>Interactions</th><th>Clicks</th><th>Visits</th><th>Follows</th></tr><tr><td>1M</td><td>212K</td><td>11.5K</td><td>2.8K</td><td>12K</td><td>476</td></tr></table>			Views	Viewers	Interactions	Clicks	Visits	Follows	1M	212K	11.5K	2.8K	12K	476
	Views	Viewers	Interactions	Clicks	Visits	Follows									
	1M	212K	11.5K	2.8K	12K	476									
	<div><div><div>Views</div><div>1.1M ↑ 15.3%</div><div></div></div><div><div>Viewers</div><div>211.9K</div><div></div></div></div>														
	<div><div><div>Content interactions</div><div>11.5K ↑ 103.6%</div><div></div></div><div><div>Link clicks</div><div>2.8K ↑ 58.1%</div><div></div></div></div>														
	<div><div><div>Visits</div><div>12K ↓ 10%</div><div></div></div><div><div>Follows</div><div>476 ↑ 39.6%</div><div></div></div></div>														

Social media posts issued: 264 (excluding shared posts). Avg 3 per day

Top 5 FB Posts:



🚒 2493 Sqn Alsager Air Cadets Band led t...

Sun Nov 9, 5:24am

👁 84.1K ❤ 1.9K
💬 106 📌 33



A huge thank you to Whittaker & Biggs...

Wed Nov 5, 8:34am

👁 67.2K ❤ 1.7K
💬 75 📌 81



Thousands turned out to the service today t...

Sun Nov 9, 5:05am

👁 62.5K ❤ 1.2K
💬 39 📌 56



🚌 New Beartown Bus Service for Congleto...

Mon Nov 10, 8:52am

👁 58.9K ❤ 279
💬 62 📌 24



Can you help us locate Kianna Pemberton?...

Mon Sep 22, 7:45am

👁 52.7K ❤ 103
💬 29 📌 40

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

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

27 Sept: Green Fayre
30 Sept: Growing Up Wired
4 Oct: Coldplay Tribute
29 Oct: Witchy Wednesday & Halloween Trail
9 Nov: Remembrance Sunday

Stakeholder Events Supported

1 Nov: Rotary Bonfire Night
13 Nov: In Bloom Celebration Evening

New publications

Bear Necessities Autumn 2025
Christmas Switch-On Leaflet

Press Releases: 39

	Radio Interviews: 0 Other Editorial: Effective Directories- DPS in x3 editions(each circl. 51,700k) Beartown Voice (circl. 12k), Christmas feature
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.