

CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

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|---------------------------------|---|-----------------|----------------------------|
| COMMITTEE: | Community Committee | | |
| MEETING DATE AND TIME | 29 January 2026 7.00 pm | LOCATION | Congleton Town Hall |
| REPORT FROM | Debbie Coxon, Marketing and Communications Manager | | |
| AGENDA ITEM REPORT TITLE | 10 Communications Updates | | |
| Background | This paper has been prepared to give committee members an update on the communications activities that took place since the last committee. | | |
| Details | <p>Social Media Overview</p> <p>Facebook Followers: 6.9K Instagram Followers: 1.3K. No longer posting on X as not compatible with CTC Equality & Inclusion policy.</p> <p>The dashboard displays six key social media metrics over a period from October 21st to January 9th. Each metric includes a current value, a percentage change, and a line chart showing fluctuations over time. All metrics show a significant peak around November 10th.</p> <ul style="list-style-type: none"> Views: 846.2K, down 0.4% Viewers: 189.0K Content interactions: 11.3K, up 149% Link clicks: 1.4K, down 32.1% Visits: 10.4K, down 5.2% Follows: 418, up 47.2% | | |

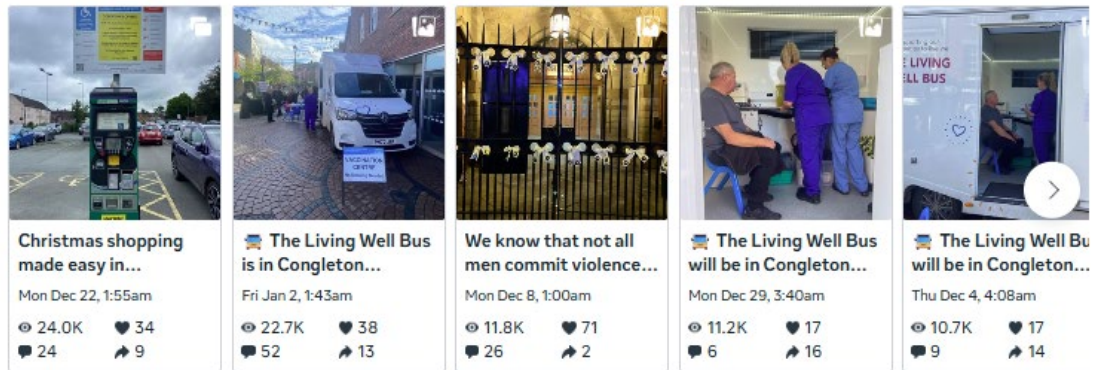
Facebook Performance Overview

| Views | Viewers | Interactions | Clicks | Visits | Follows |
|-------|---------|--------------|--------|--------|---------|
| 846K | 189K | 11.K | 1K | 10K | 418 |

Social media posts issued: 131 (excluding shared posts). Avg 2 per day

Top 5 FB Posts:

No 1 post: 24K views, 34 reactions, 24 comments, 9 shares



CTC social posts are usually shared to:

Congleton Chat's Back 33.7K members
 Congleton News & Views 21.8K members

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

- 22 Nov: Taylor Swift Tribute, Town Hall
- 25 Nov: White Ribbon Day (16-day campaign)
- 28 Nov: Christmas Switch-On
- Dec: Christmas Window Competition

Stakeholder Events Supported

- Sunday Trains petition
- NSPCC Toy Appeal
- Congleton Santa
- Community Projects, Lantern Making Workshops
- Rotary Tree of Life
- East Cheshire Hospice Tree Appeal

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|-------------------------------------|---|
| | <p>New publications Bear Necessities Winter 2026</p> <p>Press Releases: 18</p> <p>Radio Interviews: 0</p> <p>Other Editorial: Effective Directories- DPS in x2 editions (each circl. 51,700k) Congleton Chronicle Christmas 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. |