

**CONGLETON TOWN COUNCIL**  
**COMMITTEE REPORTS AND UPDATES**

<b>COMMITTEE:</b>	<b>Community Committee</b>		
<b>MEETING DATE AND TIME</b>	<b>16<sup>th</sup> April 2026</b> <b>7.00 pm</b>	<b>LOCATION</b>	<b>Congleton Town Hall</b>
<b>REPORT FROM</b>	<b>Debbie Coxon, Marketing and Communications Manager</b>		
<b>AGENDA ITEM REPORT TITLE</b>	<b>10</b> <b>Communications Update</b>		
<b>Background</b>	This paper has been prepared to give committee members an update on the communications activities that took place since the last committee.		
<b>Details</b>	<p><b>Social Media Overview</b></p> <p>Facebook Followers: 7K Instagram Followers: 1.4K</p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <p><b>Views</b> <span>Export</span></p> <p><b>612.9K</b> ↓ 30.5%</p> <p>— Views</p> </div> <div style="width: 50%;"> <p><b>Viewers</b> <span>Export</span></p> <p><b>77.8K</b> ↓ 60.9%</p> <p>— Viewers</p> </div> <div style="width: 50%;"> <p><b>Content interactions</b> <span>Export</span></p> <p><b>3K</b> ↓ 73.5%</p> <p>— Content interactions</p> </div> <div style="width: 50%;"> <p><b>Link clicks</b> <span>Export</span></p> <p><b>974</b> ↓ 33.7%</p> <p>— Facebook link clicks</p> </div> <div style="width: 50%;"> <p><b>Visits</b> <span>Export</span></p> <p><b>6.1K</b> ↓ 41.3%</p> <p>— Facebook visits</p> </div> <div style="width: 50%;"> <p><b>Follows</b> <span>Export</span></p> <p><b>206</b> ↓ 52%</p> <p>— Facebook follows</p> </div> </div>		

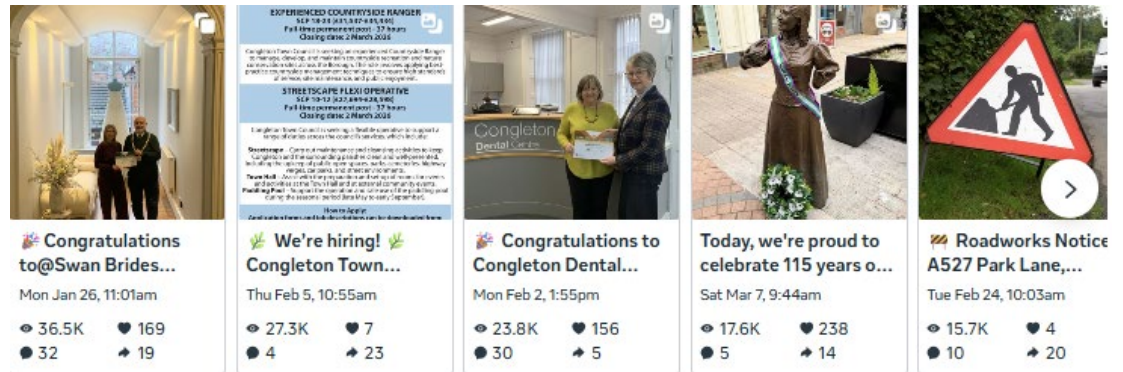
## Facebook Performance Overview

Views	Viewers	Interactions	Clicks	Visits	Follows
613K	78K	3K	970	6.1K	206

**Social media posts issued: 272** (excluding shared posts). Avg 3 per day

**Top 5 FB Posts:**

**No 1 post: 36.5K views, 169 reactions, 32 comments, 19 shares**



**CTC social posts are usually shared to:**

- Congleton Chat's Back      34K members
- Congleton News & Views      24K 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

- 23 Feb: Town Hall Tour (St John Ambulance)
- 24 Feb: Steven Holbrook's Evening of Clairvoyance
- 17 Mar: Health & Wellbeing Fayre
- 23 Mar: Town Hall Tour (Air Cadets)
- 31 Mar: Easter Treats and Trial

### Stakeholder Events Supported

- Rotary Swimathon
- Congleton Unplugged

**Press Releases: 31**

**Radio Interviews: 2**

**Other Editorial:** Effective Directories- DPS in x2 editions (each circl. 51,700k)

<b>Proposal</b>	For Councillors to note the report and for the officer team to take on board suggestions and recommendations from Councillors.
<b>Financial Implications</b>	Work is delivered within the annual budgets set by the Town Council

<b>Environmental Implications</b>	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.
<b>Inclusivity Diversity Impact</b>	The team uses different channels and communication tools to meet different audiences.
<b>Decision Required</b>	That Councillors note this report.