

CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community Committee		
MEETING DATE AND TIME	18 June 2026 7.00 pm	LOCATION	Congleton Town Hall
REPORT FROM	Debbie Coxon, Marketing and Communications Manager		
AGENDA ITEM REPORT TITLE	10 Communications Update		
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: 7.3K. New Followers: 334</p> <p>Instagram Followers: 1.4K</p>
	<p>The dashboard displays six line charts for the period from March 12 to May 31. Each chart includes an 'Export' button. The data points are as follows:</p> <ul style="list-style-type: none"> Views: 759.2K, up 24.6%. The chart shows a significant spike in late May. Viewers: 157.0K, up 91.7%. Similar to views, there is a major spike in late May. Content interactions: 3.3K, down 1.5%. The chart shows several peaks, with the highest in late May. Link clicks: 872, down 3.3%. There are two distinct peaks, one in late April and a larger one in late May. Visits: 8.7K, up 55%. The chart shows a steady increase with a sharp rise in late May. Follows: 385, up 98.5%. The chart shows a very sharp spike in late May.

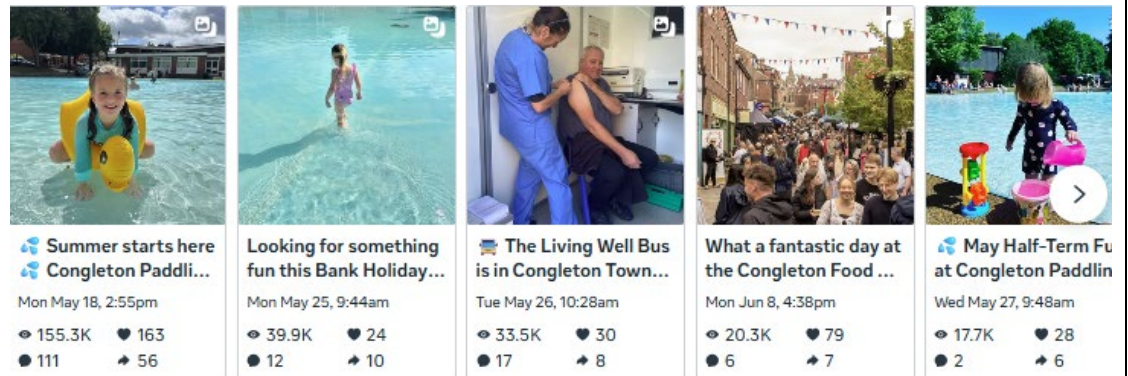
Facebook Performance Overview

Views	Viewers	Interactions	Clicks	Visits	Follows
759K	157K	3K	872	9K	385

Social media posts issued: 90 (excluding shared posts). Avg 1 per day

Top 5 FB Posts:

Paddling Pool: 155K views, 352 interactions, 163 likes, 111 comments, 56 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

- 17.4 Town Mayor's Charity Ball
- 14.5 Annual Town Meeting (incl. Civic Awards Presentation)
- 28.5 Town Hall Tour (6th Congleton)
- 21.5 Mayor Making
- 23.5 Paddling Pool Open
- 7.6 Food & Drink Festival

Stakeholder Events Supported

- 21.5 CEC Election (Congleton North Ward)
- 23.5 Congleton Police Knife Sweep
- 6.6 Town Tidy

Publications: Bear Necessities Spring 26, Annual Report, F&D Leaflet

Press Releases: 11

Radio Interviews: 1

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

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.