



Cranbrook Town Council **Communications Report**

February 2025

Background

The report covers and analyses media coverage on Cranbrook and Cranbrook Town Council activities, Cranbrook Town Council social media pages and Cranbrook Town Council Website from 1 February 2025 to 28 February 2025.

A. Social media (1 – 28 February 2025)

Background

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page. As of 28 February 2025, there are 2,778 followers and following 40 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 28 February 2025, there are 211 followers and following 55 pages.
3. Cranbrook Town Council also runs the “Cranbrook Ranger” Facebook page covering all activities carried out by Ranger and outdoor activities in the community. The page is run by ranger.

Key changes / updates

1. 14 new followers following Cranbrook Town Council Facebook in February 2025.
2. 4 new follower following Cranbrook Town Council Instagram in February 2025.
3. Facebook and Instagram audience¹:

	Female % VS Male %	Age
Facebook	65.9% VS 34.1%	Majority between 25 and 44
Instagram	58.2% VS 41.8%	Majority between 35 and 54

4. February 2025 VS December 2024:

FACEBOOK & Instagram	February	January
Number of post	14	34
Number of views (The number of times of your content is played or displayed)	31,347	38,116
Number of reach (The number of users who have seen the content)	12,818	20,807
Number of engagement (Engagement includes reactions, comments, shares, saves and clicks)	4,176	4,354
• Number of positive feedback (good, like & wow)	132	105
• Number of negative feedback (angry, laugh)	0	0
• Number of shares	10	16
• Number of clicks	4,034	4,233

¹ Audience analysis: Refer to Appendix A

February 2025 social media posts review

Please refer to the Cranbrook Town Council Social Media Review document.

Summary/highlight:

1. Audience Number

- 14 new followers following Cranbrook Town Council Facebook in February 2025 which indicates that our audience number has increased steadily.
- 4 new follower following Cranbrook Town Council Instagram in February 2025 which shows that our Instagram page is gradually growing since the relaunch in April 2024.

2. Post Reach and views

- Total number of reach for both Facebook and Instagram reached 12,818.
- Total number of views for both Facebook and Instagram reached 31,347.
- Some posts are shared on other Facebook pages where viewers engage in discussions and leave comments.

3. Engagement

- Total engagement on Facebook decreased slightly by 4% from 4,354 in January 2025 to 4,176 in February 2025.
- Positive feedback increased 26%.
- Shares slightly decreased from 16 shares in January 2025 to 10 shares in February 2025.

4. Information updates

Residents rely on our social media for updates from the Town Council. For instance:

- The posts regarding Dog Exclusion Areas reached 6,027 audience with 20,114 impressions
- The posts regarding self printing service reached 1,374 audience with 2,346 impressions

B. Media activities and coverage (1 February – 28 February 2025)

A. There were no media activities held by Cranbrook Town Council in February 2025.

B. Other media pick up:

- Cranbrook Education Campus recognised with a Bronze Award from the Royal Society for the Protection of Birds
 - Cranbrook pupils celebrate top award for protecting local wildlife
- Review of Cranbrook's governance arrangements
 - Cranbrook expansion prompts call to review town boundaries

C. Website

1. Town Council meetings documents uploaded

2. Town Council website analysis

	1 February – 28 February 2025	27 January – 31 January 2025*
Active users	At least 143	At least 31
Average engagement time	58 seconds	33 seconds
Traffic acquisition	Direct search 7 Organic search 38	Direct search 50 Organic search 3
Views by page title	Total: 307 views Top five pages - number of views: 1. Younghayes Centre – 54 2. Cranbrook Town Council (Homepage) – 47 3. Ingrams - 21 4. Contact – 19 5. Country Park – 20	Total: 64 views Top five pages - number of views: 1. Cranbrook Town Council (Homepage) – 8 2. Younghayes Centre – 8 3. Planning Committee – 7 4. Contact – 4 5. Allotments / Amenities Committee – 3

*Google analytics started collecting data on 27 January 2025 therefore no previous data can be provided.

C. Actions taken by the Communications Officer

1. The Communications Officer has been working with various community groups, schools and service providers to promote different campaigns and activities in Cranbrook. It helps strengthen the relationship and build a better community in Cranbrook. This should be an ongoing approach. In February, we worked with district authority for a more holistic approach for promoting Cranbrook development.
2. As Cranbrook is developing fast and drawing lots of attention, media are interested in Cranbrook news and there are increase in media pick up. The Communications Officer conducts daily news monitoring and takes appropriate action if needed. She is also building relationship with media and organising media activities.
3. The Communications Officer has taken a more holistic approach on communications, including traditional media, social media and the Town Council website. The communications report analyses the three main communications channels.
4. The Communications Officer continues to work closely with Ranger on social media plan to connect Cranbrook Town Council Facebook and Instagram page with Cranbrook Ranger Facebook page to attract viewers and participants.
5. Conduct daily monitoring of Cranbrook Town Council social media pages.
6. Social media posts and content plan is in place.
7. Website update.

F. Suggested strategies²

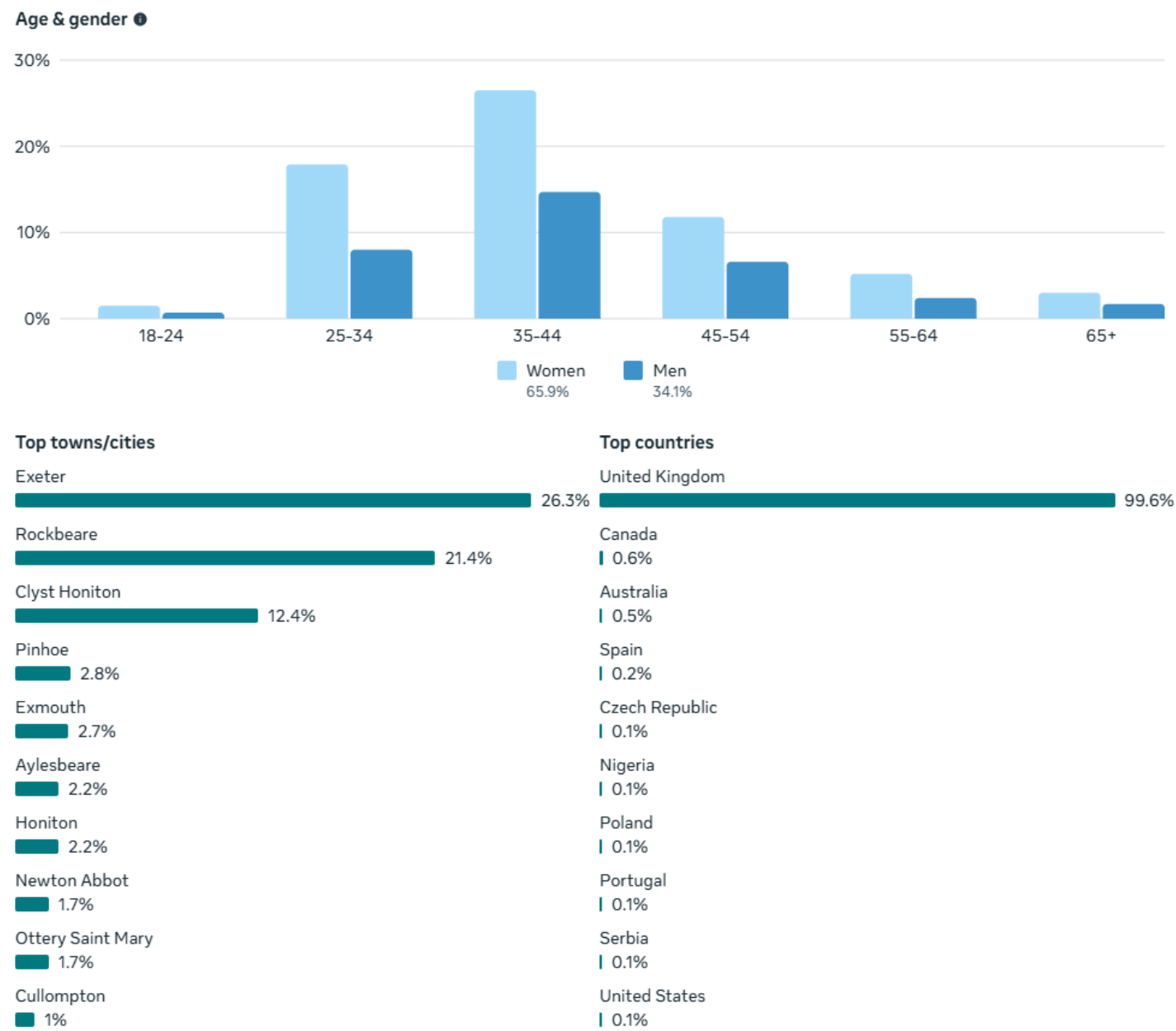
1. Positive communications strategies should be continued. As the Town Council, we should engage and encourage the residents to keep the town clean, healthy and beautiful in a positive tone. We should also spread good news of Cranbrook through other channels.
2. Since opening Facebook comments to the public in early March, it has proven to be a valuable step for the Town Council, allowing us to gauge residents' reactions and gather feedback. This provides direct insights into how the community feels about the Council's work. Open comments create a more transparent communication channel, demonstrating the Council's willingness to listen and engage in dialogue. It encourages two-way communication, allowing residents to ask questions, seek clarifications, and offer suggestions. Additionally, the Council can use this platform to address concerns, correct misinformation, and foster a greater sense of community involvement. The Communications Officer is actively monitoring the comments and will provide a detailed analysis in the March report.
3. The Communications Officer has been working with various parties including community groups, clubs, activity organisers and service providers to promote different campaigns and activities in Cranbrook. It helps strengthen the relationship and build a better community in Cranbrook. This should be an ongoing approach.
4. The Town Council can involve residents by organising activities and events and inviting residents to take part. It is always helpful to engage our residents.
5. To consider review the website layout. It would be helpful to add a "news" page for publishing media materials such as press releases.
6. Given the limited resources and the fact that communication efforts are on track, it may be worth considering the option of submitting a quarterly communications report instead of a monthly one. The first quarterly report will start in April covering April to June. Subsequent reports would cover July to September and then October to December. For March, the Communications Officer keep a monthly report. The quarterly reports will focus on key elements rather than showing detailed figures and reviewing posts individually.

² Suggested strategies: These are emerging and will be subject to Council approval at a future Council meeting.

Appendix A

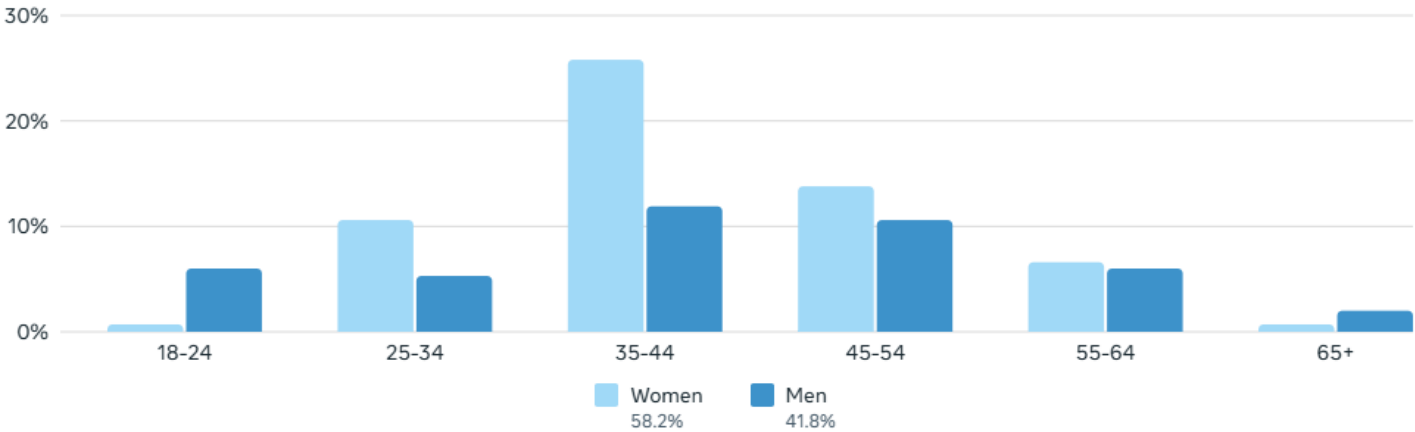
Audience analysis

Facebook

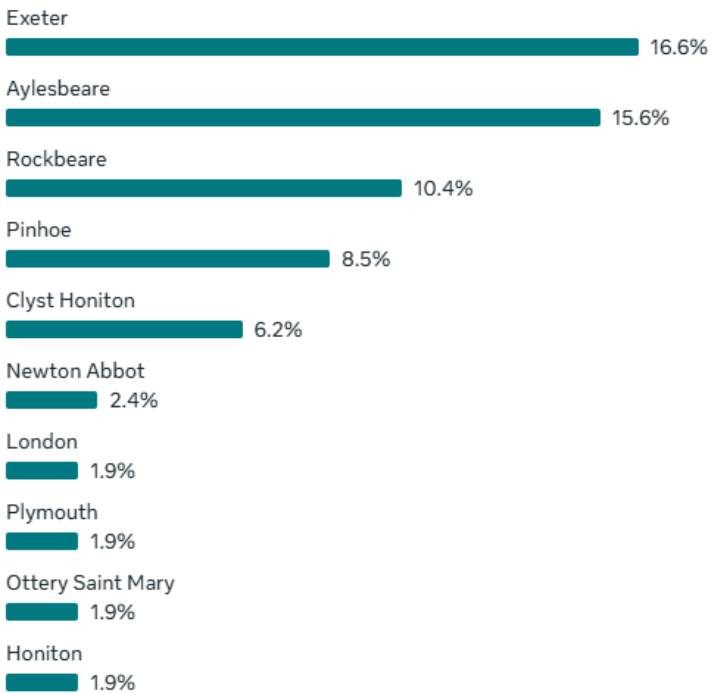


Instagram

Age & gender ⓘ



Top towns/cities



Top countries

