

Cranbrook Town Council

Social Media report

1 April – 30 April 2024

Background

- A. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook (FB) page with 2.6k followers and following 6 pages
- B. Cranbrook Town Council relaunched its Instagram (IG) page on 15 April 2024 with 176 followers and following 48 pages
- C. Cranbrook Town Council also runs the “Cranbrook Ranger” Facebook page covering all activities carried out by Ranger and outdoor activities in the community

Posts review

	Item	Date	FB	IG	Feedback *FB & IG	Post reach *FB only
1	Amenities committee meeting	2 April	√		/	294
3	Launch of new police app	4 April	√		6 like 2 share	1,138
4	Say no to vandalism	12 April	√		5 like 1 love 11 sad 9 angry 1share	1,943
5	Skatepark opening	15 April	√	√	2 heart 14 like 30 likes (IG) 2 share	1,058
6	The Grange expansion Area Public Consultation	16 April	√		10 like 9 sad	9,192
7	Town Council annual meeting	17 April	√	√	3 likes 4 likes (IG) 1 share	305
8	CTC on Instagram	18 April	√		8 like 1 laugh 1 share	838
9	Skatepark opening reminder	19 April	√ post + story	√ post + story	20 likes 8 likes (IG) 7 shares	4,869
10	Skatepark opening onsite instant update	20 April	√*reel		70 like 4 heart 1 wow 3 positive comments 5.7k plays	2,784
11	Skatepark opening onsite instant update	20 April	√		21 like 2 love 1 share	972
12	Skatepark opening onsite instant update x3	20 April		√*story		/
13	CTC annual meeting reminder	22 April	√	√	2 like 1 share	937
14	Earth Day	22 April	√	√	14 likes 2 share 4 likes (IG)	656
15	Skatepark opening post event recap	24 April	√	√	42 like 19 love 5 share 789 views 20 likes + 2 positive comments (IG)	1,693

16	The Grange expansion Area Public Consultation reminder	24 April	√ *post + story	√ *story	2 like 1 share	1,345
17	CTC Spring photo competition *sharing ranger page	24 April	√	√	12 like 2 love 6 like (IG)	551
18	Pond dipping post event recap	25 April	√	√	18 like 1 love (IG) 1 share	835
19	Wildflower meadow planting	26 April	√	√	15 like 1 share 7 like (IG)	770
20	E.ON customer event	29 April	√	√	2 like 2 share 2 like (IG)	307
21	Cranbrook Country Park May activities preview *to be posted	30 April	√	√	8 like 1 share 5 like (IG)	757

No. of posts on FB & IG from 1 April to 30 April : 21
 No. of post reach on FB¹ : 13,759
 No. of engagement on FB² : 4,253
 No. of positive feedback (like, love & wow) on FB & IG : 381
 No. of negative feedback (sad & angry) on FB & IG : 29
 No. of comments on REEL and IG : 5 positive comments³
 No. of share on FB : 29⁴

Summary:

- The post about the Grange expansion area public consultation reached the highest number of viewers in April
- Posts about the Skatepark opening including the first post, reminder, event instant update and post event review were very popular. Received positive feedback and spread across wider community outside Cranbrook
- Our followers were also concerned about the community here as posts about outdoor activities organized by our ranger and vandalism reached quite a lot of people
- Followers showed negative emotions towards the damage of the neighbourhoods and the expansion plan

¹ Post reach: The number of people who saw any of your posts at least once.

² Engagement: The number of reactions, comments, shares and clicks on your posts.

³ Positive comments on Skatepark opening instant update and recap

⁴ The posts shared: Skatepark opening recap, skatepark opening reminder, CTC annual meeting reminder, Earth Day, the Grange expansion & pond dipping

Suggested strategy

1. Communications Officer should work closely with Ranger on social media plan to connect CTC Town Council FB and IG page with Cranbrook Ranger FB page to attract viewers and participants
2. CTC may consider tagging the other councils to promote Cranbrook (Exeter City Council will tag CTC in their social media posts and hoping to promote Cranbrook happenings in their social media)
3. Share regular social media review to stakeholders
4. Conduct daily monitoring CTC social media pages
5. Conduct daily monitoring other Cranbrook related social media pages
6. Plan ahead social media posts and content as much as possible

Actions taken

1. Communications Officer is working closely with Ranger on social media plan to connect CTC Town Council FB and IG page with Cranbrook Ranger FB page and attract participants
2. CTC Instagram page has been relaunched
3. Working on monthly social media report is
4. Conducting daily monitoring of social media is in place

Appendix A

Audience analysis

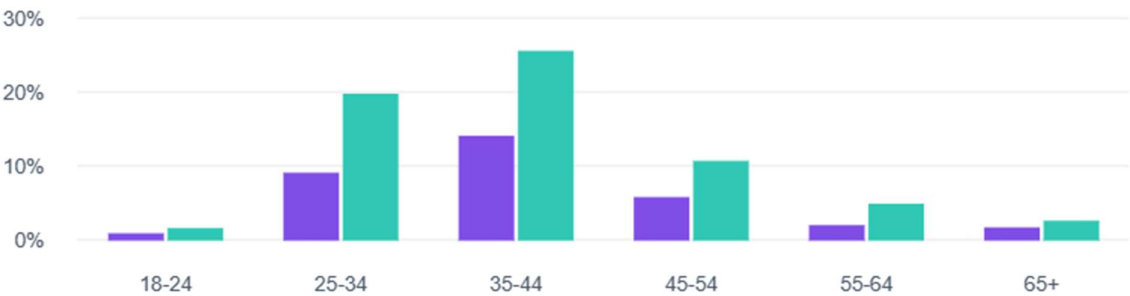
Age and gender

Men

34.30%

Women

65.70%



Location

Towns/cities

Countries

Exeter	1,129
Rockbeare	324
Clyst Honiton	209
Exmouth	67
Honiton	55
Pinhoe	48
Ottery Saint Mary	43