

Cranbrook Town Council

Social Media Report

1 May – 31 May 2024

A. Background

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page with 2630 followers and following 13 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 3 June, there are 180 followers and following 48 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.

B. Key changes / updates

1. 21 new followers following Cranbrook Town Council Facebook in the last 28 days.
2. 4 new followers following Cranbrook Town Council Instagram in May 2024.
3. 31 posts published on Facebook in May VS 21 posts in April.
4. 22 posts published on Instagram in May VS 13 posts in April.
5. Facebook audience¹:
 - a. 65.8% of our audience are female while 34.2 are male
 - b. Majority of the audience are between 25 and 44 years old
6. April 2024 VS May 2024:

	April 2024	May 2024
Number of Facebook post	21	31
Number of Instagram post	13	22
Facebook – Number of post reach The number of people who saw your posts at least once	13,759	27,983
Facebook – Number of engagement The number of reactions, comments, shares and clicks on your posts	4,253	4,818
Facebook – Number of impression The number of times that your posts were on-screen	/	30,149
Facebook & Instagram - Number of positive feedback (good, like & wow)	381	445
Facebook & Instagram – Number of negative feedback (angry, sad)	29	6
Facebook - Number of share	29	36

¹ Audience analysis: Refer to Appendix A

C. May 2024 social media posts review

ITEM	DATE	FACEBOOK	INSTAGRAM	ENGAGEMENT		FACEBOOK	INSTAGRAM	POST REACH		IMPRESSION	REMARKS
				FACEBOOK	INSTAGRAM			FACEBOOK	FACEBOOK		
1	POLICING TEAM UPDATES ON ANTI SOCIAL BEHAVIOUR	01-May-24	1			62	3 good 25 link clicks 1 share 34 other clicks		1068	1145	
2	ELECTION DAY TODAY	02-May-24	1	1		4	1 good 2 link clicks 1 other clicks	1 like	169	204	
3	GENEROUS DONATION FROM PERSIMMON HOME	03-May-24	1	1		300	35 good 1 like 244 photo view 2 share 22 other clicks	4 like	1388	1606	
4	DEVON AND CORNWALL POLICE AND CRIME COMMISSION	03-May-24	1			9	1 good 6 other clicks		378	430	
5	Ranger on BBC sharing the bat survey	07-May-24	1	1				5 like 2 comment			Facebook Story
6	No Mow May	07-May-24	1	1		51	23 good 4 like 3 photo view 2 share 23 other clicks	6 like	1686	1885	
7	Join the Devon Bat Survey	08-May-24	1			31	8 good 6 photo view 11 link click 6 other clicks		563	631	
8	MAKE CRANBROOK A HEALTHY TOWN TOGETHER	09-May-24	1	1		20	11 good 4 link click 1 share 1 other clicks	4 like	446	498	
9	GUIDE TO PUMP TRACK RIDING	10-May-24	1	1		2899	48 good 2 like 19 laugh 2 sad 3 angry 173 photo view 5 share 2100 other clicks	5 like 1 comment	5743	6232	
10	NEW QR CODE FOR ELECTRIC VEHICLE CHARGE	10-May-24	1	1		19	1 good 15 photo view 3 other clicks	2 like	766	821	
11	MENTAL HEALTH AWARENESS WEEK MOVEMENT	13-May-24	1	1		13	8 good 2 like 1 photo view 2 other clicks	2 like	493	522	
12	MEET THE COUNCILLORS	13-May-24	1			7	1 good 6 photo view		441	470	
13	MILESTONE ACHIEVED! FIRST MATCH AT INGRAM	13-May-24	1	1		139	34 good 85 photo view 20 other clicks	6 like	1166	1252	
14	CRANBROOK FESTIVAL IS BACK ON 22 JUNE	14-May-24	1			356	33 good 2 like 109 link clicks 3 share 233 other clicks		3168	3333	
15	TOWN CENTRE SUPERMARKET	15-May-24	1			27	4 good 23 other clicks		362	418	
16	GUIDE TO PUMP TRACK RIDING UPDATE	15-May-24	1			478	70 good 2 like 1 laugh 52 photo view 3 share 386 other clicks		3032	3180	

					ENGAGEMENT			POST REACH	IMPRESSION	
	ITEM	DATE	FACEBOOK	INSTAGRAM	FACEBOOK		INSTAGRAM	FACEBOOK	FACEBOOK	REMARKS
17	MENTAL HEALTH AWARENESS WEEK MOVEMENT	15-May-24	1	1	20	6 good 2 like 1 photo view 4 link click 5 share 3 other clicks	4 like	374	449	
18	LOCAL ACTIVE LIVES SURVEY HADR COPIES ARE	17-May-24	1	1	4	1 good 3 link click	2 like	245	291	
19	Happy World Bee Day!	20-May-24	1	1	2	1 good 1 other click	4 like	298	321	Repost
20	HIRING INGRAMS SPORTS FACILITIES	21-May-24	1	1	72	8 good 1 wow 1 angry 32 photo view 1 share 29 other clicks	4 like	1019	1066	
21	HIRING INGRAMS SPORTS FACILITIES	21-May-24	1	1			4 like			Story
22	CONCERNING VANDALISM AND REPORTING INCID	22-May-24	1	1	39	20 like 3 photo view 2 share 13 other clicks	2 like	658	679	
23	MORRISONS REPLY	22-May-24	1	1	32	32 other clicks	0 like	546	561	
	BARBEQUE SAFETY GUIDE	23-May-24	1	1	16	5 good 1 share 10 other clicks	2 like	1105	1159	
24	HALL & WOODHOUSE COMMUNITY CHEST OFFER	23-May-24	1	1	52	8 good 33 link click 3 share 8 other clicks	3 like	1454	1518	
25	EAST DEVON CARBON PROGRAMME	23-May-24	1	0	4	1 good 1 other clicks		291	298	REPOST
26	GROUND MAINTENANCE AT ST. MARTIN'S PLAY P	24-May-24		1	29	9 good 8 photo view 2 share 10 other clicks	3 like	1124	1180	
27	EMBRACE THE SUMMER WITH CRANBROOK RAN	28-May-24	1	1	100	12 good 1 like 1 link click 5 share 12 other click	4 like	1292	1390	
28	FREE FAMILY COOKING	29-May-24	1	0	12	4 good 6 photo view 2 other clicks		509	527	
29	River dipping instant photo	29-May-24	1	1						Story
30	River dipping instant photo	29-May-24	1	1						Story
31	Balsam Bash with Cranbrook Ranger	30-May-24	1		21	6 good 3 other clicks		488	500	
	TOTAL		31	22	4818			27983	30149	

No. of posts on Facebook & Instagram from 1 May to 31 May : 31 + 22 = 53

No. of post reach on Facebook² : 27,983

No. of engagement on Facebook³ : 4,818

No. of impression on Facebook⁴ : 30,149

No. of positive feedback (like, love & wow) on Facebook & Instagram : 445

No. of negative feedback (sad & angry) on Facebook & Instagram : 6

No. of share on Facebook : 36

² Post reach: The number of people who saw any of your posts at least once.

³ Engagement: The number of reactions, comments, shares and clicks on your posts.

⁴ Impression: The number of times that your post was on screen.

D. Summary/highlight:

1. The Pump Track Guide reached the highest number of viewers and engagement in May. It was shared to other Facebook pages and received lots of negative and angry feedback.
2. The Pump Track Updated Guide ranked third in terms of number of viewers. It was shared to other Facebook pages and received lots of positive feedback.
3. Our followers care about the community as posts about activities and events taking place in Cranbrook caught lots of attention. For example, the posts of "Cranbrook Festival" ranked the second in terms of number of viewers, "No Mow May" ranked the fourth, "Country Park June Activities" ranked the sixth, "First match at Ingrams" ranked the seventh.
4. Followers showed negative emotions towards the damage of the neighbourhoods and the expansion plan.
5. The comment function on Facebook is turned off. However, as some of the posts are shared in other Facebook pages, viewers discuss and comment in other pages. For instance, the "Pump Track Guide" generated 38 comments, most of them are negative ones. The "Pump Track Updated Guide" generated six comments which are in general positive.

E. Strategies and actions

1. 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.
2. The Communications Officer has been working with various parties including clubs, activity organizers 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.
3. Submit regular social media reports to stakeholders.
4. Conduct daily monitoring of Cranbrook Town Council social media pages.
5. Conduct daily monitoring of other Cranbrook related social media pages.
6. Plan ahead social media posts and content.

Appendix A

Audience analysis

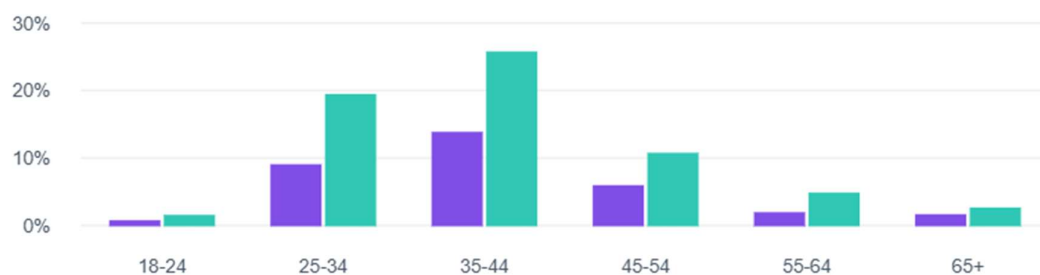
Audience

These values are based on total followers of your Page or profile.

Create a post

Age and gender

Men 34.20%
Women 65.80%



Location

Towns/cities

Countries

Exeter	1,145
Rockbeare	363
Clyst Honiton	170
Exmouth	64
Honiton	57
Ottery Saint Mary	43
Newton Abbot	42
Pinhoe	40
Aylesbeare	37
Cullompton	30