



## **Cranbrook Town Council**

### **Social Media Report (1 June – 30 June 2024)**

#### **A. Background**

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page. As of 30 June 2024, there are 2,649 followers and following 13 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 30 June, there are 185 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. 17 new followers following Cranbrook Town Council Facebook in June 2024.
2. 5 new followers following Cranbrook Town Council Instagram in June 2024.
3. 25 posts published on Facebook in June VS 31 posts in May.
4. 19 posts published on Instagram in June VS 22 posts in May.
5. Facebook audience<sup>1</sup>:
  - 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. June 2024 VS May 2024:

<b>FACEBOOK</b>	<b>June 2024</b>	<b>May 2024</b>
Number of post	25	31
Number of post reach The number of people who saw your posts at least once	18697	27983
Number of engagement The number of reactions, comments, shares and clicks on your posts	260	4818
Number of impression The number of times that your posts were on-screen	20254	30149
Number of positive feedback (good, like & wow)	104	445
Number of negative feedback (angry, sad)	11	8
Number of share	29	36
<b>INSTAGRAM</b>	<b>June 2024</b>	<b>May 2024</b>
Number of post	19	22
Number of post reach The number of people who saw your posts at least once	557	/
Number of engagement The number of reactions, comments, shares and clicks on your posts	74	/
Number of impression The number of times that your posts were on-screen	607	/
Number of positive feedback (good, like & wow)	42	/
Number of share	3	/

<sup>1</sup> Audience analysis: Refer to Appendix A

### C. June 2024 social media posts review

	ITEM	DATE	FACE-BOOK	INSTA-GRAM	ENGAGEMENT	POST REACH	IMPRESSION
1	Delay of St. Martin's Play Park maintenance	2 June	1	/	2	569	622
2	Delay of St. Martin's Play Park maintenance	3 June	/	1	/	18	20
3	Cranbrook Festival is back on 22 June	4 June	1	1	36	621	669
4	Exeter Respect Festival	5 June	1	1	3	281	316
5	Please take part in Local Active Lives Survey	6 June	1	/	2	209	241
6	Ground maintenance at St. Martin's Play Park	7 June	1	1	3	637	686
7	Join us in keeping Cranbrook beautiful	7 June	1	1	32	1061	1151
8	Ground maintenance at St. Martin's Play Park Tomorrow	9 June	1	1	2	533	637
9	Ground maintenance at St. Martin's Play Park Tomorrow (story)	9 June	1	1	N/A	N/A	N/A
10	Ground maintenance at St. Martin's Play Park Today	10 June	/	1	2	22	25
11	Carers week from 10 to 16 June	10 June	1	/	9	420	467
12	Finance & Personnel Committee 17 June	11 June	1	/	3	166	200
13	Counting down the Cranbrook Festival	14 June	/	1	3	38	42
14	St. Martin's Play Park Reopen	15 June	1	1	6	1101	1170
15	Annual Meeting 24 June	18 June	1	/	11	237	258
16	Cranbrook Festival – Four days to go	18 June	/	1	3	22	24
17	Road works notice	18 June	1	1	26	1924	2030
18	Cranbrook Festival – Three days to go	19 June	1	/	11	702	738
19	Cranbrook book lovers to get good books for free	19 June	1	1	11	770	822
20	Cranbrook Festival – Tomorrow	21 June	1	1	11	823	853
21	Cranbrook Election Hustings *Update cancellation	21 June	1	/	11	1253	1438
22	Cranbrook Festival instant (story)	22 June	1	/	N/A	N/A	N/A
23	Cranbrook Festival instant (story)	22 June	/	1	N/A	N/A	N/A
24	Cranbrook Festival instant (story)	22 June	1	1	N/A	N/A	N/A
25	Cranbrook Country Park Colour Run	25 June	1	1	16	1082	2012

26	Cranbrook Town Council Amenities Committee Meeting on 1 July	26 June	1	1	4	588	589
27	Please take part in Local Active Lives Survey	27 June	1	/	16	1454	1518
28	Cranbrook Festival 2024 – A huge success	27 June	1	1	24	1628	1726
29	Road works notice	28 June	1	0	1	268	286
30	Morrisons *Repost	28 June	1	0	1	268	286
	<b>TOTAL</b>		<b>25</b>	<b>19</b>			

#### D. Summary/highlight:

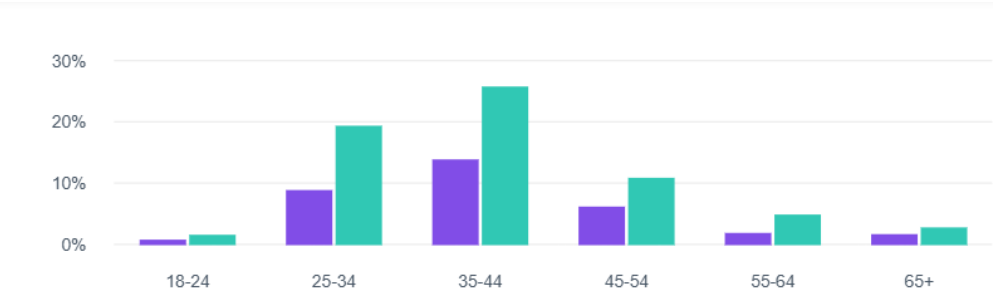
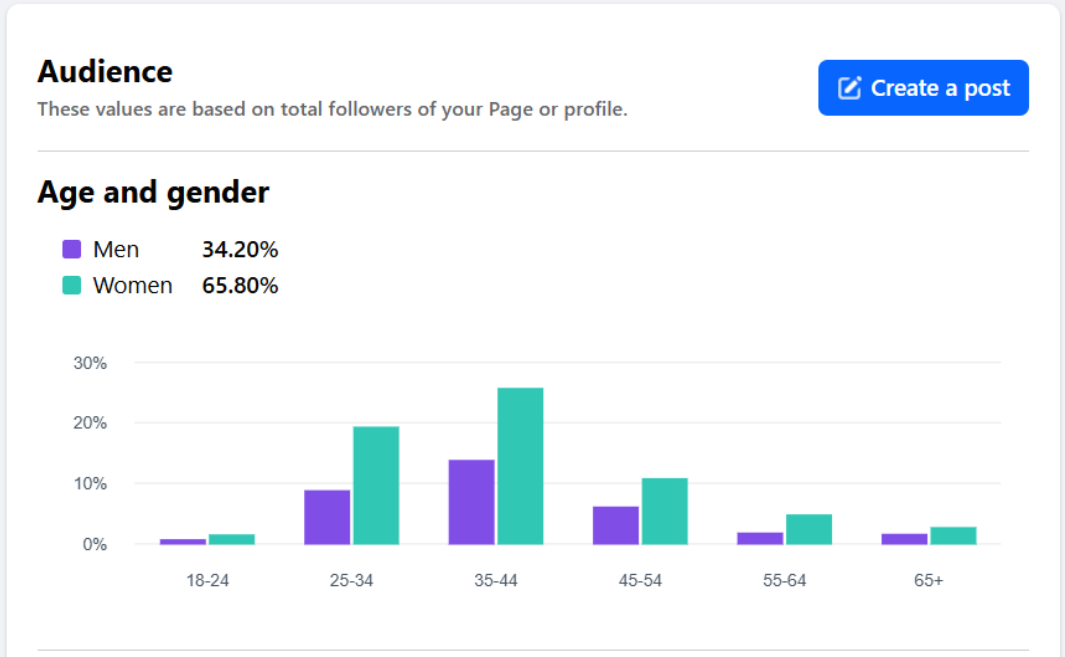
1. The road works notice reached the highest number of viewers in June with the highest number of share. Residents are pleased that they're informed ahead but upset that the road works are taking place during school days which makes the traffic terrible.
2. Our followers care about the community as posts about activities and events taking place in Cranbrook caught lots of attention. For example, the posts of "Cranbrook Festival", "Cranbrook Colour Run", "Local Active Lives Survey" and "St. Martin's Play Park Reopen" achieved over 1,000 post reach for each post.
3. Followers enjoy reading posts with photo collages and videos. The Cranbrook Festival post event video reached over 800 views. The post of "Join Us In keeping Cranbrook Beautiful" also achieved near 1,100 times on screen with the highest number of like and positive interactions from followers outside Cranbrook.
4. The comment function on Facebook is turned off. However, some of the posts are shared in other Facebook pages, viewers discuss and comment in other pages.

#### E. Strategies and actions

1. Positive social media strategies should be adopted. As the Town Council, we should engage and encourage the residents to keep the town clean, healthy and beautiful in a positive tone.
2. 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.
3. 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.
4. Submit regular social media reports to stakeholders.
5. Conduct daily monitoring of Cranbrook Town Council social media pages.
6. Conduct daily monitoring of other Cranbrook related social media pages.
7. Plan ahead social media posts and content.

Appendix A

Audience analysis



Location

Towns/citiesCountries

Exeter	1,300
Rockbeare	264
Clyst Honiton	123
Exmouth	65
Honiton	60
Ottery Saint Mary	43
Newton Abbot	42
Pinhoe	42
Aylesbeare	34
Cullompton	29