



Cranbrook Town Council

Social Media Report (1 June – 31 July 2024)

A. Background

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page. As of 31 July 2024, there are 2,665 followers and following 18 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 31 July, there are 189 followers and following 61 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. 16 new followers following Cranbrook Town Council Facebook in July 2024.
2. 5 new followers following Cranbrook Town Council Instagram in July 2024.
3. Facebook and Instagram audience¹:

| | Female % VS Male % | Age |
|-----------|--------------------|----------------------------|
| Facebook | 66% VS 34% | Majority between 25 and 44 |
| Instagram | 59% VS 41% | Majority between 35 and 54 |

4. July 2024 VS June 2024:

| FACEBOOK | July 2024 | June 2024 |
|--|-----------|-----------|
| Number of post | 32 | 25 |
| Number of post reach The number of people who saw your posts at least once | 26335 | 18697 |
| Number of engagement The number of reactions, comments, shares and clicks on your posts | 221 | 260 |
| Number of impression The number of times that your posts were on-screen | 28543 | 20254 |
| Number of positive feedback (good, like & wow) | 122 | 104 |
| Number of negative feedback (angry, sad) | 3 | 11 |
| Number of share | 39 | 29 |
| INSTAGRAM | June 2024 | June 2024 |
| Number of post | 17 | 19 |
| Number of post reach The number of people who saw your posts at least once | 633 | 557 |
| Number of engagement The number of reactions, comments, shares and clicks on your posts | 75 | 74 |
| Number of impression The number of times that your posts were on-screen | 734 | 607 |
| Number of positive feedback (good, like & wow) | 13 | 42 |
| Number of share | 5 | 3 |

¹ Audience analysis: Refer to Appendix A

C. July 2024 social media posts review

| | ITEM | DATE | FACE-BOOK | INSTA-GRAM | ENGAGE-MENT | POST REACH | IMPRESSION |
|----|---|---------|-----------|------------|-------------|--------------|--------------|
| 1 | Cranbrook Country Park Colour Run - 4 Days To Go | 2 July | 1 | 1 | 21 | 1220 | 1307 |
| 2 | Antisocial Behaviour At Town Centre | 2 July | 1 | 0 | 2 | 593 | 598 |
| 3 | General Election Reminder | 3 July | 1 | 0 | 0 | 193 | 209 |
| 4 | General Election Today | 4 July | 1 | 0 | 1 | 212 | 231 |
| 5 | General Election Declaration of Results of Exmouth and Exeter East | 5 July | 1 | 0 | 5 | 459 | 480 |
| 6 | Cranbrook Community Garden Facebook Page | 5 July | 1 | 0 | 5 | 422 | 460 |
| 7 | Cranbrook Colour Run Tomorrow | 5 July | 1 | 1 | 16 | | |
| 8 | Cranbrook Community Garden Regular Session | 5 July | 0 | 1 | 7 | 60 | 62 |
| 9 | Cranbrook Colour Run (Instant Update) | 6 July | 2 | 2 | 10 | 0 | 71 |
| 10 | National Trust Killerton Survey | 6 July | 1 | 0 | 3 | 280 | 319 |
| 11 | We Want Your Nappies | 8 July | 1 | 0 | 0 | 463 | 497 |
| 12 | Amazing Day At The Cranbrook Colour Run | 9 July | 1 | 1 | 17 | 358 | 416 |
| 13 | We Want Your Nappies | 11 July | 1 | 1 | 1 | 539 | 584 |
| 14 | Road Works: Roundabout C Resurfacing | 12 July | 1 | 1 | 3 | 1708 | 1770 |
| 15 | Road Works: Roundabout C Resurfacing | 14 July | 1 | 1 | 8 | 1343 | 1410 |
| 16 | Town Council Meeting 22 July 2024 | 16 July | 1 | 0 | 10 | 159 | 178 |
| 17 | Cranbrook Country Park Awarded Green Flag Award 2024 | 17 July | 1 | 1 | 62 | 4861 | 5409 |
| 18 | Exciting News! Local Media is spreading the word about the Green Flag Award | 19 July | 1 | 0 | 14 | 287 | 310 |
| 19 | Reporting Antisocial Behaviour | 19 July | 1 | 0 | 1 | 418 | 459 |
| 20 | Enjoy Summer in Cranbrook | 19 July | 1 | 0 | 18 | 1398 | 1692 |
| 21 | Enjoy Summer in Cranbrook | 23 July | 0 | 1 | 6 | 51 | 53 |
| 22 | Delay - Road Works: Roundabout C Resurfacing | 23 July | 1 | 1 | 1 | 929 | 938 |
| 23 | Cranbrook Town Council Annual Report 2023/24 | 23 July | 1 | 0 | 12 | 2138 | 2646 |
| 24 | Printing Service at Younghayes Centre, Cranbrook Town Council | 24 July | 1 | 0 | 7 | 2219 | 2237 |
| 25 | Move More Cranbrook Film | 24 July | 1 | 0 | 5 | 238 | 246 |
| 26 | National Trust Killerton Youth Panel | 25 July | 1 | 0 | 0 | 238 | 242 |
| 27 | Work Experience at Cranbrook Town Council | 25 July | 1 | 1 | 10 | 247 | 258 |
| 28 | Cranbrook United F.C. Had A Blast At Ingrams Sports Pitches | 25 July | 1 | 1 | 14 | 933 | 953 |
| 29 | Cranbrook Town Council Summer Photography Competition | 30 July | 1 | 0 | 4 | 303 | 306 |
| 30 | Meadow Grass Raking | 30 July | 1 | 0 | 2 | 339 | 343 |
| 31 | Cranbrook Town Council Summer Photography Competition | 31 July | 0 | 1 | 4 | 24 | 25 |
| 32 | Enjoy Summer in Cranbrook Update | 31 July | 1 | 0 | 4 | 741 | 750 |
| 33 | Printing Service at Younghayes Centre, Cranbrook Town Council | 31 July | 1 | 1 | 4 | 881 | 890 |
| 34 | Barbeque Safety Guidelines | 31 July | 1 | 1 | 5 | 1057 | 1099 |
| | TOTAL | | 32 | 18 | 296 | 26968 | 29277 |

D. Summary/highlight:

1. Post Reach and engagement

The post reach for our Facebook page increased significantly from June to July by 41%, indicating a substantial rise in readership. Additionally, the number of shares grew by 34%, suggesting that our followers found the posts useful and were motivated to share them with the wider community.

2. Popular content

Our followers particularly appreciate positive news about the town. For example, the post announcing "Cranbrook Country Park awarded the Green Flag Award 2024" achieved a post reach of 4,684 and 5,192 impressions, making it the most shared post since April 1, 2024.

3. Engaging Media

Posts featuring photo collages and videos are highly engaging. The post-event video for the Cranbrook Colour Run received 463 views, while the "Work Experience Programme at Cranbrook Town Council" video reached 355 views.

4. Information updates

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

- The post about roadworks reached over 1,500 people.
- The post regarding the printing service update reached over 2,200 people and was shared on other Facebook pages and groups.
- The barbecue safety guidelines post reached over 1,000 people and was shared on other Facebook pages.

5. Leisure events and activities

Followers are also interested in leisure events and activities happening in Cranbrook. The posts about the Cranbrook Colour Run and the Summer Events received over 1,100 reach and were shared on other social media pages.

6. Discussion and comments

While the comment function on our Facebook page is turned off, some posts are shared on other Facebook pages where viewers engage in discussions and leave comments.

E. Strategies and actions

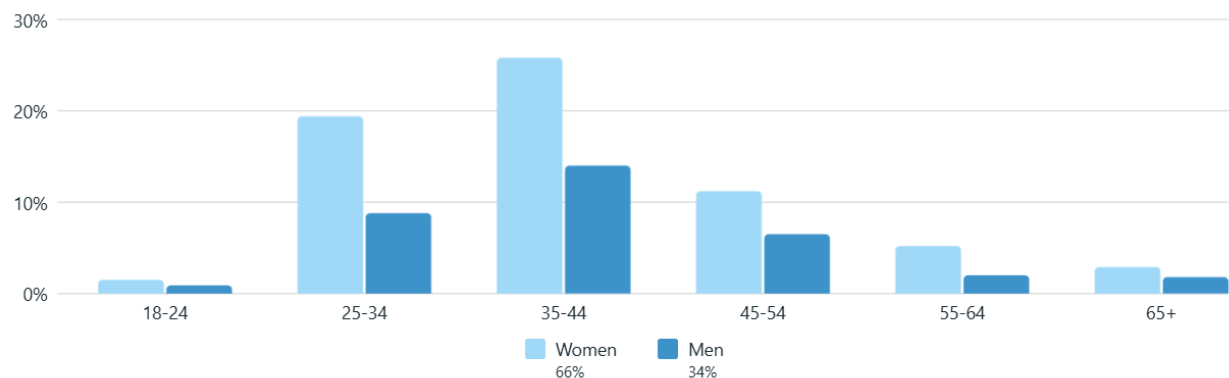
1. Positive social media strategies should be adopted. As the Town Council, we should engage and encourage the residents to keep the town clean, healthy and beautiful in a positive tone.
2. The Communications Officer continues to work closely with Ranger on social media plan to connect Cranbrook Town 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. In July, we worked with EX5-Alive, Wellbeing Cranbrook and Killerton for a more holistic approach of organizing and promoting the events taking place in summer holidays.
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

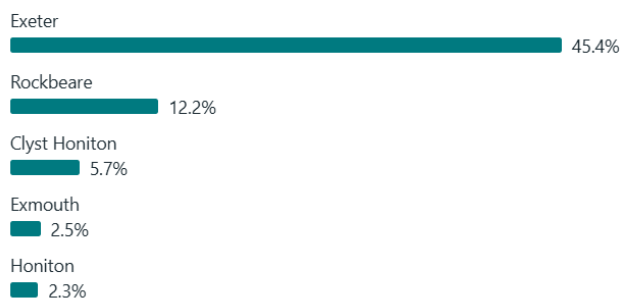
Audience analysis

Facebook

Age & gender ⓘ



Top towns/cities

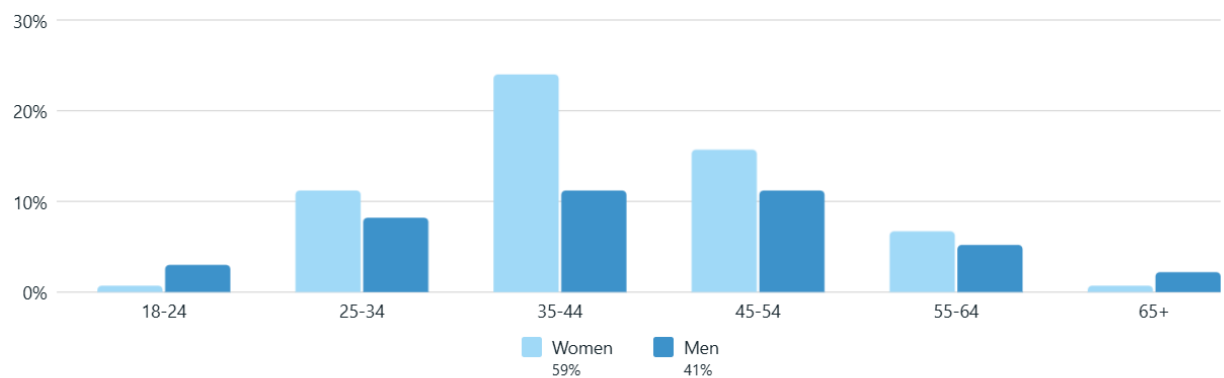


Top countries

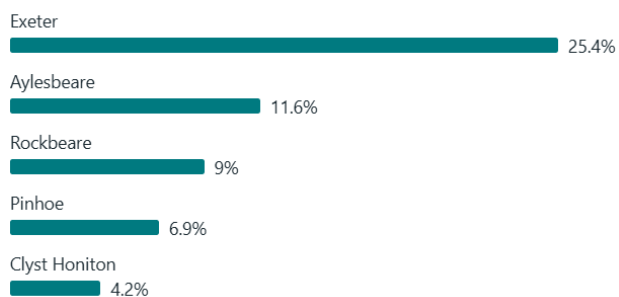


Instagram

Age & gender ⓘ



Top towns/cities



Top countries

