



Cranbrook Town Council
Social Media Report (1 August – 31 August 2024)

A. Background

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page. As of 31 August 2024, there are 2,673 followers and following 24 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 31 August, there are 190 followers and following 53 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 August 2024.
2. 1 new followers following Cranbrook Town Council Instagram in August 2024.
3. Facebook and Instagram audience¹:

	Female % VS Male %	Age
Facebook	66% VS 34%	Majority between 25 and 44
Instagram	58% VS 42%	Majority between 35 and 54

4. July 2024 VS June 2024:

FACEBOOK	August 2024	July 2024
Number of post	28	32
Number of post reach The number of people who saw your posts at least once	19835	26335
Number of engagement The number of reactions, comments, shares and clicks on your posts	164	221
Number of impression The number of times that your posts were on-screen	16890	28543
Number of positive feedback (good, like & wow)	96	122
Number of negative feedback (angry, sad)	0	3
Number of share	34	39
INSTAGRAM	August 2024	July 2024
Number of post	14	17
Number of post reach The number of people who saw your posts at least once	474	633
Number of engagement The number of reactions, comments, shares and clicks on your posts	42	75
Number of impression The number of times that your posts were on-screen	579	734
Number of positive feedback (good, like & wow)	36	13
Number of share	2	5

¹ Audience analysis: Refer to Appendix A

C. August 2024 social media posts review

	ITEM	DATE	FACE-BOOK	INSTA-GRAM	ENGAGE-MENT	POST REACH	IMPRESSION
1	Cranbrook Country Park River Dipping	1 Aug	1	0	1	240	280
2	Cranbrook Country Park River Dipping (Reminder)	6 Aug	1	0	0	242	265
3	Best Practices For Dog Owners	6 Aug	1	0	21	4235	265
4	Dog Meet Up Puppy Pals	7 Aug	1	1	4	270	295
5	Free NHS Health Check	8 Aug	1	1	5	600	647
6	Criminal Justice Board Open Letter On Recent Disorder	8 Aug	1	0	1	247	265
7	Cranbrook Country Park big Butterfly Count	8 Aug	0	1	4	53	56
8	Cranbrook Pharmacy Closing Notice	9 Aug	1	0	1	291	320
9	Yellow Heat Health Alert	9 Aug	1	0	0	307	334
10	Enjoy Summer In Cranbrook And National Killerton Trust Update	9 Aug	1	1	10	3016	3272
11	Cranbrook Country Park Summer Photography Competition	12 Aug	1	1	0	23	0
12	National Allotments Week 2024	13 Aug	1	1	7	430	462
13	Town Council Meeting On Monday 19 August 2024	13 Aug	1	0	10	218	227
14	Cranbrook Country Park River Dipping	14 Aug	1	0	5	290	301
15	Cranbrook Country Park River Dipping Update	14 Aug	1	0	11	300	323
16	Hurray! Cranbrook Awarded The Saving Devon's Treescapes Award	14 Aug	1	0	25	1059	1171
17	National Allotments Week 2024	14 Aug	1	0	0	0	0
18	Cranbrook Country Park River Dipping	14 Aug	1	1	0	0	26
19	Pollution Alert from East Devon District Council	14 Aug	1	0	0	485	495
20	National Allotments Week 2024 Share Your Allotments Photographs	14 Aug	0	1	0	0	32
21	Cranbrook Country Park Tree Identification Walk	15 Aug	1	0	1	385	407
22	Morrisons Update	15 Aug	1	0	21	831	870
23	Advisory: The Remaining Fields In The Country Park Will Be Cut	15 Aug	1	0	2	407	432
24	Hurray! Cranbrook Awarded The Saving Devon's Treescapes Award	15 Aug	0	1	9	93	101
25	Hurray! Cranbrook Awarded The Saving Devon's Treescapes Award	15 Aug	1	1	4	0	26
26	Beautiful Allotments In Cranbrook	16 Aug	1	1	16	887	943
27	Enjoy Summer In Cranbrook And National Killerton Trust Update	16 Aug	1	1	10	728	802
28	Cranbrook Country Park Tree Minibeasts Hunt Tomorrow	27 Aug	1	0	3	199	206
29	Share Your Opinions - Residents Survey By East Devon District Council	27 Aug	1	1	9	642	663
30	Proposed Extra Care Development Consultation By LiveWest	28 Aug	1	1	25	3494	3642
31	Cranbrook Country Park Summer Photography Competition	29 Aug	1	0	1	337	342
	TOTAL		28	14	206	20309	17469

D. Summary/highlight:

1. Audience Number

- 16 new followers following Cranbrook Town Council Facebook in August 2024 which indicates that our audience number is steadily increasing.
- 1 new follower following Cranbrook Town Council Instagram in August 2024 which shows that our Instagram page is gradually growing since the relaunch in April 2024.

2. Post Reach and engagement

The post reach for both the Town Council Facebook page and Instagram page dropped from July to August by 25%. Lots of people are travelling and therefore not checking out the social media as often as they do.

2. Positive news in the Town

Our followers particularly appreciate positive news about the town. For example, the post announcing "Cranbrook Awarded The Saving Devon's Treescapes Award" achieved a post reach of 1,059 with 1,171 impressions. It was widely shared in and beyond the Town.

3. Information updates

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

- The post regarding the proposed extra care development consultation by LiveWest reached over 3,455 people and was shared on other Facebook pages and groups.

4. Leisure events and activities

Followers are also interested in leisure events and activities happening in Cranbrook. The posts about the Summer Events received over 3,672 reach and were widely shared on other social media pages.

5. Community engagement

Posts and activities inviting residents to take part to demonstrate the beauty of the Town and to keep the Town clean and nice are the popular ones.

- The post of "Best practice of dog owners" reached over 4,200 audience and was widely shared in and beyond Cranbrook.
- The post of "Beautiful Allotments in Cranbrook", which was an activity organized by the Town Council for the National Allotments Week 2024, reached near 1,000 people with over 1,000 impressions. It was also shared and saved.

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

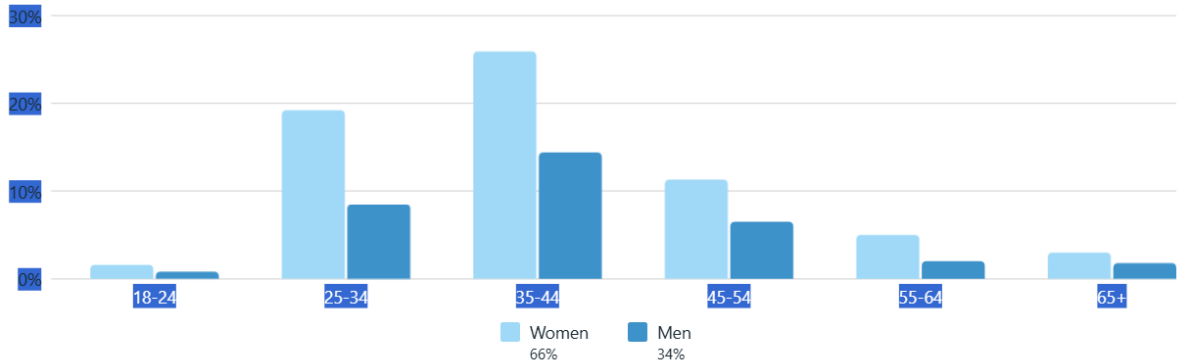
1. Positive social media strategies should be adopted. As the Town Council, we should engage and encourage the residents to keep the town clean, healthy and beautiful in a positive tone.
2. The Communications Officer continues to work closely with Ranger on social media plan to connect Cranbrook Town 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. The Town Council can involve residents by organizing activities and events and inviting residents to take part. It is always helpful to engage our residents.
5. Submit regular social media reports to stakeholders.
6. Conduct daily monitoring of Cranbrook Town Council social media pages.
7. Conduct daily monitoring of other Cranbrook related social media pages.
8. Social media posts and content plan should be in place.

Appendix A

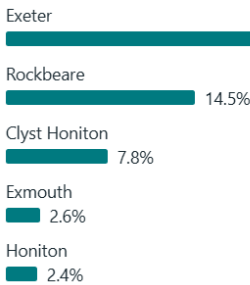
Audience analysis

Facebook

Age & gender ⓘ



Top towns/cities

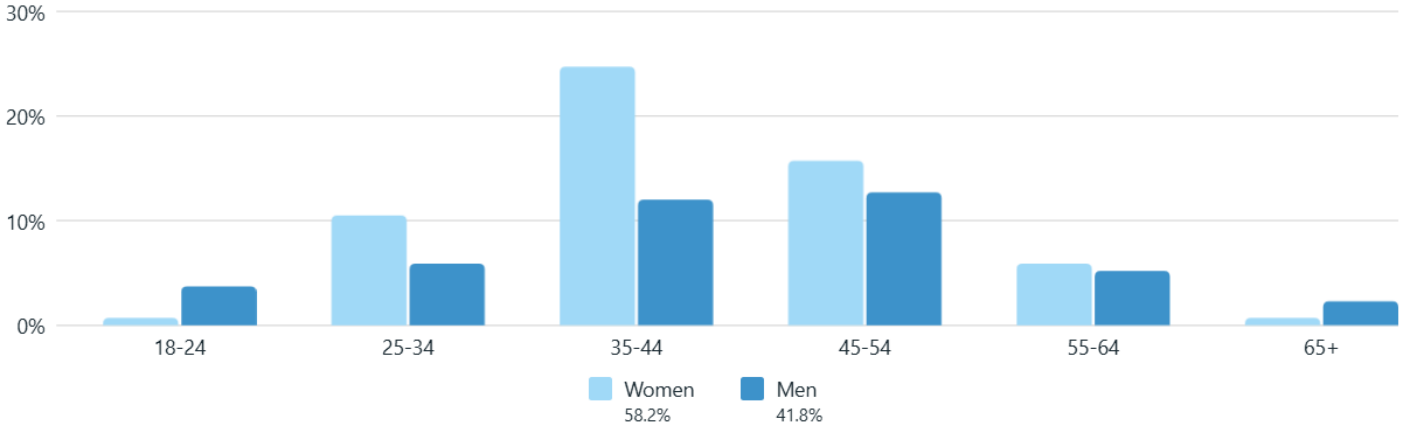


Top countries

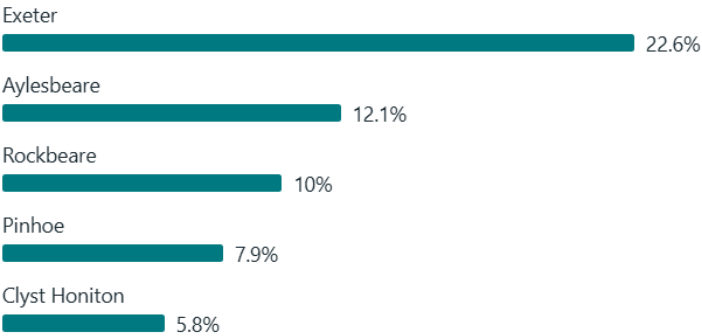


Instagram

Age & gender ⓘ



Top towns/cities



Top countries

