



Cranbrook Town Council
Social Media Report (1 September – 30 September 2024)

A. Background

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page. As of 30 September 2024, there are 2,686 followers and following 25 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 31 September, there are 194 followers and following 54 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. 15 new followers following Cranbrook Town Council Facebook in September 2024.
2. 5 new followers following Cranbrook Town Council Instagram in September 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. September 2024 VS August 2024:

FACEBOOK	September 2024	August 2024
Number of post	35	28
Number of post reach The number of people who saw your posts at least once	29,041	19,835
Number of engagement The number of reactions, comments, shares and clicks on your posts	181	164
Number of impression The number of times that your posts were on-screen	30,450	16,890
Number of positive feedback (good, like & wow)	120	96
Number of negative feedback (angry, sad)	0	0
Number of share	54	34
INSTAGRAM	September 2024	August 2024
Number of post	18	14
Number of post reach The number of people who saw your posts at least once	468	474
Number of engagement The number of reactions, comments, shares and clicks on your posts	51	42
Number of impression The number of times that your posts were on-screen	509	579
Number of positive feedback (good, like & wow)	44	36
Number of share	2	2

¹ Audience analysis: Refer to Appendix A

C. September 2024 social media posts review

	ITEM	DATE	FACE-BOOK	INSTA-GRAM	ENGAGE-MENT	POST REACH	IMPRESSION
1	POLLUTIONS ALLERTS AT VARIOUS LOCATIONS	2 Sep	1	0	0	395	420
2	KNOW YOUR NUMBERS! WEEK BY BLOOD PRESSURE UK	3 Sep	1	1	7	522	561
3	CRANBROOK PUMP TRACK COMMUNITY LAUNCH EVENT	3 Sep	1	1	10	679	694
4	SHARE YOUR OPINIONS RESIDENTS SURVEY	5 Sep	1	0	3	575	628
5	CRANBROOK COUNTRY PARK SUMMER PHOTOGRAPHY COMPETITION	5 Sep	1	0	5	465	513
6	CRANBROOK PUMP TRACK COMMUNITY OPENING	10 Sep	1	0	6	444	461
7	PROPOSED EXTRA CARE DEVELOPMENT CONSULTATION BY LiveWest	11 Sep	1	0	6	785	791
8	CRANBROOK PUMP TRACK MOBILITY LAUNCH	12 Sep	0	1	4	38	39
9	ROAD WORKS NOTICE: CARRIAGEWAY INCURSION ON ST MICHAELS WAY	13 Sep	1	1	8	3652	3741
10	RESPONSIBLE DOG OWNERSHIP	13 Sep	1	0	9	612	637
11	CRANBROOK PUMP TRACK COMMUNITY OPENING	13 Sep	1	0	4	494	528
12	COMMUNITY EDUCATION WORK BY CRANBROOK RANGER	16 Sep	1	0	10	428	446
13	JOIN CRANBROOK TOWN COUNCIL! THREE NEW COUNCILLORS NEEDED!	16 Sep	1	1	9	515	555
14	FOUR DAYS TO GO! CRANBROOK PUMP TRACK COMMUNITY LAUNCH	17 Sep	1	1	6	476	497
15	TOMORROW PROPOSED EXTRA CARE DEVELOPMENT CONSULTATION BY LiveWest	18 Sep	1	1	5	3465	3606
16	EXCITING NEWS FOR CRANBROOK – FIRST MOBILITY SCOOTER IN TOWN!	18 Sep	1	1	37	3288	3518
17	GRASP THE CHANCE TO SHARE YOUR OPINIONS RESIDENTS SURVEY	19 Sep	1	0	1	565	593
18	BOOK YOUR CRANBROOK MOBILITY SCOOTER TRIAL!	19 Sep	1	1	8	1629	1786
19	CRANBROOK MOBILITY SCOOTER LAUNCH CEREMONY (Story)	20 Sep	1	0	0	0	0
20	TOMORROW! CRANBROOK PUMP TRACK COMMUNITY LAUNCH	20 Sep	1	0	6	463	474
21	TOMORROW! CRANBROOK PUMP TRACK COMMUNITY LAUNCH (Story)	20 Sep	0	1	0	0	0
22	CRANBROOK PUMP TRACK COMMUNITY LAUNCH (Story)	20 Sep	1	1	0	0	0
23	CRANBROOK MOBILITY SCOOTER LAUNCH CEREMONY (Story)	20 Sep	0	1	0	0	0
24	CRANBROOK PUMP TRACK COMMUNITY LAUNCH. SEE YOU TODAY! (Story)	21 Sep	1	1	0	0	0
25	CRANBROOK PUMP TRACK COMMUNITY LAUNCH. (Instant post)	21 Sep	1	0	0	0	0

26	FREE BUS THIS SUNDAY!	21 Sep	1	0	1	367	367
27	CRANBROOK PUMP TRACK COMMUNITY LAUNCH (Story)	21 Sep	0	1	1	0	0
28	ROAD WORKS	23 Sep	1	0	0	0	0
29	ROAD WORKS NOTICE: CARRIAGEWAY INCURSION ON ST MICHAELS WAY	23 Sep	1	0	3	2514	2641
30	TONIGHT - CRANBROOK TOWN COUNCIL MEETING	23 Sep	1	0	2	424	441
31	MEET CATHERINE, CRANBROOK'S FIRST MOBILITY SCOOTER USERMEET THE EAST DEVON DISTRICT COUNCILLORS	23 Sep	1	1	60	4324	4519
32	MEET THE EAST DEVON DISTRICT COUNCILLORS	23 Sep	1	0	2	230	241
33	JOIN US FOR THE MOBILITY SCOOTER LAUNCH CEREMONY	24 Sep	1	1	10	581	628
34	EXPERIENCE CRANBROOK'S FIRST MOBILITY SCOOTER	26 Sep	1	0	2	169	180
35	EXPERIENCE CRANBROOK'S FIRST MOBILITY SCOOTER	26 Sep	1	1	6	194	197
36	ROAD WORKS NOTICE: ROAD CLOSURE ON SOUTHBROOK LANE	27 Sep	1	0	1	613	614
37	CRANBROOK MOBILITY SCOOTER LAUNCH CEREMONY TOMORROW (Story)	27 Sep	1	1	0	0	0
38	CRANBROOK MOBILITY SCOOTER LAUNCH CEREMONY TOMORROW	27 Sep	1	0	0	615	643
39	CRANBROOK MOBILITY SCOOTER LAUNCH CEREMONY TODAY (Story)	28 Sep	1	1	0	0	0
40	CRANBROOK MOBILITY SCOOTER LAUNCH CEREMONY (instant post)	28 Sep	1	1	5	0	0
	TOTAL		35	18	232	29,509	30,959

D. Summary/highlight:

1. Audience Number

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

2. Post Reach and engagement

Facebook experienced strong growth in engagement, while Instagram remained consistent.

Facebook:

- Post Reach: Increased by 46%, from 19,835 in August to 29,041 in September.
- Impressions: Went up by 80%, growing from 16,890 in August to 30,450 in September.
- Positive Feedback: Showed a 27% increase.
- Shares: Jumped by 59%.

Instagram:

- Post Reach, Impressions, and Feedback: Remained steady, indicating no significant changes in audience interaction or content performance over the same period.

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 3,418 people and was shared to other Facebook pages and groups.
- The post of road works reached over 3,551 people and were shared to other Facebook pages.

4. Events and activities

Followers are highly interested in leisure events and activities happening in Cranbrook:

- The posts of Cranbrook Mobility Scooter Trials and Launch Ceremony reached 10,590 people and widely shared on other social media pages. It also generated over 100 engagements. Residents showed appreciation to the Town Council on “Belonging to Cranbrook” and “Move More” pages.
- The posts of Cranbrook Pump Track Opening, which was a collaboration with Move More Cranbrook, reached 2,470 audience.

5. 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. Actions taken by the Communications Officer

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 organisers 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 September, we worked Move More Cranbrook for a more holistic approach of organising and promoting Cranbrook Pump Track Community Launch. We have also worked with Devon County Council, LiveWest and Move More Cranbrook Mobility Scooter Launch campaign.
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. Social media posts and content plan is in place.

F. Suggested strategies²

1. Positive social media strategies should be continued. As the Town Council, we should engage and encourage the residents to keep the town clean, healthy and beautiful in a positive tone.
2. Opening Facebook comments to the public is indeed a valuable move for the Town Council as it can gauge residents' reactions (public comments provide direct insight into how residents feel about the Town Council's work, allowing for a better understanding of community sentiment). Open comments create a more transparent communication channel, demonstrating the Town Council's willingness to listen to feedback and engage in open dialogue. It encourages two-way communication, allowing residents to ask questions, seek clarifications, and offer suggestions. The Council can also use this platform to address concerns, correct misinformation, and foster a sense of community involvement.
3. The Communications Officer has been working with various parties including clubs, activity organisers 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 September, we worked Move More Cranbrook for a more holistic approach of organising and promoting Cranbrook Pump Track Community Launch. We have also worked with Devon County Council, LiveWest and Move More Cranbrook Mobility Scooter Launch campaign.
4. The Town Council can involve residents by organising activities and events and inviting residents to take part. It is always helpful to engage our residents.

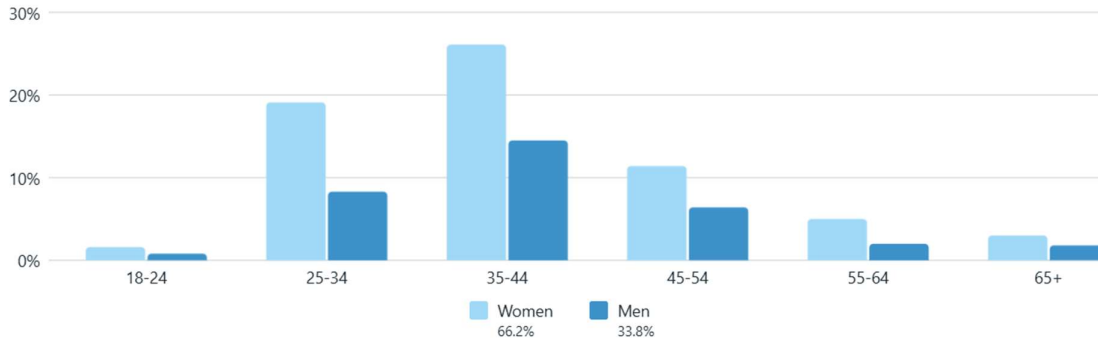
² Suggested strategies: These are emerging and will be subject to Council approval together with the Community Engagement and Communications Strategies at a future Council meeting.

Appendix A

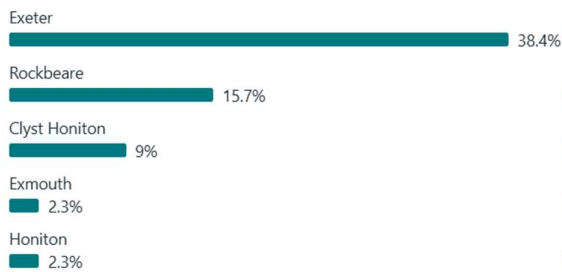
Audience analysis

Facebook

Age & gender ⓘ



Top towns/cities

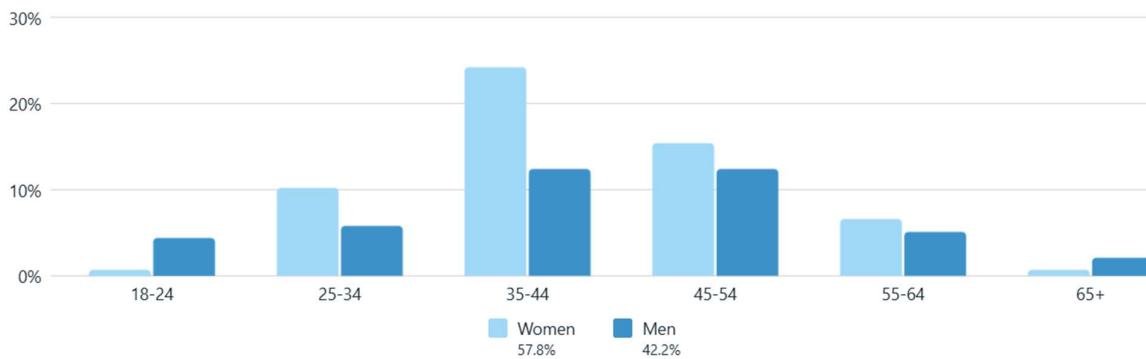


Top countries

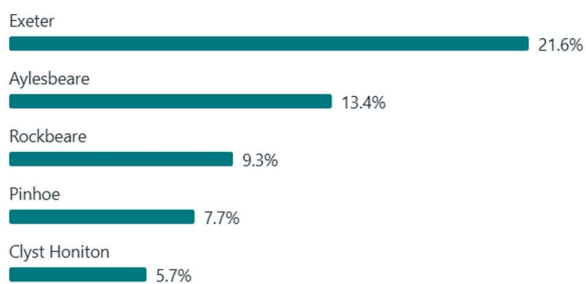


Instagram

Age & gender ⓘ



Top towns/cities



Top countries

