



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

A. Background

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page. As of 31 October 2024, there are 2,697 followers and following 29 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 31 October 2028, there are 198 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. The page is run by ranger.

B. Key changes / updates

1. 11 new followers following Cranbrook Town Council Facebook in October 2024.
2. 4 new followers following Cranbrook Town Council Instagram in October 2024.
3. Facebook and Instagram audience¹:

	Female % VS Male %	Age
Facebook	66.5% VS 33.5%	Majority between 25 and 44
Instagram	57.8% VS 42.2%	Majority between 35 and 54

4. September 2024 VS August 2024:

FACEBOOK	October 2024	September 2024
Number of post	22	35
Number of post reach The number of people who saw your posts at least once	14,306	29,041
Number of engagement The number of reactions, comments, shares and clicks on your posts	153	181
Number of impression The number of times that your posts were on-screen	17,402	30,450
Number of positive feedback (good, like & wow)	135	120
Number of negative feedback (angry, sad)	0	0
Number of share	18	54
INSTAGRAM	October 2024	September 2024
Number of post	9	18
Number of post reach The number of people who saw your posts at least once	365	468
Number of engagement The number of reactions, comments, shares and clicks on your posts	42	51
Number of impression The number of times that your posts were on-screen	394	509
Number of positive feedback (good, like & wow)	39	44
Number of share	3	2

¹ Audience analysis: Refer to Appendix A

C. October 2024 social media posts review

	ITEM	DATE	FACE-BOOK	INSTA-GRAM	ENGAGE-MENT	POST REACH	IMPRESSION
1	Promote the uptake of pension credit	1 Oct	1	0	3	268	293
2	Responsible dog ownership	1 Oct	1	0	7	926	998
3	Younghayes Centre Resource Hub opening hour	2 Oct	1	1	3	565	622
4	Ground maintenance at Crannaford Play Park	2 Oct	1	1	8	86	1078
5	Exciting mobility scooter gains popularity	4 Oct	1	1	26	785	869
6	Scam alert	7 Oct	1	0	3	329	361
7	Finance & Personnel Committee Meeting	8 Oct	1	0	3	248	284
8	Households across Devon to receive financial support	11 Oct	1	0	1	198	222
9	Star gazing at Cranbrook Country Park	11 Oct	1	1	6	518	568
10	Seasonal COVID and flu vaccinations	15 Oct	1	1	3	329	335
11	Cranbrook Town Council Meeting	15 Oct	1	0	4	206	225
12	Flood Action Week	16 Oct	1	0	4	383	414
13	Sewage overflow alert from Cranbrook Ranger	16 Oct	1	0	0	533	569
14	Cancelled! Star gazing event on Friday	16 Oct	1	0	1	346	378
15	Have your say	17 Oct	1	0	1	436	469
16	Cranbrook Halloween event is coming	18 Oct	0	1	8	621	685
17	Say hello at our new "happy to chat" bench	18 Oct	1	1	83	6086	7476
18	Please note below the overflowing sewage advisory Notice from Cranbrook Ranger	23 Oct	1	0	0	346	362
19	Cranbrook Halloween event	25 Oct	1	0	0	0	0
20	Join us for a Merry Christmas celebration	25 Oct	1	1	22	720	822
21	Cranbrook Halloween event	27 Oct	1	0	0	0	0
22	Drainage work advisory from Cranbrook Ranger	28 Oct	1	0	0	341	372
23	Spootacular Halloween event in Cranbrook	30 Oct	1	1	9	365	404
	TOTAL		22	9	195	14,665	17,806

D. Summary/highlight:

1. Audience Number

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

2. Post Reach and impression

Both Facebook and Instagram experienced decline in engagement and impression.

Facebook:

- Post Reach: Decreased by 51%, from 29,041 in September to 14,306 in October.
- Impressions: Dropped by 43%, from 30,450 in September to 17,402 in October.

Instagram:

- Post Reach: Decreased by 22%, from 468 in September to 365 in October.
- Impressions: Dropped by 23%, from 509 in September to 394 in October.

3. Engagement

Although we posted less frequently in October compared to September, with drops in post reach and impressions, the positive engagement on Facebook increased from 120 in September to 135 in October, a 13% increase. This suggests that while overall visibility declined, the content resonated well with our audience, fostering a more positive community response.

4. Information updates

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

- The post regarding Crannaford Play Park maintenance with 1,078 impression

5. Events and activities

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

- The post of the new “happy to chat” bench reached 6,068 people with 7,476 impression. It was shared on other social media pages. It also generated over 83 engagements. Residents showed appreciation to the Town Council on “Belonging to Cranbrook”.
- The posts of Cranbrook Halloween event, which helped promoting a community event with Cranbrook town Council’s support, reached 986 audience.

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. 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 community groups, schools 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 October, we worked with EX5-Alive, Cranbrook Community Association and schools for a more holistic approach of organising and promoting Cranbrook Halloween event and the upcoming Christmas event.
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. If resources allow, 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 community groups, 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.
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.

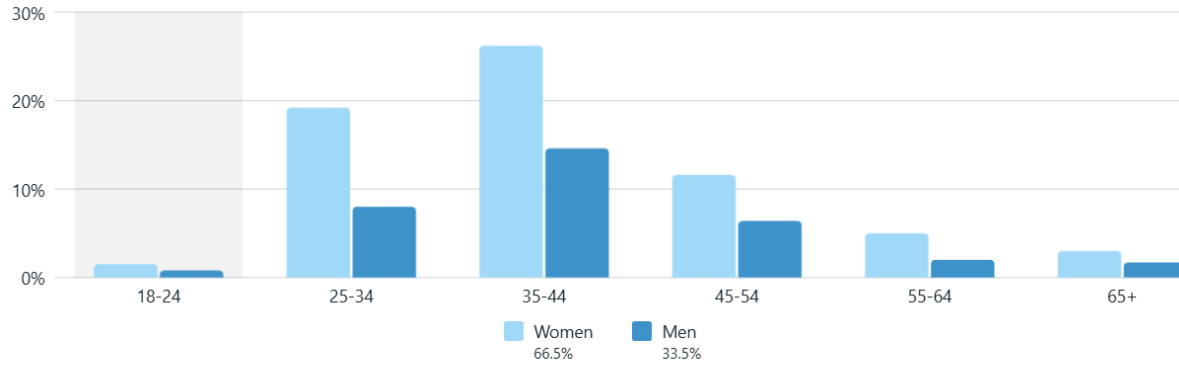
² Suggested strategies: These are emerging and will be subject to Council approval together with the Community Engagement and Communications Strategies at a future Council meeting.

Appendix A

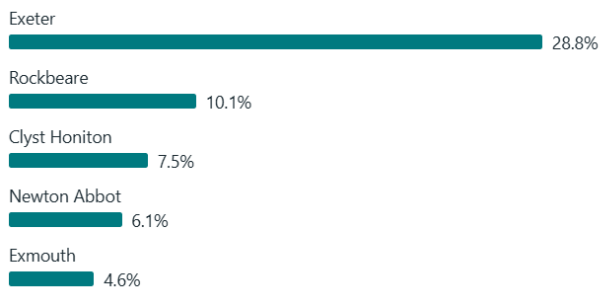
Audience analysis

Facebook

Age & gender



Top towns/cities

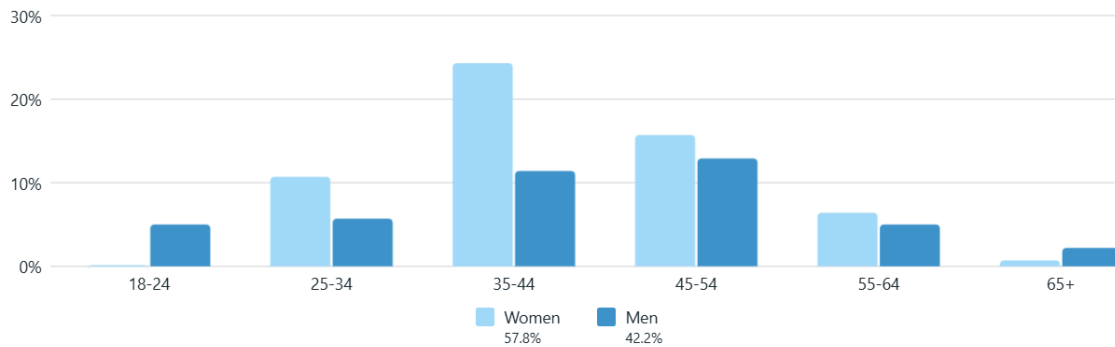


Top countries

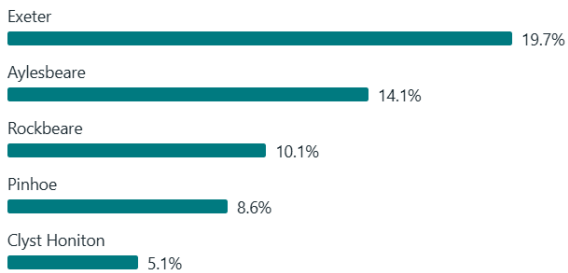


Instagram

Age & gender



Top towns/cities



Top countries

