



Cranbrook Town Council

Communications Report

Background

The report covers and analyses media coverage on Cranbrook and Cranbrook Town Council activities, Cranbrook Town Council social media pages and Cranbrook Town Council Website from 1 November 2024 to 30 November 2024.

A. Social media (1 November – 31 November 2024)

Background

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page. As of 30 November 2024, there are 2,741 followers and following 31 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 30 November 2024, there are 201 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.

Key changes / updates

1. 44 new followers following Cranbrook Town Council Facebook in November 2024.
2. 3 new followers following Cranbrook Town Council Instagram in November 2024.
3. Facebook and Instagram audience¹:

	Female % VS Male %	Age
Facebook	66.3% VS 33.7%	Majority between 25 and 44
Instagram	57.4% VS 42.6%	Majority between 35 and 54

4. November 2024 VS October 2024:

FACEBOOK	November	October
Number of post	24	22
Number of post reach The number of people who saw your posts at least once	25,743	14,306
Number of engagement The number of reactions, comments, shares and clicks on your posts	266	153
Number of impression The number of times that your posts were on-screen	27,847	17,402
Number of positive feedback (good, like & wow)	175	135
Number of negative feedback (angry, laugh)	3	0
Number of share	45	18
INSTAGRAM	November	October
Number of post	9	9
Number of post reach The number of people who saw your posts at least once	513	365
Number of engagement The number of reactions, comments, shares and clicks on your posts	32	42
Number of impression The number of times that your posts were on-screen	553	394
Number of positive feedback (good, like & wow)	29	39
Number of share	2	2

¹ Audience analysis: Refer to Appendix A

November 2024 social media posts review

	ITEM	DATE	FACE-BOOK	INSTA-GRAM	ENGAGE-MENT	POST REACH	IMPRESSION
1	Cranbrook Town Council Planning Committee Meeting	5 Nov	1	0	3	293	317
2	Warm Space by Wellbeing Exeter & Cranbrook	5 Nov	1	1	10	659	718
3	Welcome Cranbrook's new Town Councillors	8 Nov	1	1	8	512	555
4	Join us for the Cranbrook Christmas tree lighting	8 Nov	1	1	25	2344	2610
5	We are hiring - Handy Person	12 Nov	1	0	9	1414	1502
6	Cranbrook Town Council Planning Committee Meeting	12 Nov	1	0	1	244	266
7	Cranbrook Town Council Meeting	12 Nov	1	0	1	160	182
8	Advisory from Cranbrook Ranger	13 Nov	1	0	1	426	451
9	Multi-use games area is coming to Cranbrook	15 Nov	1	1	38	4276	4613
10	Cancelled - Cranbrook Town Council Planning Committee Meeting	15 Nov	1	0	3	369	398
11	Notice: temporary Landline issue at Cranbrook Town Council	15 Nov	1	0	0	313	398
12	Meet your East Devon District Councillors in Cranbrook	18 Nov	1	0	0	223	239
13	Notice: temporary Landline issue at Cranbrook Town Council	18 Nov	1	0	0	314	326
14	National Road Safety Week	18 Nov	1	0	2	312	339
15	Road work notice	19 Nov	1	1	3	1347	1404
16	Due to extreme weather, the Town Council will be closing the office today	21 Nov	1	1	4	445	462
17	Cranbrook's Christmas Celebration	22 Nov	1	0	5	1122	1237
18	Maintenance works advisory by Cranbrook ranger	25 Nov	1	0	0	171	181
19	Taking part in Cranbrook Education Campus Careers Fair	25 Nov	1	0	4	547	584
20	Cranbrook Town Council Amenities Committee Meeting	26 Nov	1	0	2	360	396
21	Cranbrook's Christmas Tree Lighting & Celebration	28 Nov	1	0	2	0	0
22	Tomorrow - Cranbrook's Christmas celebration	28 Nov	0	1	7	108	115
23	Exciting news for Cranbrook	28 Nov	1	1	138	10295	11167
24	Cranbrook Christmas Celebration	29 Nov	1	1	0	0	0
25	Cranbrook Christmas Celebration	29 Nov	1	0	0	0	0
	TOTAL		24	9	266	26256	28400

Summary/highlight:

1. Audience Number

- 44 new followers following Cranbrook Town Council Facebook in November 2024 which indicates that our audience number has increased significantly comparing to previous months.
- 3 new follower following Cranbrook Town Council Instagram in November 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 increase in post reach and impression.

Facebook:

- Post Reach: Increased by 80%, from 14,306 in October to 25,743 in November.
- Impressions: Went up by 60%, from 17,402 in October to 27,847 in November.

Instagram:

- Post Reach: Increased by 41%, from 365 in October to 513 in November.
- Impressions: Went up by 40%, from 394 in October to 553 in November.

3. Engagement

Positive engagement on Facebook increased from 135 in October to 175 in November, a 24% increase.

4. Information updates

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

- The post regarding road work with 1,404 impression
- The post regarding the multi-use games area with 4613 impression
- The post regarding the opening of Morrisons with 11167 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 3,466 people with 3,847 impression. It was shared on other social media pages. It also generated 30 engagements.

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.

B. Media activities and coverage (1 November – 31 November 2024)

1. There were no media activities held by Cranbrook Town Council in November 2024.
2. Media pick up:
 - Morrisons opening date
 - [Morrisons confirms Cranbrook opening date - Devon Live](#)
 - [Morrisons confirms Cranbrook opening date](#)
 - £1.9 million funding on Cranbrook community hub
 - [Cash kickstart for Cranbrook community hub after 10-year wait](#)
 - [Cranbrook community hub gets cash injection - BBC News](#)
 - Move More survey result
 - [Cranbrook residents more active now than before Covid | Midweek Herald](#)
 - [Exeter and Cranbrook are more physically active than ever - Devon Live](#)
 - Taylor Wimpey to remove sales centre at the Town Centre
 - [Cranbrook: Taylor Wimpey told to remove sales centre - BBC News](#)
 - [Developer ordered to remove sales cabin in Cranbrook town centre](#)
 - [Taylor Wimpey scolded by council and told to remove Cranbrook sales centre - Devon Live](#)
 - [Taylor Wimpey apologises for Cranbrook blunder - Devon Live](#)

C. Website

1. A new page of events has been added under “community”
2. Some of the images have been updated including Skatepark and Pump Track
3. The two new Councillors profile and photographs have been added under “Councillors”

D. Actions taken by the Communications Officer

1. 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 November, we worked with district authority, various local community groups, schools and local businesses for a more holistic approach for promoting Cranbrook development and events updates.
2. As Cranbrook is developing fast and drawing lots of attention, media are interested in Cranbrook news and there is an increase in media pick up. The Communications Officer conducts daily news monitoring and takes appropriate action if needed. She is also building relationship with media and organising media activities.
3. The Communications Officer has taken a more holistic approach on communications, including traditional media, social media and the Town Council Website. The social media report has been transformed to a communications report analysing the three main communications channels.
4. 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.
5. Conduct daily monitoring of Cranbrook Town Council social media pages.
6. Social media posts and content plan is in place.
7. Website update

F. Suggested strategies²

1. Positive communications 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. We should also spread good news of Cranbrook through other channels.
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.
5. To consider review the website layout. It would be helpful to add a "news" page for publishing media materials such as press releases

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

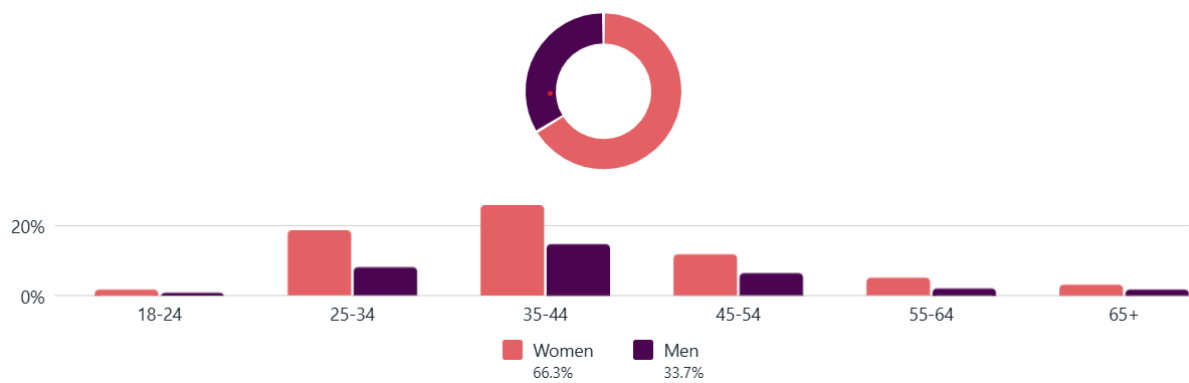
Audience analysis

Facebook

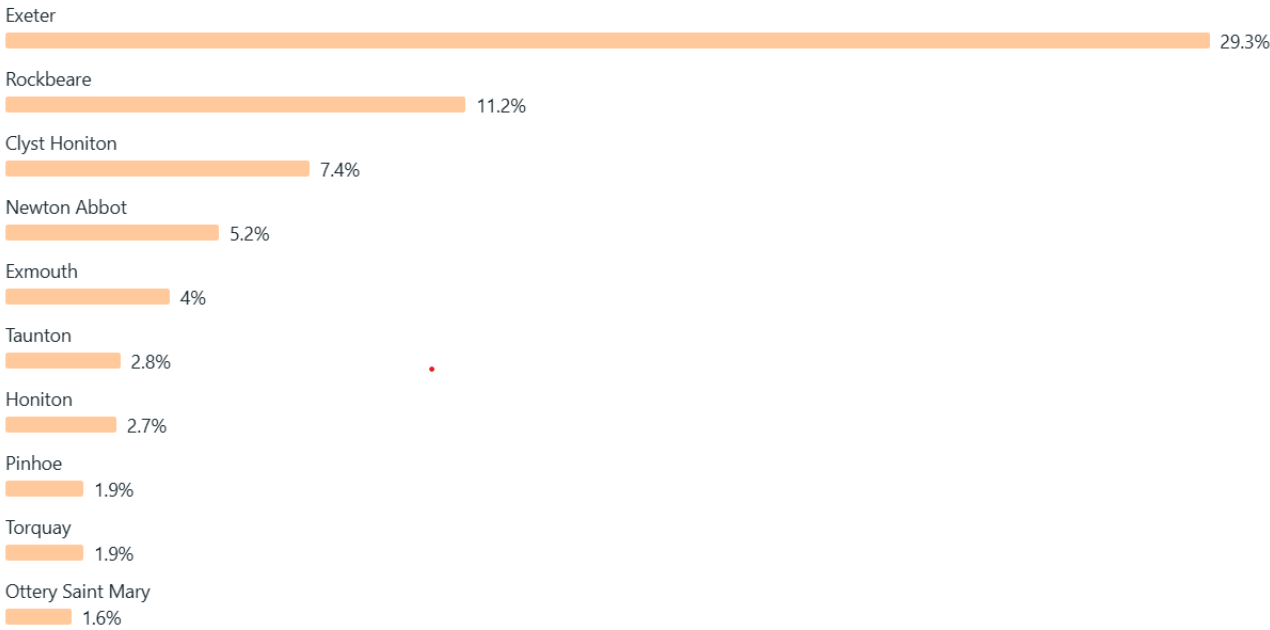
Facebook followers ⓘ

2,741

Age & gender ⓘ



Top towns/cities

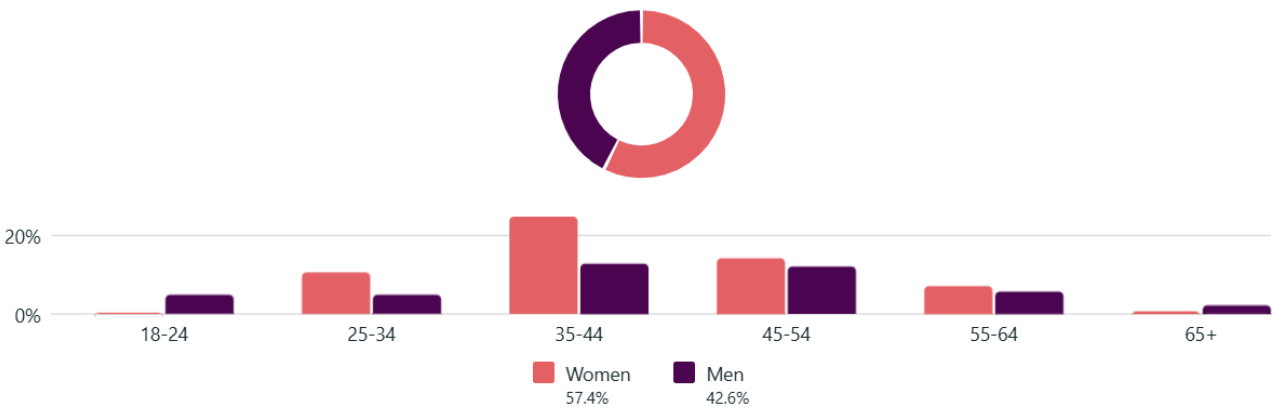


Instagram

Instagram followers ⓘ

201

Age & gender ⓘ



Top towns/cities

