



Cranbrook Town Council **Communications Report**

December 2024

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 December 2024 to 31 December 2024.

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

Background

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page. As of 31 December 2024, there are 2,762 followers and following 31 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 31 December 2024, there are 206 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. 21 new followers following Cranbrook Town Council Facebook in December 2024.
2. 5 new followers following Cranbrook Town Council Instagram in December 2024.
3. Facebook and Instagram audience¹:

	Female % VS Male %	Age
Facebook	66.2% VS 33.8%	Majority between 25 and 44
Instagram	56.7% VS 43.3%	Majority between 35 and 54

4. December 2024 VS November 2024:

FACEBOOK	December	November
Number of post	7	24
Number of post reach The number of people who saw your posts at least once	15,995	25,743
Number of engagement The number of reactions, comments, shares and clicks on your posts	125	266
Number of impression The number of times that your posts were on-screen	17,139	27,847
Number of positive feedback (good, like & wow)	104	175
Number of negative feedback (angry, laugh)	0	3
Number of share	17	45
INSTAGRAM	December	November
Number of post	6	9
Number of post reach The number of people who saw your posts at least once	358	513
Number of engagement The number of reactions, comments, shares and clicks on your posts	24	32
Number of impression The number of times that your posts were on-screen	384	553
Number of positive feedback (good, like & wow)	23	29
Number of share	0	2

¹ Audience analysis: Refer to Appendix A

December 2024 social media posts review

	ITEM	DATE	FACE-BOOK	INSTA-GRAM	ENGAGE-MENT	POST REACH	IMPRESSION
1	StreetLink	6 Dec	1	1	6	364	414
2	A Number of Weather Warnings Issued by MET Office	6 Dec	1	1	11	2263	2426
3	Cranbrook is Christmassy	11 Dec	1	0	12	646	694
4	Holiday Notice for Christmas and New Year	12 Dec	1	1	7	2158	2250
5	Morrisons Cranbrook Store Officially Opens Its Door	13 Dec	1	1	65	4639	5092
6	Exciting News: Outdoor Gym Installation begin!	17 Dec	1	1	44	5268	5595
7	Roadworks Notice	19 Dec	1	1	4	1015	1052
	TOTAL		7	6	149	16353	17523

Summary/highlight:

1. Audience Number

- 21 new followers following Cranbrook Town Council Facebook in December 2024 which indicates that our audience number has increased steadily.
- 5 new follower following Cranbrook Town Council Instagram in December 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 post reach and impression.

Facebook:

- Post Reach: Decreased by 38%, from 25,743 in November to 15,995 in December.
- Impressions: Dropped by 38%, from 27,847 in November to 17,139 in December.

Instagram:

- Post Reach: Decreased by 43%, from 513 in November to 358 in December.
- Impressions: Dropped by 31%, from 553 in November to 384 in December.

3. Engagement

Positive engagement on Facebook reduced from 204 in November to 127 in December, a 38% decrease.

4. Information updates

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

- The post regarding road work with 1,052 impression
- The post regarding weather warning with 2,263 impression
- The post regarding holiday notice with 2,250 impression

5. Events and activities

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

- The post of the official opening of Morrison Cranbrook store reached 4,639 people with 5,092 impressions. It was shared on other social media pages. It also generated 65 engagements.
- The post of the installation of the outdoor gym reached 5,268 people with 5,595 impressions. It was shared on other social media pages. It also generated 44 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 December 2024.
2. Cranbrook Town Council collaborated with Morrisons and East Devon District Council on the opening of Morrisons Cranbrook store, including social media activities and press release.
 - [Exeter Cranbrook Morrisons opens to the public for Christmas | Midweek Herald](#)
 - [EXCLUSIVE PHOTOS: Inside Cranbrook Morrisons supermarket](#)
 - [Huge first for new-build town near Exeter](#)
3. Other media pick up:
 - 260 new homes in Cranbrook
 - [Plans for 260 new homes in Cranbrook approved - BBC News](#)
 - [Major developer plans 260 new Cranbrook homes - Devon Live](#)
 - [Cranbrook set to expand with plans for up to 260 homes | Midweek Herald](#)
 - New town
 - [Cranbrook 'pitfalls' will be avoided in next new town - Radio Exe](#)
 - Morrisons confirms opening date
 - [Morrisons confirms Cranbrook opening date - Devon Live](#)
 - £1.9 million funding
 - [Cranbrook community hub gets cash injection - BBC News](#)
 - [Cash kickstart for Cranbrook community hub after 10-year wait](#)
 - [Cranbrook community hub secures £1.9m funding decade after conception | Midweek Herald](#)
 - Bomb disposal unit sent to scene in Cranbrook
 - [Bomb disposal unit sent to scene of two car fires in Cranbrook - BBC News](#)
 - [Residents evacuated after serious incident in Cranbrook - Devon Live](#)
 - [Explosive device triggers Christmas Eve evacuation as bomb squad swoop on Cranbrook housing estate](#)

C. Website

1. Added Cranbrook Town Council Christmas event under “Events”.

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 December, 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 communications report analyses 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

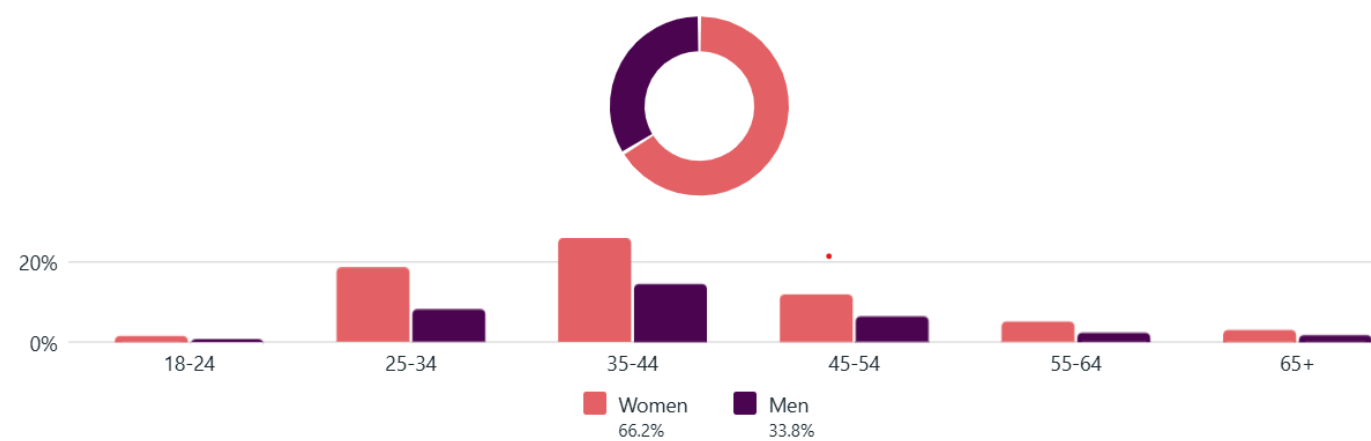
Audience analysis

Facebook

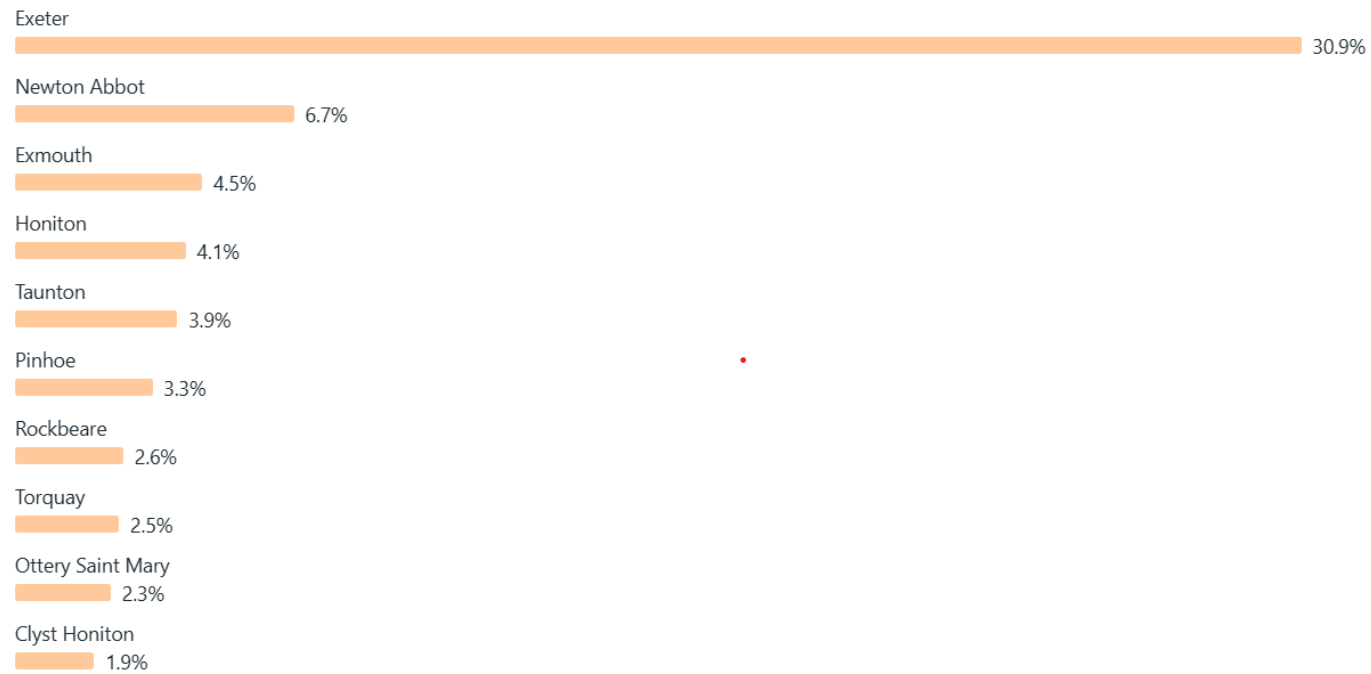
Facebook followers ⓘ

2,762

Age & gender ⓘ



Top towns/cities

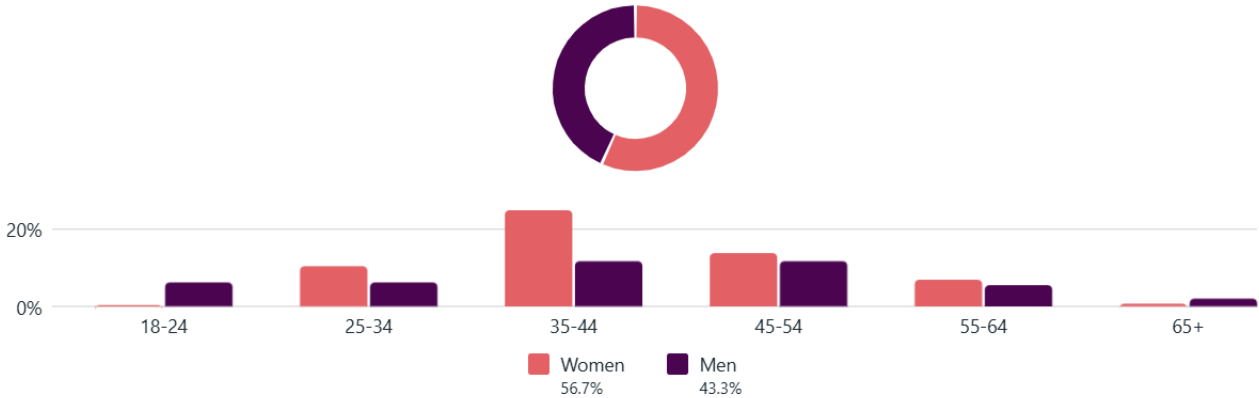


Instagram

Instagram followers ⓘ

206

Age & gender ⓘ



Top towns/cities

