
Communications Report – March 2025

Introduction

The report covers and analyses Cranbrook Town Council social media pages, media coverage on Cranbrook and Cranbrook Town Council activities and Cranbrook Town Council Website from 1 March 2025 to 31 March 2025.

Social media

a. Background

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page. As of 31 March 2025, there are 2,792 followers and following 43 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 31 March 2025, there are 214 followers and following 55 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. 14 new followers following Cranbrook Town Council Facebook in March 2025.
2. 3 new followers following Cranbrook Town Council Instagram in March 2025.

3. Facebook and Instagram audience:

	Female % VS Male %	Age
Facebook	66% VS 34%	Majority between 25 and 44
Instagram	58.8% VS 41.2%	Majority between 35 and 54

4. March 2025 VS February 2025:

FACEBOOK & Instagram	March 2025	February 2025
Number of post	22	14
Number of views (The number of times of your content is played or displayed)	21,583	31,347
Number of reach (The number of users who have seen the content)	11,515	12,818
Number of engagement	1,802	4,176

(Engagement includes reactions, comments, shares, saves and clicks)		
• Number of positive feedback (good, like & wow)	221	132
• Number of negative feedback (angry, laugh)	0	0
• Number of shares	2744	10
• Number of clicks	1,539	4,034
• Number of comments	10	/

c. March 2025 social media posts review

1. Refer to the Cranbrook Town Council Facebook and Instagram review documents.

d. Summary/ highlights

1. Audience Number

- 14 new followers following Cranbrook Town Council Facebook in March 2025 which indicates that our audience number has increased steadily.
- 3 new follower following Cranbrook Town Council Instagram in March 2025 which shows that our Instagram page is gradually growing since the relaunch in April 2024.

2. Post Reach and views

- Total number of reach for both Facebook and Instagram reached 11,515.
- Total number of views for both Facebook and Instagram reached 21,583.
- Some posts are shared on other Facebook pages where viewers engage in discussions.

3. Engagement

- Total engagement on Facebook decreased from 4,176 in February 2025 to 1,802 in March 2025.
- Positive feedback increased from 132 in February 2025 to 221 in March 2025.
- Shares increased from 10 shares in February 2025 to 31 shares in March 2025.
- The comments function has been enabled since March 2025, with a total of seven comments made by followers. All comments were neutral or positive. Residents have expressed their appreciation for the ranger's efforts on the tree planting project. Followers have also used the platform to invite family and friends to events and activities. Additionally, one resident helped identify the owner of a handmade cardboard car that was left at the Skatepark.

4. Information updates

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

- The posts regarding road resurfacing works along Three Corner Field reached 2,984 audience with 7,125 impressions

Followers are interested in activities and events taking place in the town, including:

- COVID 19 Day of reflection pre-event and post event stories attracted 1,855 audience with 3,555 views. Also generated 23 positive engagement.

- The two tree planting posts attracted 1,622 audience with 2,904 views.
- Sustrans activities post was seen by 683 audience with 996 views.
- Skatepark jam 2025 promotion attracted with 1,171 audience with 1,989 views. It's been shared seven times.

Media activities and coverage

- a. Cranbrook Town Council distributed two sets of press releases:
 1. "Roots for the Future – Cranbrook's Commitment to Sustainability with 5,670 Trees to be Planted"
 - i. MIDWEEK HERALD, 11 March 2025
"Cranbrook Town Council plans to plant over 5,670 trees"
 - ii. Exeter Today, 6 March 2025
"Thousands of trees planted in Cranbrook sustainability drive"
 2. "Cranbrook Schools, Sustrans and Councils Unite to Promote Sustainable Transport"
 - i. MIDWEEK HERALD, 11 March 2025
"East Devon schools to promote sustainable travel in town"
 - ii. Exeter Today, 6 March 2025
"Cranbrook schools back UK's biggest active travel challenge"
- b. Other media pick up:
 1. RadioExe, 8 March 2025
"Devoncast - Cranbrook's highs and lows, homes under fire and a Finnish connection"

Website

- a. Town Council meeting documents uploaded
- b. Town Council events updated
- c. Town Council website analysis

	1 March – 31 March 2025	1 February – 28 February 2025
Active users	At least 191	At least 143
Average engagement time	1 minute 23 seconds	58 seconds
Traffic acquisition	Direct search Organic search 54	Direct search 7 Organic search 38
Views by page title	Total: 565 Top five pages - number of views: 1. Cranbrook Town Council (Homepage) – 97 2. Younghayes Centre – 77 3. Town Council Meetings - 36 4. Contact – 33 5. Meeting documents – 32	Total: 307 views Top five pages - number of views: 6. Younghayes Centre – 54 7. Cranbrook Town Council (Homepage) – 47 8. Ingrams - 21 9. Contact – 19 10. Country Park – 20

Recommendations

- a. 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.
- b. Since opening Facebook comments to the public in early March, it has proven to be a valuable step for the Town Council, allowing us to gauge residents' reactions and gather feedback. This provides direct insights into how the community feels about the Council's work. Open comments create a more transparent communication channel, demonstrating the Council's willingness to listen and engage in dialogue. It encourages two-way communication, allowing residents to ask questions, seek clarifications, and offer suggestions. Additionally, the Council can use this platform to address concerns, correct misinformation, and foster a greater sense of community involvement. The Communications Officer is actively monitoring the comments and will provide a detailed analysis in the March report. Given the positive impact, comments function should remain enabled.
- c. The Communications Officer shall continue to work 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.
- d. Given the limited resources and the fact that communication efforts are on track, it may be worth considering the option of submitting a quarterly communications report instead of a monthly one. The first quarterly report will start in April covering April to June. Subsequent reports would cover July to September and then October to December. The quarterly reports will focus on key elements rather than showing detailed figures and reviewing posts individually.

