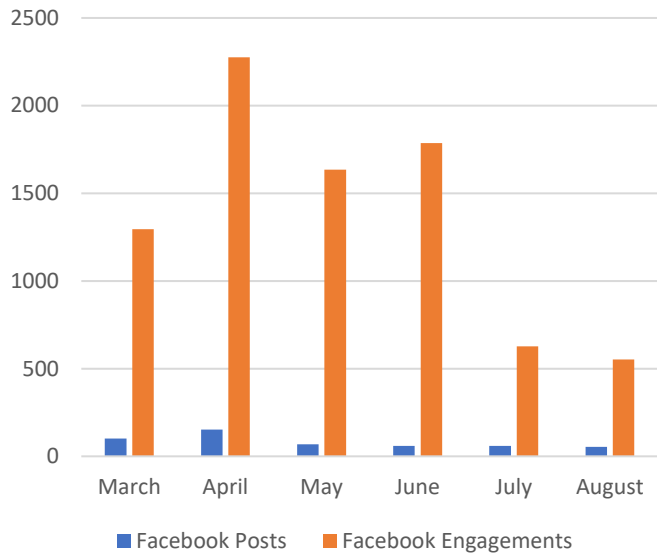
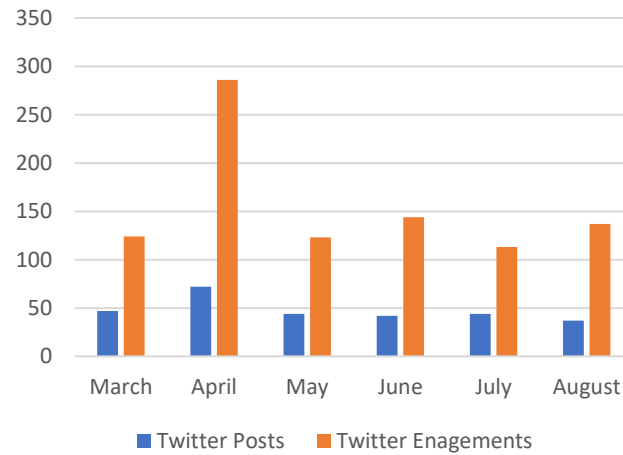


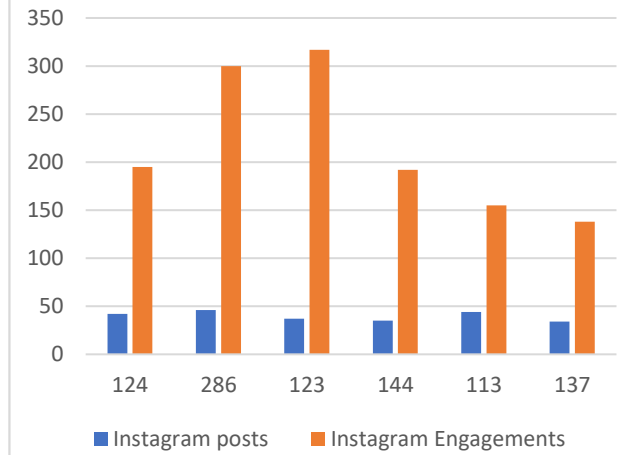
Facebook Posts & Engagements



Twitter Posts & Engagements

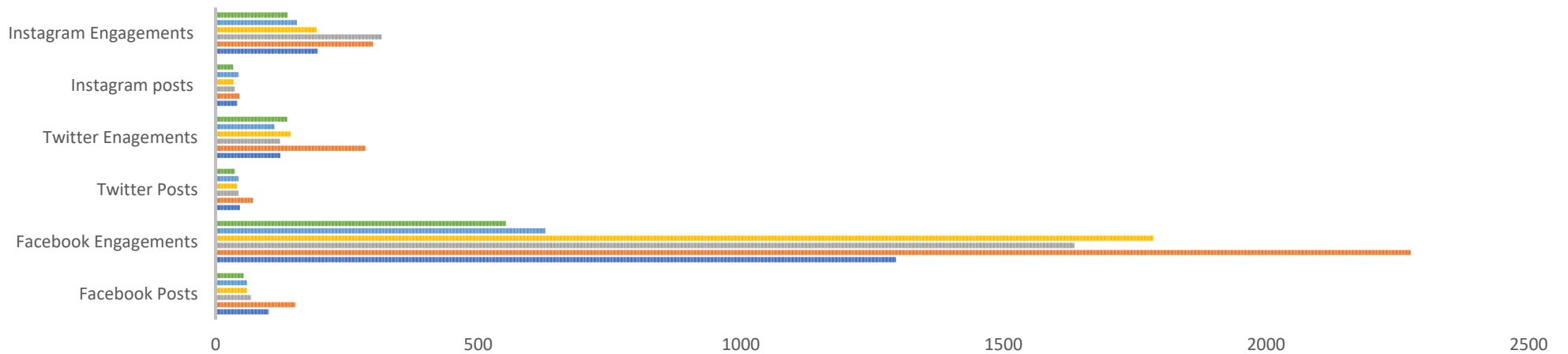


Instagram Posts & Engagements



OVERVIEW

■ August ■ July ■ June ■ May ■ April ■ March



We can see that although the count of posts across our three platforms are very similar, it is still Facebook which generates the highest response, with Instagram (our most recent platform) beginning to increase in engagement over Twitter.

To better engage our visitors on Twitter, which is a platform based upon the exchange of dialogue, we need to spend a lot more time commenting and responding to others' comments, which hasn't been an option in the past few months due to other priorities and lack of available resource.

The biggest spikes in engagement can be linked to key 'feel-good' posts, such as Honorary Burgess award, VE and VJ Day commemorations, our photograph competitions, the re-branding/re-opening of the High Street and the weekly online Band Concerts. Other posts that have been well received have been our messages to Captain Tom, the Mayor's free visors to local businesses and our thanks to the town for their efforts across the pandemic.

As with the website stats we can see a rise in activity in March around the time of the Covid-19 lockdown where we posted key information, with pointers to the website for further information, which links with the rise in Website hits. These posts included things like the closure of parks, outdoor gyms, sports facilities and the market. The linked trends between social media and the website demonstrate the success of the suite of tools being used. Social media delivers real-time key messages across the three main platforms and drives visitors to the website for more comprehensive, longer term information.

This year, with Covid-19 resulting in the cancellation of events throughout the summer, a clear success was the creating and posting of online equivalents; band concerts throughout the summer, culminating in the Proms on 12th September, the retrospective of last year's Canal Festival and Rotary's virtual Carnival which we 'shared'. These events have been very well received and plans are already in place to continue to put more events online where possible.

Our subscribers across all platforms continue to rise steadily each month:

Date	Facebook	Twitter	Instagram
March	7250	2150	951
April	7300	2160	993
May	7330	2170	1080
June	7360	2190	1130
July	7390	2190	1180
August	7420	2200	1220
September	7440	2210	1240

A few of our top posts...

Facebook reach –
4560
Engagements -
175



Facebook reach –
3019
Engagements -
274

Facebook reach –
8172
Engagements -
715

Facebook reach –
5707
Engagements -
829

