

REVIEW OF KTC WEBSITES AND SOCIAL MEDIA**Social Media****Engagement**

Engagement across all three platforms has remained steady with the largest percentage increase seen on Facebook. The average engagement rate for all posts on Facebook has risen from an average of 3.79% in 2021 to a fantastic 41.37% in 2022. This is by far our largest platform where we have the most followers and allows the most flexibility in posting. Instagram and Twitter have remained consistent around 4% engagement. Whilst this may seem a lot lower than Facebook, the average engagement on Instagram for business users is 0.83% and a 'good' engagement is anywhere between 1-5% (Hootsuite). Instagram have introduced a new algorithm in 2022 which is hitting business accounts the hardest and making posts less visible. Our engagement rate of 4.19% for Instagram is therefore considered very good.

It's important to note average engagement rates do vary day to day.

Posts

Our most popular posts across all platforms relate to Kenilworth Events including the Queen's Jubilee Street Party, the Baton Relay, along with the arts festival benches and our messages of support for the Ukraine. It is pleasing to note these were all positive posts and the engagement echoed this. We receive moderate engagement on local information posts and little interaction with local business/tourism posts.

This year we have scheduled 207 posts to date on Facebook. This equates to approximately 5 or 6 posts per week. Instagram and Twitter are slightly below this with 157 and 146 posts respectively. This is largely due to the restrictions both of these platforms place on what you can post.

We always post details about local events when they are known so I would encourage any Members to continue to pass details to me to share with our audience. These posts are well received and all contribute towards making KW a one stop shop for all that is happening in the town. Furthermore, it is useful to know about well-known local issues e.g., abbey fields lake, particularly any action being taken by members so we can share any relevant information promptly.

One huge positive this year has been the speed at which we can now share information with a much wider audience. This can be done instantly as demonstrated with the Queen's recent passing and the various activities surrounding this. When the flag was raised to full mast to mark the end of the mourning period at 8am as required, this was posted on our social media accounts with photographs by 8:10am. We previously did not have this option available due to outsourcing and we need to ensure we are using this to its maximum benefit.

A further example is the facebook event created for the proclamation of King Charles III. The event was confirmed at 4:30pm on Friday 10 September giving 48 hours notice. This was solely advertised and promoted via Kenilworth Web's social media accounts across the weekend (again something that was previously not available to us). The event was a huge success with over 1000 residents attending. This demonstrates the reach we have and we must ensure we use this to our advantage.

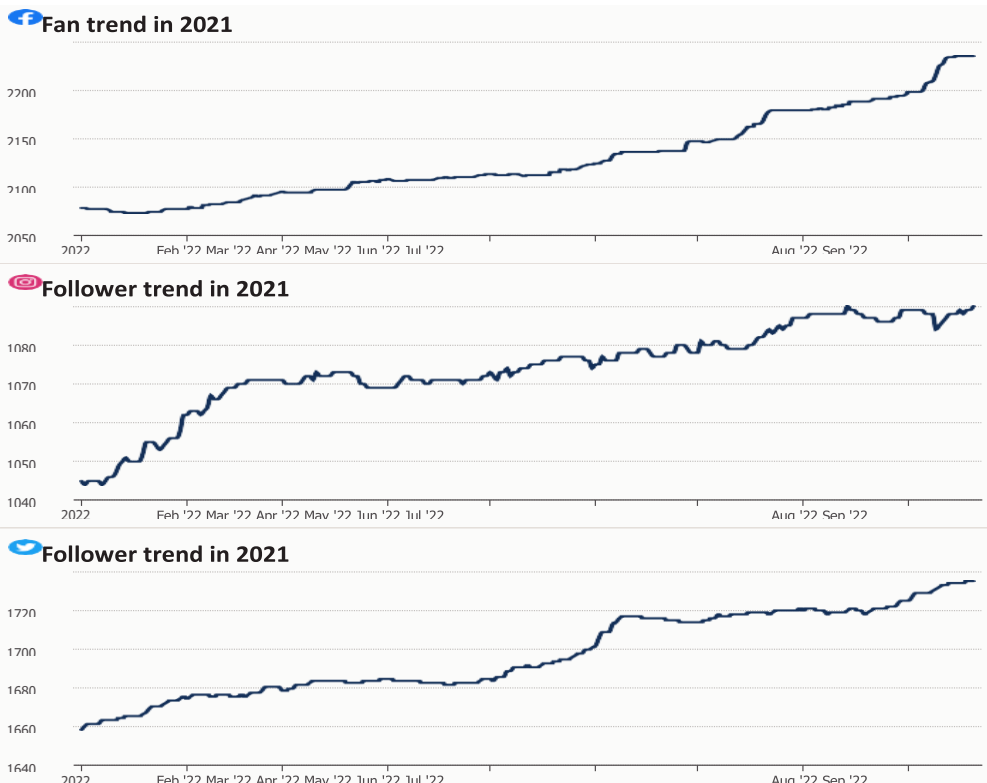
Followers

Followers have increased across all platforms, we have attracted 313 new 'fans' this year with followers now standing at:

Facebook – 2,200 approx (75% female, 90% above the age of 35)

Instagram – 1,100 approx (the majority are female with 55% above the age of 35)

Twitter – 1,700 approx (no data available)



This is very encouraging considering we no longer have options available to us where we can 'buy' followers, something utilised by third parties at a cost.

We hope to increase the content moving into the Christmas period, focussing on local events across the town and district and continue to drive kenilworth web's social media presence.

Website

Visit Kenilworth

Our most popular pages on Visit Kenilworth are the 'Whats On' page and the 'Discover' page. Visit Kenilworth has had nearly 25,000 'hits' this period with nearly 55,000 page views. We have received 25 contacts generated directly from the Visit Kenilworth page through either the contact us form or our email link.

As the most popular page is our 'Whats On' diary page, we are keen to make full use of this and include events happening all over the town, however, we can only add this information if it is given to us. Whilst much can be gleaned from social media and Mayoral invitations, if Members become aware of future event dates please do pass this onto us. It will be shared on both websites.

Kenilworth Web

Our most popular pages on Kenilworth web relate to applying for your castle pass alongside our news pages and our councillor page. Kenilworth web has received nearly 26,000 'hits' with nearly 48,000 page views. We have received 75 contacts via the 'Contact us' form between February and September 2022.

Since February 2022 (when we could start measuring the data) we have therefore had 100 contacts via our website averaging 11 enquiries per month.

As above, the Castle pass pages are the most popular and our online application form works exceptionally well. We are now into our fourth month of the new system and it has been flawless. The same applies to bookings via the online Mayoral Diary. What feedback we have had has been resoundingly positive with no issues reported by users.