

REVIEW OF KTC WEBSITES AND SOCIAL MEDIA – September 2022 - January 2023

Social Media

Engagement

The average engagement rate for all posts on Facebook has remained steady at 39.46% since September 2022. Instagram and Twitter have remained consistent around 4-5% engagement. As a reminder the average engagement on Instagram for business users is 0.83% and a 'good' engagement is anywhere between 1-5% (Hootsuite).

To clarify engagement rate is the number of people who liked, commented, shared or performed any type of click on our posts, divided by the number of posts published (displayed as a percentage).

Having dug a little deeper into the engagement rate on Twitter and the benefits of this platform for the Council, there are factors to consider when deciding whether to continue with this account. Our posts on Facebook and Instagram have received 971 and 835 likes/reactions respectively, whereas Twitter posts have only received 73. The same posts are published on all three media accounts where allowed (approx. 75%)

Twitter is restrictive in the word count allowed when making posts. This has had an impact on the quality of the message we are trying to get across. Twitter further only allows 4 photographs to be posted at once. This again restricts our use of this platform and the nature of the message/event being relayed. It is rare that we receive any obvious engagement on Twitter in terms of comments or re-tweets.

Posts

Again, our most popular posts across all platforms relate to Kenilworth Events including the Fireworks display, the Rickshaw Relay, Remembrance Day and the Christmas Market.

Since September 2022 we have scheduled 78 posts to date on Facebook. This equates to approximately 4 or 5 posts per week. Instagram and Twitter are slightly below this with 71 and 58 posts respectively.

As always I would encourage any Members to continue to pass details to me to share with our audience on local events. These posts are well received. A reminder it is also useful to know about well-known local issues so we can share any relevant information promptly.

Our reach should not be under-estimated and it continues to show positive results. Our recent advertising campaign for our new administrative post was solely advertised on our website and social media platforms. It was decided not to use external sites this time round and we have received several promising applications via these methods.

Followers

Followers have increased across all platforms, we have attracted 155 new 'fans' since September 2022 with followers now standing at:

Facebook – 2,300 approx

Instagram – 1,100 approx

Twitter – 1,700 approx

The majority of these came via Facebook and Instagram. We increased the content moving into the Christmas period, focussing on local events across the town and district which all assisted in driving our social media presence.

Website

Visit Kenilworth

Our most popular pages on Visit Kenilworth are the 'Whats On' page alongside the food/drink/shopping pages. Visit Kenilworth has had 10,000 'hits' this period with nearly 22,500 page views. We have received

10 contacts generated directly from the Visit Kenilworth page through either the contact us form or our email link.

As the most popular page remains our 'Whats On' diary page, we are keen to make full use of this and include events happening all over the town so please do keep us in the loop.

Kenilworth Web

Our most popular pages on Kenilworth web remain relevant to applying for a castle pass alongside our events pages, our councillor page and our recent job vacancy page. Kenilworth web has received over 11,000 'hits' since September with over 20,000 page views. We have received 40 contacts via the 'Contact us' form between September 2022 and January 2023.

Since September 2022 we have therefore had 50 contacts via our website averaging 12.5 enquiries per month.

Gemma Honey, Deputy Town Clerk

January 2023