

REVIEW OF KTC WEBSITES AND SOCIAL MEDIA – February – June 2023**Social Media**

During April 2023 we switched from using Hootsuite as a social media management tool to using the Meta Business Suite (MBS) on Facebook. Both offered similar features and, on the basis a collective decision was made to deactivate our Twitter account in February 2023, it made sense to switch our management tool to Facebook whilst still incorporating Instagram. The MBS is also free of charge to use. It does, however have different reporting methods which you will see reflected in the following statistics compared to previous reports.

Engagement

As always Facebook is our strongest platform with 708 engagements in the last 90 days (the maximum period MBS allows for review). This spans 58 posts. This is up 42% on the previous 90 day period, an increase which can largely be attributed to the local events surrounding the Coronation and elections.

Instagram's engagement stands at 378 in the last 90 days which is on a par with the previous reporting period. This spans 45 posts. Our posting rate on Instagram is only slightly less than Facebook, however, we do have half the followers, and this is likely to account for much of the lower engagement we are seeing.

To clarify engagement rate is the number of people who liked, commented, shared or performed any type of click on our posts.

Posts

Again, our most popular posts across both platforms relate to Kenilworth Events including the Coronation celebrations and associated shop window display competition. Our most popular post, however, related to welcoming the new Council administration in May along with the election of the new Town Mayor and our new Town Entry Signs.

Since February 2023 we have scheduled 88 posts to date on Facebook. This equates to approximately 4 or 5 posts per week and is on par with our previous posting. Instagram is slightly below this with 75 posts however, this is an increase from the previous reporting period.

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.

Followers

Followers have increased across both platforms, we have attracted over 300 new 'fans' since January 2023 with followers now standing at:

Facebook – 2,599

Instagram – 1,137

Facebook received the vast majority of new followers. Content in the first half of this year increased in the build up to the Coronation and welcoming a new administration, both of which assisted in driving our social media presence.

Much of our recent focus has been on the inordinate amount of roadworks and road closures around the town. Whilst these do not generate the same level of engagement as community event posts, it is still important information that must be shared. It is hoped, however, that moving into summer we can break up the more negative information posts with more positive good news stories/trail promotions and local events. Please do therefore send any ideas or information you believe would be useful to share with our residents.

Our reach is often under-estimated yet it continues to show positive results. We have improved on follower numbers and engagement for each reporting period going forward.

Website

Visit Kenilworth

Again, our most popular pages on Visit Kenilworth are the 'Whats On' page alongside the food/drink/shopping pages. Visit Kenilworth has had over 16,000 'hits' this period with nearly 32,455 page views, a huge 10,000 more than the previous reporting period. We have received 13 contacts generated directly from the Visit Kenilworth page through either the contact us form or our email link, an improvement on the last reporting period.

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. It is a balance and judgment on what events are relevant to tourists and those relevant to our residents. Therefore any omissions or errors, please do bring to our attention and we will correct these as quickly as possible.

Kenilworth Web

Our most popular pages on Kenilworth web remain relevant to applying for a castle pass alongside our events pages and our councillor page. Kenilworth web has received over 16,500 'hits' since February with over 33,390 page views, over 13,000 more than the previous reporting period. We have received 52 contacts via the 'Contact us' form between February and June 2023, an increase on the last reporting period.

Since February 2023 we have therefore had 65 contacts via our website averaging 13 enquiries per month.

Gemma Honey, Deputy Town Clerk

June 2023