

REVIEW OF KTC WEBSITES AND SOCIAL MEDIA – January 2024 – May 2024

Engagement

Facebook remains a strong platform with 944 engagements for the period January - March 2024 spanning 51 posts. This is down on the previous three months, however, this was expected at the start of the year following the busy Christmas period.

Instagram's engagement stands at 306 for the period January – March 2024. This spans 48 posts.

Posts

Popular posts across both platforms this period related to the development of the A46 bridge at Stoneleigh in addition to our recent post concerning castle passes. This shows that local development timeframes matter to residents and it will be worth focussing on posts concerning the development along the east side of Kenilworth moving forwards. In addition, its always worth reminding residents of some of our core services!

Since January 2024 we have scheduled 68 posts to date on Facebook. This equates to approximately 4 posts per week and is on par with our previous posting. Instagram is slightly below this with 64 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. A huge thank you to all Members who have contributed to the content we are able to share.

Followers

Followers have increased across both platforms, we have attracted approx. 116 new 'fans' since January 2024 with followers now standing at:

Facebook – 2,843 Instagram – 1,186

Neighbouring Town Councils have the following:

Facebook - Warwick TC – 5,500 Leamington Spa TC – 757 Whitnash TC - 1,400

Instagram – Warwick TC – 1,478 Leamington Spa TC – no profile Whitnash TC – 78

We hope to continue to increase our followers over the remainder of the year. If Members could promote the Town Council's social media presence wherever possible by sharing posts direct from KenilworthWeb and including our links in any literature/posts of your own that would be a huge help.

Any details Members wish to share concerning initiatives and how we can publicise these would also be welcomed!

Whilst there is always room for improvement, our insights remain positive and statistics increase year on year.

Website

Visit Kenilworth

The most popular page remains the Food & Drink page followed by specific events, on this occasion the Two Castles Run. Visit Kenilworth has received nearly 22,000 site visits and nearly 34,000 page views, an increase over the previous reporting period.

Kenilworth Web

Our most popular pages on Kenilworth web remain relevant to applying for a castle pass and, on this occasion, Cllr Richard Dickson's profile page. Kenilworth web has received 15,000 site visits and nearly 24,000 page views since January 2024.

Gemma Honey, Deputy Town Clerk

May 2024