

REVIEW OF KTC WEBSITES AND SOCIAL MEDIA – June 2024-December 2024

Engagement

Facebook has shown 2,723 engagements for the period June-December 2024 spanning 128 posts. This is an increase from the last reporting period.

Instagram's engagement stands at 732 for the period June-December 2024. This spans 118 posts and is consistent with what we have previously seen.

Posts

There is a marked difference in our platforms in terms of popular posts. As could be predicted, the most popular posts across facebook this period relate to road closures and HS2 development. Out of the top 8 posts that received the most engagement, six of these related to road closures generated from HS2 works. We learnt that local development matters to residents from our last report and a focus has been made on passing on as much information as possible through our social media channels to assist. The results are therefore expected.

It has proven difficult at times to provide up to date information due to a lack of consistency in how information is shared with us. We have therefore made a (more recent) point of searching for the latest information available and compiling this into a schedule for residents so they have an overview of closures over the year. This carries an appropriate disclaimer.

However, we don't want our content to solely be from a negative angle. We will be starting to feature Grant results and 'good news' stories for those behind the applications. This will begin over the next few weeks leading up to the first round of applications opening for 25-26. Our events also featured in the top 8 most popular posts on facebook, specifically Clean Air Day and the Christmas Shop Window Competition, demonstrating these efforts do not go unnoticed.

Despite the same posts going out on both platforms, Instagram was more concerned with local events and good news items. This included Christmas light events, Remembrance Day, the Market and our Shop Window Competitions. There is a different demographic between the two platforms.

As always a huge thank you to all Members who have contributed to the content we are able to share. There is only so much time in the day to search for details of local events and it is appreciated when information is passed to us or our events page etc is recommended. We have seen an increase in local events being submitted to us and we hope this will continue through 2025.

Followers

Followers have increased across both platforms, we have attracted 368 new 'fans' since June 2024 which is a definite increase on previous reporting periods. Followers now stand at:

Facebook – 3,115 Instagram – 1,282

Neighbouring Town Councils have the following:

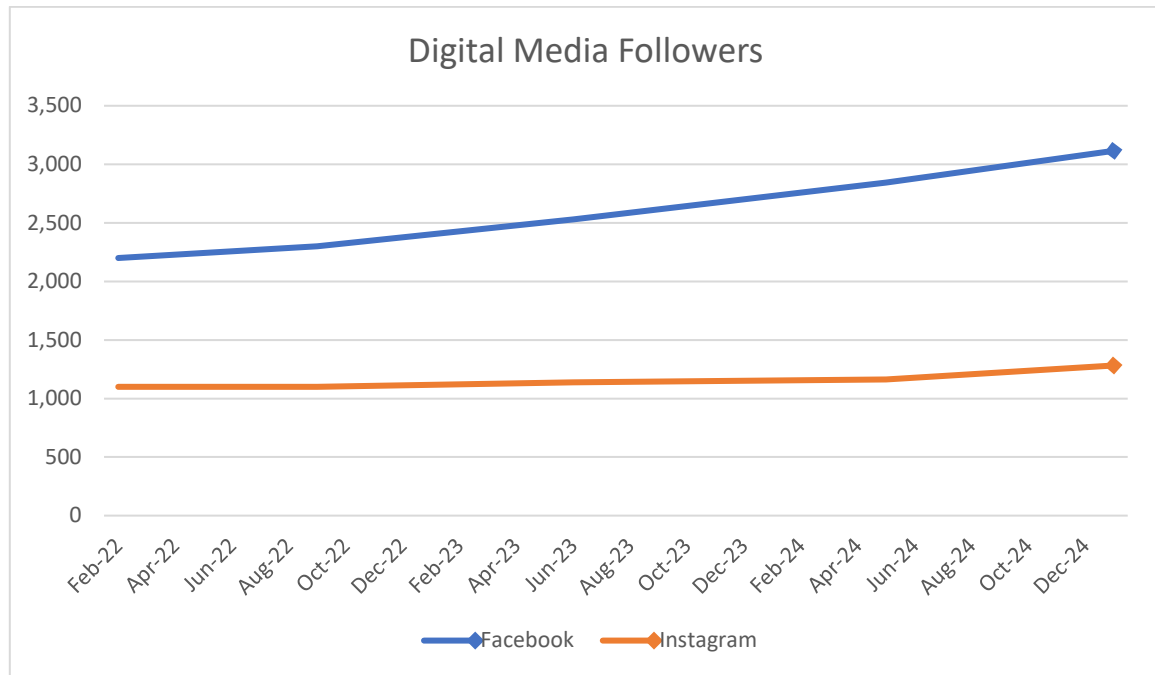
Facebook - Warwick TC – 6,100 Leamington Spa TC – 824 Whitnash TC - 1,400

Instagram – Warwick TC – 1,644 Leamington Spa TC – 49 Whitnash TC – 76

We always try and increase our followers. We have started sharing certain posts onto Kenilworth Vibes and other local facebook groups to generate interest. We also send out periodic invitations to those who have engaged with our posts but don't yet follow us. If Members could promote the Town Council's social media presence wherever possible by sharing posts direct from our platforms and including our links in any literature/posts of your own that would be a huge help.

Our insights remain positive and statistics continue to increase. This period has shown more of a jump then previous reporting periods and work will continue to push this upward trend.

The graph below shows our follower trend since these reports began in February 2022.



Website

Visit Kenilworth

The most popular page is the 'Whats On' page followed by Food & Drink. Visit Kenilworth has received nearly 23,500 site visits, an increase on the previous reporting period by 1,500 visits, however, what stands out is that users are spending longer on our website with more than double the amount of page views we saw last period. This stands at over 70,000 compared to 34,000 in our previous reporting period.

Kenilworth Web

The most popular page by a significant margin related to the Young Farmers Christmas Tractor Run. This was followed by our Castle Pass Application page and details of the A429 road closures. Kenilworth web has received 29,391 site visits, nearly double that of the previous reporting period and over 66,000 page views since June 2024....close to three times the amount previously reported.

These are really positive figures and show that both our websites are increasing in popularity.

Gemma Honey, Deputy Town Clerk

February 2025