

REVIEW OF KTC WEBSITES AND SOCIAL MEDIA – January 2025 – June 2025

Engagement

Facebook has shown 4,775 engagements for the period January-June 2025 spanning 91 posts. This is a significant increase in engagement from the last reporting period over a smaller number of posts.

Unfortunately Meta Business Suite now only displays the previous 90 days worth of data for Instagram and it is not therefore possible to carry out a direct comparison to the last report. This will be rectified for future reporting periods.

Posts

Again, the most popular posts across facebook this period related to road closures and HS2 development. The top 8 posts that received the most engagement all related to road closures generated from HS2 works. Our most popular post since these reports began occurred when the A46 re-opened early. This post alone generated 420 engagements and was viewed nearly 185,000 times. Leading up to the Christmas period our posts will aim to become much more positive and work will begin on promoting more good news stories.

Within the limited Instagram data available, it is clear Instagram users were again more engaged with local events and good news items including Kenilworth Revealed, our incoming Mayor and pedestrian safety progress at Kenilworth School.

The submission of local events has slowed over the last six months and it would therefore be useful if Members could promote this aspect of our website wherever possible in the hope we can produce a full events calendar for residents and visitors.

Followers

Followers have increased across both platforms, we have attracted 401 new 'fans' since January 2025 which is a definite increase on previous reporting periods. Followers now stand at:

Facebook – 3,418 Instagram – 1,380

Neighbouring Town Councils have the following:

Facebook - Warwick TC – 6,800 Leamington Spa TC – 939 Whitnash TC - 1,400

Instagram – Warwick TC – 1,807 Leamington Spa TC – 141 Whitnash TC – 75

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 in increasing our following. It is currently increasing at a steady pace.

Our insights remain positive and its encouraging to see the statistics increase for each reporting period in terms of engagement and followers.

Website

Visit Kenilworth

The most popular page is the 'Whats On' page followed by Food & Drink. Visit Kenilworth has received nearly 17,500 site visits, slightly down on the previous reporting period. The amount of page views stands at just over 45,000. These figures are lower than we have previously seen, however, there is usually a difference in engagement and interest between the start and the end of a year. We have improved on this time last year.

Kenilworth Web

The most popular pages related to HS2 updates and road closure notifications. This was followed by our Castle Pass Application page. Kenilworth web has received nearly 22,000 site visits, slightly down on the previous reporting period and nearly 50,000 page views since January 2025. Whilst these figures are not as high as the previous reporting period, again we are still much improved in terms of use of our website than this time last year.

Gemma Honey, Deputy Town Clerk

October 2025