

Meeting	Community Development Committee
Date	6 th August 2024
Report Title	Marketing & Events
Agenda Reference	10
Author	Liz Matthews, Marketing & Events Co Ordinator

Officer's Recommendation

1. To note the report.
2. Increase Magazine quantity by 50 file copies for office use and at the door requests.

Background

In the last 2 months the Marketing and Events Co-ordinator has continued to develop social media posts through brand and video. Supporting the Community Development with promotional materials and at event photography/filming.

The Co-ordinator has managed administration and artwork production of the Haydon Wick 'Living' Magazine with 8 page insert.

Developed Summer Event webpages and 20 Day Challenge online registering system with community wide markers. The Co-ordinator has been working on the production of the Summer Event, engagement of attractions, activities, and stall holders.

Website Analytics – popular pages and trends over the last 60 days

User Acquisitions comparing the last 60 days with the previous 60 days (last report):

You can see that we have an increase of 83 new users with an average engagement time of 1m 28s which is a decrease of 14.45% on last 60 days. This could be because they have found the information more quickly.

First user prim...channel group) ▾ +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Key events All events ▾
↻ SHOW PRIMARY DATE RANGE								
		2,614 vs. 2,531 ↑ 3.28%	2,285 vs. 2,190 ↑ 4.34%	56.78% vs. 58.07% ↓ -2.22%	0.84 vs. 0.80 ↑ 4.64%	1m 28s vs. 76.96 ↑ 14.45%	24,156 vs. 28,331 ↓ -14.74%	0.00 vs. 0.00
1	Organic Search	1,435	1,343	65.54%	0.90	1m 17s	11,592	0.00
2	Direct	829	709	49.07%	0.81	2m 01s	10,123	0.00
3	Organic Social	303	161	45.61%	0.51	33s	1,684	0.00
4	Email	29	23	53.49%	0.79	1m 12s	229	0.00
5	Referral	18	49	68.06%	2.33	5m 17s	507	0.00
6	Unassigned	0	0	0%	0.00	55s	21	0.00



User Behaviours – most popular pages

Over the 60 days targeted social media posts have successfully driven traffic to the Summer Extravaganza and Living Magazine pages. Mouldon Hill Country Park is still a popular page, we currently have an event advertised on there as part of the 20 Day Challenge. The Marketing & Events Co-Ordinator plans to do more development of information on this and the Seven Fields Nature Reserve pages before the next C&D committee meeting. You can also see that use of booking systems are successful for both the Summer Extravaganza and family Weston Super Mare Trip.

Page title and screen class + SHOW PRIMARY DATE RANGE		↓ Views	Users	Views per user	Average engagement time	Event count All events
		8,788 vs. 10,653 ↓ -17.51%	2,730 vs. 2,738 ↓ -0.29%	3.22 vs. 3.89 ↓ -17.27%	1m 28s vs. 76.96 ↑ 14.45%	24,156 vs. 28,331 ↓ -14.74%
1	Summer Extravaganza '24 Haydon Wick Parish Council	1,540	502	3.07	1m 34s	3,950
2	Haydon Wick Parish Council Haydon Wick Community	1,289	600	2.15	39s	3,862
3	Mouldon Hill Country Park Haydon Wick Parish Council	746	560	1.33	28s	2,580
4	Haydon Wick Living Magazine Haydon Wick Parish Council	712	58	12.28	32s	866
5	Contact Us Haydon Wick Parish Council Council Help & Advice	331	182	1.82	1m 26s	946
6	Council Meetings Haydon Wick Parish Council Calendar of Events	275	61	4.51	1m 49s	735
7	Seven Fields Seven Fields Conservation Group Haydon Wick Parish Council	271	82	3.30	4m 29s	784
8	What's On Calendar of Events Haydon Wick Parish Council	245	156	1.57	47s	597
9	Councillors Councillors That Represent Haydon Wick Parish Council	187	130	1.44	1m 06s	496
10	Latest News Haydon Wick Parish Council Community News	170	77	2.21	1m 00s	428

User Behaviours – most popular landing pages

↓ Landing page + SHOW PRIMARY DATE RANGE		↓ Sessions	Users	New users	Average engagement time per session
		4,024 vs. 3,771 ↑ 6.71%	2,730 vs. 2,738 ↓ -0.29%	2,614 vs. 2,531 ↑ 3.28%	59s vs. 55.88 ↑ 6.94%
1	/	856	548	493	1m 34s
2	/mouldon-hill-country-park	606	539	535	27s
3	/summer-extravaganza-2024	426	310	293	59s
4	(not set)	223	145	0	5s
5	/contact	124	95	77	1m 10s
6	/wsm-family-trip	84	70	64	35s
7	/council-meetings	69	23	6	27s
8	/councillors	69	53	44	1m 07s
9	/memory-cafe	69	58	50	47s
10	/summer-extravaganza-2024/stalls	68	44	39	1m 44s



Monthly Bulletin Analytics



June Bulletin was sent out to 178 subscribers. an increase of 7 subscribers on the May bulletin. 11.2% clicked the email 37.1% Opened the bulletin in their browser.
June Youth thank you bulletin was sent to 99 targeted subscribers to promote the Weston Super Mare Trip and the Summer Extravaganza.

Upcoming Social Media themes

The Co-ordinator has continued to develop a consistent approach to branding across social media. Using the branding guidelines, she is using different colours to reflect the Council's differing services e.g. Parks & Open Spaces (green), Community Engagement (pink). Developing a fun series of characters to support an otherwise dry subject of grounds maintenance. Engaging approach to statistics. Also developing skills in video production to increase further engagement.

Regular schedules

Currently we have four regular good news posts: Monday: Haven Wednesday: Memory Café and Friday Parks & Open Spaces Maintenance Schedules, Saturday 'Stats'day. Also, regular Summer Extravaganza posts the lead up and promotion of the events during the 20 day challenge.

Social Media Analytics

Reach

Social media is building its reach month on month. Facebook reach has dropped by 17.5% over the last 60 days, reasons could be that posts are reaching target audience and not shared on. and Instagram reach has increased by 593.1%. Personalised good news posts continue to reach and engage parishioners.



Facebook Interactions ⓘ 1.6K ↑ 12.5% Post interactions by period <table><tr><th>Period</th><th>Interactions</th></tr><tr><td>23 Mar - 24 May</td><td>~1,400</td></tr><tr><td>25 May - 26 Jul</td><td>~1,550</td></tr></table> Top content by reach FB Swing into the 1940s at our Vintage... 10 June 05:19 2.8K 58 15 43 Community Litter Pick Events - Join U... 28 June 06:10 2.5K 45 8 7 <tr><td> Instagram Interactions ⓘ 86 ↑ 230.8% Post interactions by period <table><tr><th>Period</th><th>Interactions</th></tr><tr><td>28 Jan - 28 Mar</td><td>~25</td></tr><tr><td>29 Mar - 28 May</td><td>~80</td></tr></table> Top content by reach Insta Dough-lightful Day at Memory Café... 25 July 07:35 1 0 0 0 Wow! 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Followers

Facebook we have seen a drop off from 36 users but an increase on Instagram of 11 users. This could be down to many reasons, moving out of area, staffing changes and/or disengaged with Facebook as whole.

The CD team, continue using alternative mediums such as hard copy leaflets and posters in strategically placed locations within the parish to engage those more difficult to reach. The mediums will be revisited to strengthen the brand and ensure current and appropriate.

Website Development

The Co-ordinator is working through the website to bring it up to date, with plans to develop the POS Maintenance Schedules and the Council's strategy - Community Led Action Plan pages with more interactive techniques to make the material more engaging. And generally, update information, this is planned in over the next 2 months.

Event Bookings

After trialling the free events option on Facebook to push users through to the online booking form. We have tailored the approach to event ticketing to take into consideration the target audience. Families and young people have embraced the Facebook/online booking systems. Whereas events specifically for memory café/over 60s has been a direct face to face approach to booking through our Memory Café and Community and Youth Co-ordinators. We had three events promoted during this period; these were shared Swindon wide through other Facebook groups.



Internal Processes

There is now a process for marketing requests and sign off which will be rolled out across the team in April.

Brand Development

Pull up banners have been produced for Memory Café/ Companions Café/ Haydon Wick Haven these will raise the profile at events and groups



Haydon Wick Living Magazine

The Co-ordinator produced and managed the summer 'Living' magazine including the 20-Day Challenge insert has been delivered throughout the parish. Income from advertising to date is: £1425.95. Although impact of production of artwork inhouse had some effect on other areas. In the Co-ordinator's opinion it was manageable and allowed for a revamp of some areas with an understanding of content and context.

Summer Extravaganza '24

Covered under Agenda 11.