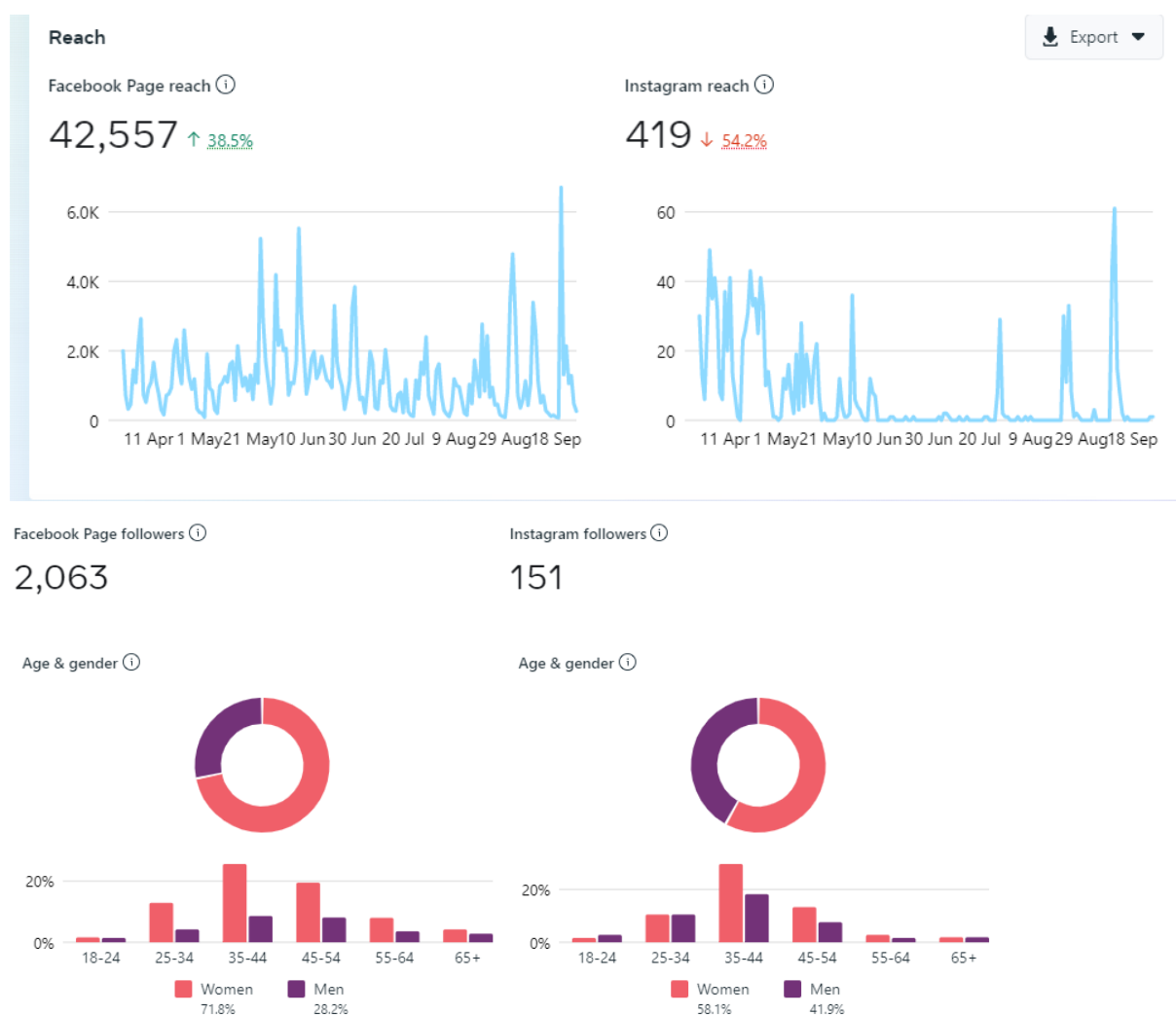


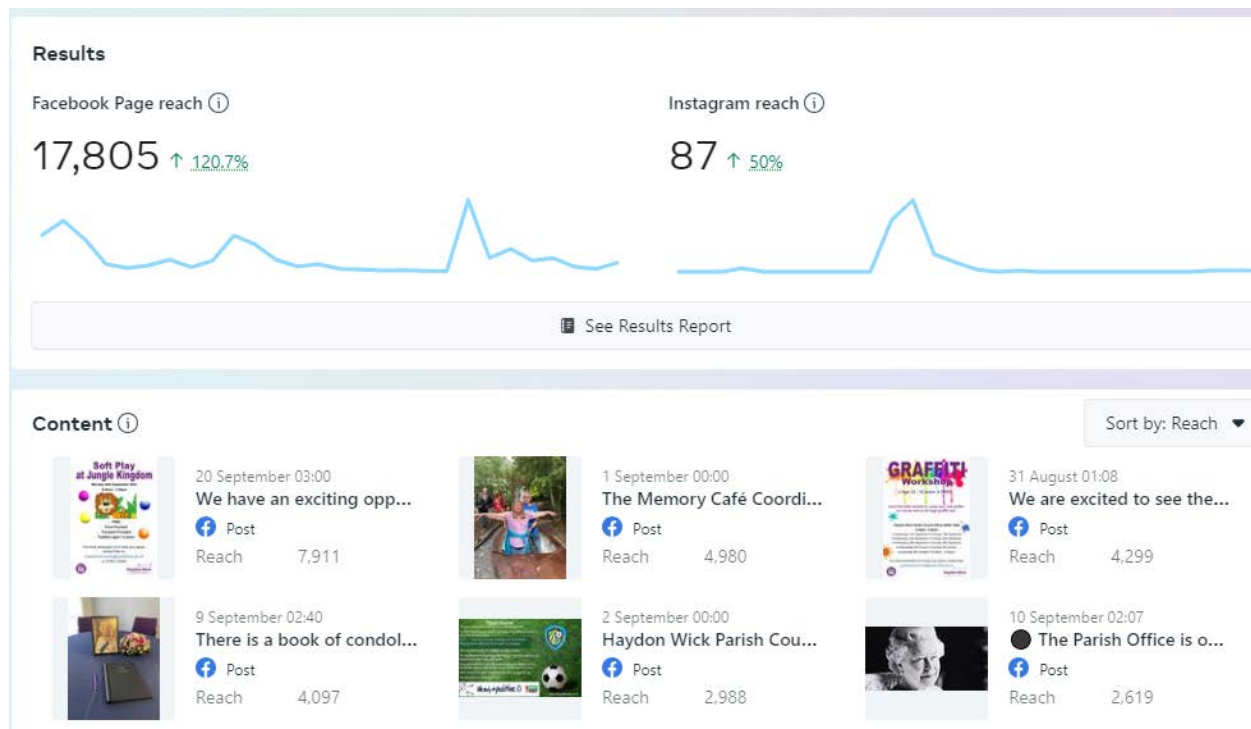
Meeting	Community Development Committee
Date	27 th September 2022
Report Title	Social Media Update
Agenda Reference	16
Author	Caroline Hunt, Community Development Officer

Officer's Recommendations

1. To note social media performance data for April 2022 to September 2022

The data below is retrospective. Due to the Youth and Community Worker and the Community Development Officer both being relatively new in post, this data has not been reported for some time. The social media report will be presented on a quarterly basis from now onwards, with the next updates being in December 2022 and March 2023.





The insight graphic above shows that Facebook is the most effective social media the Council use.

The six posts reaching the highest number of residents were as follows:

1. Soft Play at Jungle Kingdom – 7,911 views, 34 likes and reactions
2. Memory Café trip to Richard Jefferies Museum – 4,980 views, 36 likes and reactions
3. Graffiti workshops – 4,299 views, 22 likes and reactions
4. Book of Condolence – 4,097 views, 85 likes and reactions
5. AFC Haydon Vale – 2,988 views, 9 likes and reactions
6. The Parish Council is open (Saturday 10 September 2022) for signing the Book of Condolence and laying floral tributes for Her Majesty Queen Elizabeth II