



Cranbrook Town Council
Communications Report

January 2025

Background

The report covers and analyses media coverage on Cranbrook and Cranbrook Town Council activities, Cranbrook Town Council social media pages and Cranbrook Town Council Website from 1 January 2025 to 31 January 2025.

A. Social media (1 - 31 January 2025)

Background

1. Cranbrook Town Council runs the “Cranbrook Town Council” Facebook page. As of 31 January 2025, there are 2,770 followers and following 37 pages.
2. Cranbrook Town Council relaunched its Instagram page on 15 April 2024. As of 31 January 2025, there are 207 followers and following 54 pages.
3. Cranbrook Town Council also runs the “Cranbrook Ranger” Facebook page covering all activities carried out by Ranger and outdoor activities in the community. The page is run by ranger.

Key changes / updates

1. 8 new followers following Cranbrook Town Council Facebook in January 2025.
2. 1 new follower following Cranbrook Town Council Instagram in January 2025.
3. Facebook and Instagram audience¹:

	Female % VS Male %	Age
Facebook	66.1% VS 33.9%	Majority between 25 and 44
Instagram	58% VS 42%	Majority between 35 and 54

4. January 2025 VS December 2024:

FACEBOOK	January	December
Number of post	22	7
Number of post reach The number of people who saw your posts at least once	20,204	15,995
Number of engagement The number of reactions, comments, shares and clicks on your posts	108	125
Number of impression The number of times that your posts were on-screen	37,336	17,139
Number of positive feedback (good, like & wow)	76	104
Number of negative feedback (angry, laugh)	0	0
Number of share	12	17
INSTAGRAM	January	December
Number of post	12	6
Number of post reach The number of people who saw your posts at least once	603	358
Number of engagement The number of reactions, comments, shares and clicks on your posts	49	24
Number of impression The number of times that your posts were on-screen	780	384
Number of positive feedback (good, like & wow)	29	23
Number of share	4	0

¹ Audience analysis: Refer to Appendix A

January 2025 social media posts review

	ITEM	DATE	FACE-BOOK	INSTA-GRAM	ENGAGE-MENT	POST REACH	IMPRESSION
1	Christmas Tree Recycling	6 Jan	1	1	3	349	515
2	Met Office Yellow Warning For Snow And Ice	6 Jan	1	1	12	1392	2362
3	Project Food Make and Munch Cooking Sessions in Cranbrook	7 Jan	1	0	4	401	590
4	Cranbrook Town Council Finance & Personnel Committee Meeting	7 Jan	1	0	3	241	442
5	Met Office Yellow Warning For Snow And Ice	8 Jan	1	1	4	1203	2091
6	Free Community Fun Day in Cranbrook	9 Jan	1	1	6	439	823
7	Maintenance Work Notice	13 Jan	1	0	2	650	1029
8	Cranbrook Town Council Meeting	15 Jan	1	1	5	340	614
9	Cranbrook Medical Practice Telephone System Upgrades	15 Jan	1	0	3	333	555
10	Single Bus Tickets at £1 On Saturdays in January 2025	17 Jan	1	0	2	362	559
11	Advisory: maintenance cutting on designated hedgerows	20 Jan	1	0	2	294	482
12	Cranbrook Town Council Planning Committee Meeting	21 Jan	1	1	3	536	821
13	Roadworks Notice	21 Jan	1	1	1	1288	1789
14	New Addition To The Town: Outdoor Gym	22 Jan	1	1	35	3052	6146
15	Wonderful Tree Planting At Cranbrook Country Park	23 Jan	1	0	18	531	799
16	Met Office Yellow Warnings As Storm Éowyn Approaches	23 Jan	1	1	16	3622	6090
17	Cranbrox Survey	23 Jan	1	1	17	3908	9442
18	Cranbrook Colour Run Is Back	24 Jan	1	0	6	259	419
19	Cancelled – Cranbrook town Council Planning Committee Meeting	27 Jan	1	0	2	733	1193
20	Cranbrook Town Council Planning Committee Meeting & Amenities Committee Meeting	29 Jan	1	1	8	592	950
21	Devon & Somerset Fire and Rescue Service - Consultation on Automatic Fire Alarm Response	31 Jan	1	0	1	30	40
22	Wild about Devon Awards Open for Nominations	31 Jan	1	1	1	234	365
	TOTAL		22	12	157	20809	38116

Summary/highlight:

1. Audience Number

- 8 new followers following Cranbrook Town Council Facebook in January 2025 which indicates that our audience number has increased steadily.
- 1 new follower following Cranbrook Town Council Instagram in January 2025 which shows that our Instagram page is gradually growing since the relaunch in April 2024.

2. Post Reach and impression

- Both Facebook and Instagram increased in post reach and impression.
- Total number of post reaches for both Facebook and Instagram reached 20,809.
- Total number of impression for both Facebook and Instagram reached 38,116.

Facebook:

- Post Reach: Increased by 26%, from 15,995 in December 2024 to 20,204 in January 2025.
- Impressions: Rose by 118%, from 17,139 in December 2024 to 37,336 in January 2025.

Instagram:

- Post Reach: Increased by 68%, from 358 in December 2024 to 603 in January 2025.
- Impressions: Rose by 103%, from 394 in December 2024 to 780 in January 2025.

3. Engagement

Positive engagement on Facebook decreased from 104 in December 2024 to 76 in January 2025, a 30% decrease.

4. Information updates

Residents rely on our social media for updates from the Town Council. For instance:

- The posts regarding Cranbrox survey reached 3,908 audience with 9,442 impressions
- The posts regarding weather warnings reached 5,014 audience with 8,181 impressions

5. Events and activities

Followers are highly interested in events and activities happening in Cranbrook:

- The post of the outdoor gym reached 3,622 people with 6,146 impressions. It was shared on other social media pages. It also generated 35 engagements.

6. Discussion and comments

While the comment function on our Facebook page is turned off, some posts are shared on other Facebook pages where viewers engage in discussions and leave comments.

B. Media activities and coverage (1 January – 31 January 2025)

1. There were no media activities held by Cranbrook Town Council in January 2025.
2. Other media pick up:
 - Cranbrook town centre
 - Cranbrook town centre's first shop could be a Turkish Barber - Midweek Herald

C. Website

1. Town Council meetings documents uploaded
2. Town Council website analysis

Google analytics started working on 27 January 2025. The below information date was collected from 27 January 2025 to 31 January 2025.

Active users	At least 31
Average engagement time	33 seconds
Traffic acquisition	Direct search 50 Organic search 3
Views by page title and screen class	Total: 64 views Top Five pages: 1. Cranbrook Town Council (Homepage) – 8 views 2. Younghayes centre – 8 views 3. Planning Committee – 7 views 4. Contact – 4 views 5. Allotments / Amenities Committee – 3 views

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D. Actions taken by the Communications Officer

1. The Communications Officer has been working with various community groups, schools and service providers to promote different campaigns and activities in Cranbrook. It helps strengthen the relationship and build a better community in Cranbrook. This should be an ongoing approach. In January, we worked with district authority and various local community groups for a more holistic approach for promoting Cranbrook development and events updates.
2. As Cranbrook is developing fast and drawing lots of attention, media are interested in Cranbrook news and there are increase in media pick up. The Communications Officer conducts daily news monitoring and takes appropriate action if needed. She is also building relationship with media and organising media activities.
3. The Communications Officer has taken a more holistic approach on communications, including traditional media, social media and the Town Council website. The communications report analyses the three main communications channels.
4. The Communications Officer continues to work closely with Ranger on social media plan to connect Cranbrook Town Council Facebook and Instagram page with Cranbrook Ranger Facebook page to attract viewers and participants.
5. Conduct daily monitoring of Cranbrook Town Council social media pages.
6. Social media posts and content plan is in place.
7. Website update

F. Suggested strategies²

1. Positive communications strategies should be continued. As the Town Council, we should engage and encourage the residents to keep the town clean, healthy and beautiful in a positive tone. We should also spread good news of Cranbrook through other channels.
2. If resources allow, opening Facebook comments to the public is indeed a valuable move for the Town Council as it can gauge residents' reactions (public comments provide direct insight into how residents feel about the Town Council's work, allowing for a better understanding of community sentiment). Open comments create a more transparent communication channel, demonstrating the Town Council's willingness to listen to feedback and engage in open dialogue. It encourages two-way communication, allowing residents to ask questions, seek clarifications, and offer suggestions. The Council can also use this platform to address concerns, correct misinformation, and foster a sense of community involvement.
3. The Communications Officer has been working with various parties including community groups, clubs, activity organisers and service providers to promote different campaigns and activities in Cranbrook. It helps strengthen the relationship and build a better community in Cranbrook. This should be an ongoing approach.
4. The Town Council can involve residents by organising activities and events and inviting residents to take part. It is always helpful to engage our residents.
5. To consider review the website layout. It would be helpful to add a "news" page for publishing media materials such as press releases

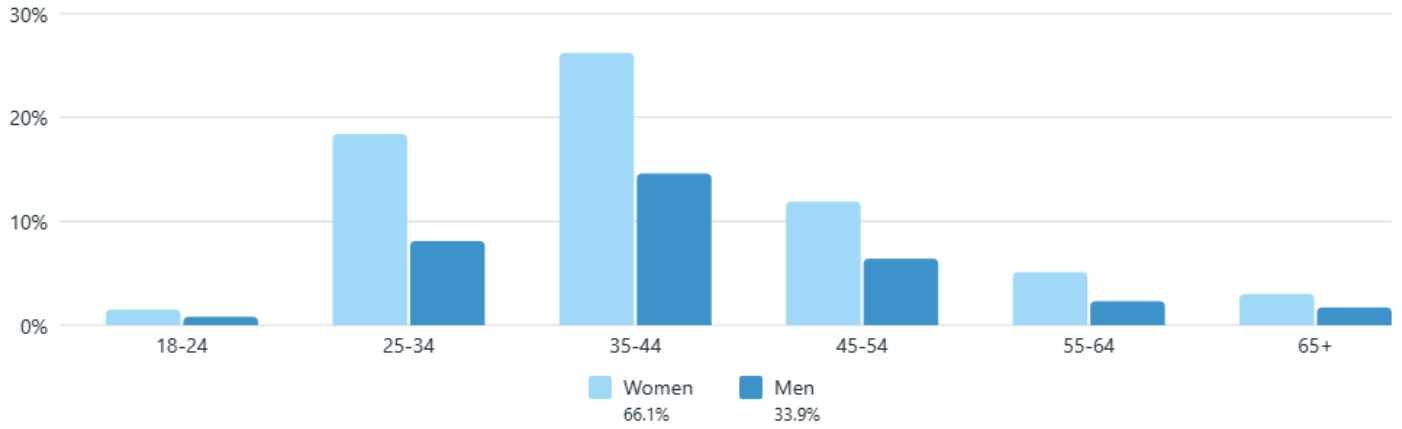
² Suggested strategies: These are emerging and will be subject to Council approval together with the Community Engagement and Communications Strategies at a future Council meeting.

Appendix A

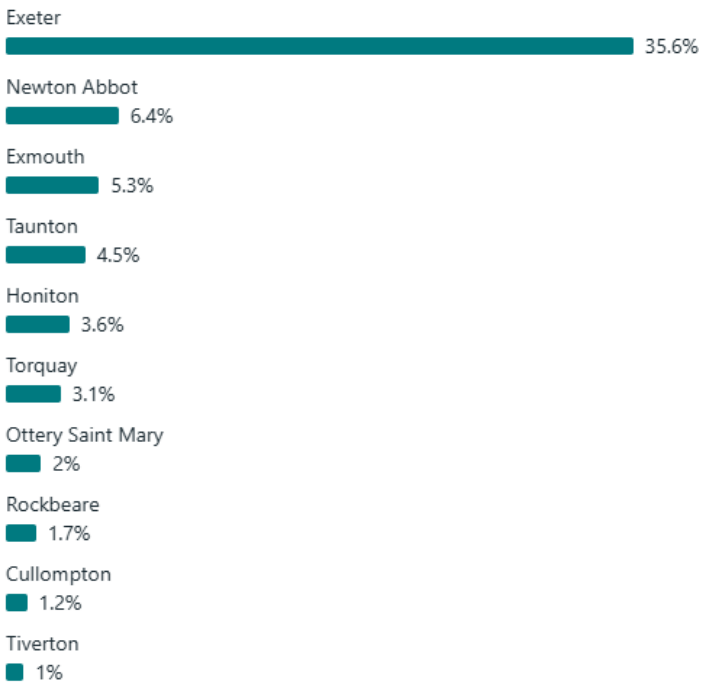
Audience analysis

Facebook

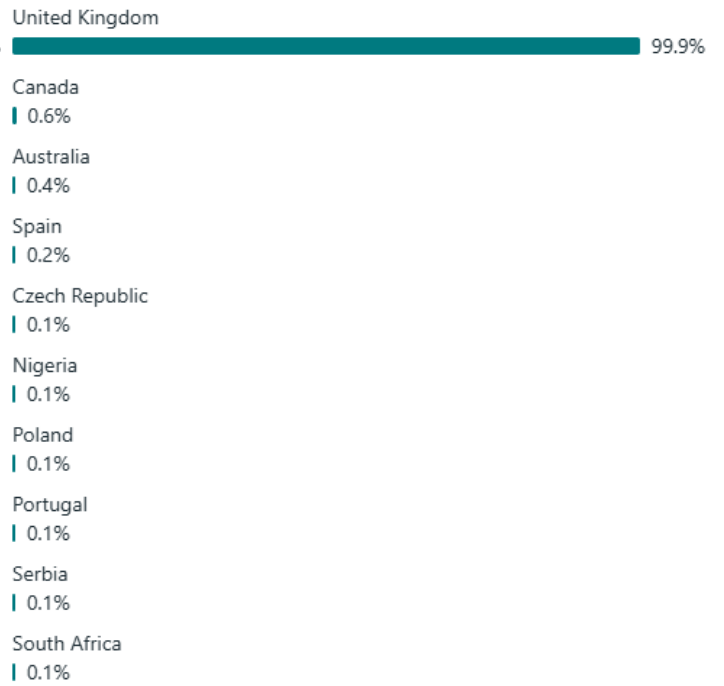
Age & gender



Top towns/cities

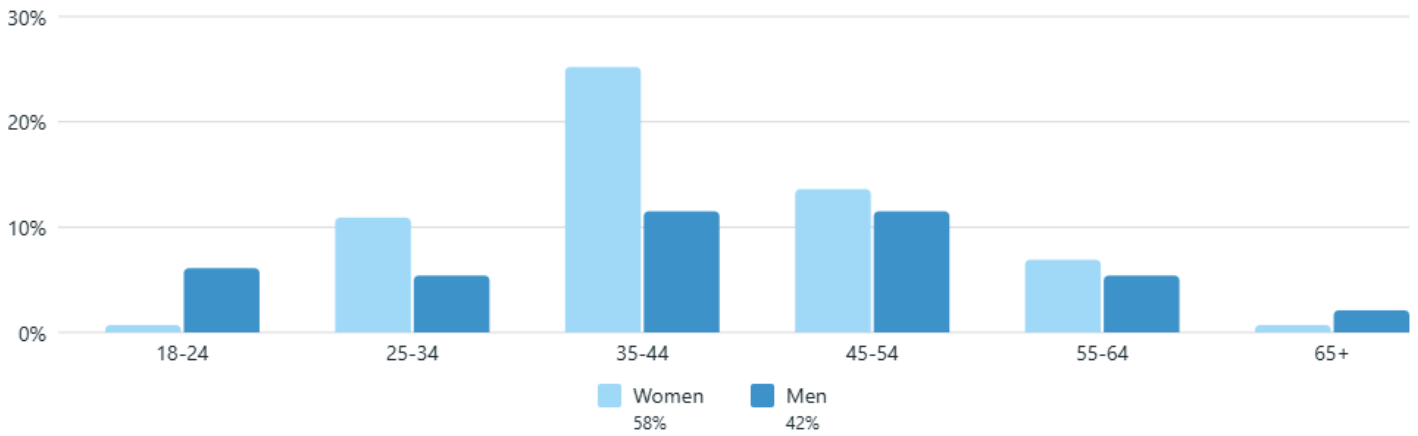


Top countries

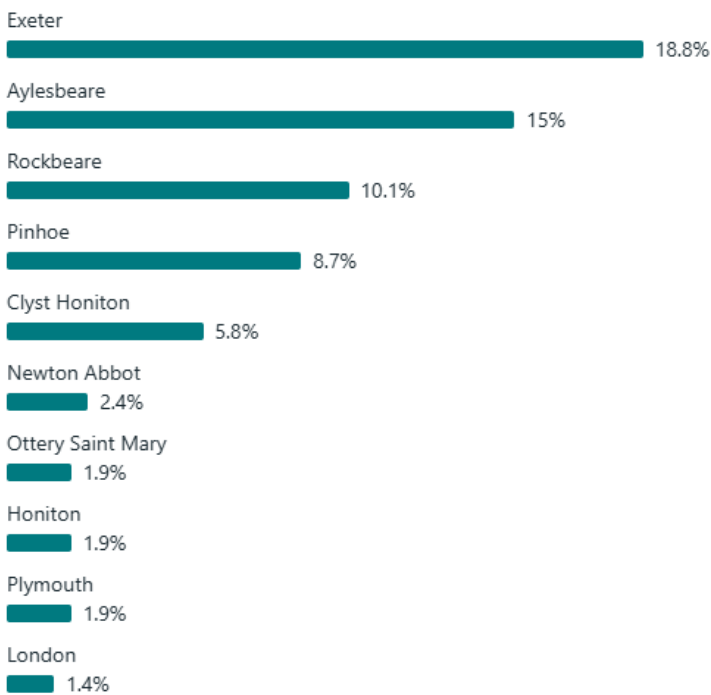


Instagram

Age & gender



Top towns/cities



Top countries

