

Communications Report to P&P Committee – June 2017

From May 8th to June 7th 2017 Frodsham Town Council Website received over 7,736 visits, slightly up on last months numbers. Google/Search was responsible for over 54% of visitors to the website for the first time in over seven months. 1,153 visitors or 34.4% of traffic to the website was from social media while 12.1% was from other sources.

The most popular items over the last four weeks where Reduced Opening for Frodsham Recycling Centre, Temporary Road Closure Chester Road Sutton Weaver and Meetings which between them attracted a total number of 1,803 visitors.

Mobile users continue to be the largest group with 1,880 (54.54%) visitors. Desktop/Laptop computer users were second with less than half that number at 883 (25.62%) and Tablet/iPad users a close third at 684 (19.84%).

Facebook referrals / click-throughs were down slightly this month to 85.43%, a total number of 985 clicks. Twitter referrals were responsible for 14.87% or 168 clicks on content shared on this channel.

FTC Facebook Page received 5,300+ reach/impressions over the last 28 days. There were 112 page views, 12 new likes/followers and 1,089 post engagements which include both likes and comments.

FTC Twitter Channel received 9,700+ impressions over the last 28 days, a slight decrease on the last period. There were 12 new followers gained on Twitter (now 881 total) over the past 28 days, 118 profile visits and 6 x @frodshamtc mentions.

The top ten most popular items read were:

	<i>PAGE</i>	<i>Visits</i>	<i>% of Visits</i>
1.	Home	1,286	16.64%
2.	Reduced Opening for Frodsham Recycling Centre	875	11.32%
3.	Temporary Road Closure, Chester Road, Sutton W.	574	7.43%
4.	Meetings	351	3.63%
5.	Councillor Info	225	2.91%
6.	Latest Agendas	173	2.24%
7.	Events	153	1.98%
8.	Latest News	138	1.79%
9.	All Meeting Minutes 2016 – 2017	136	1.76%
10.	Festival in the Park 2017	122	1.58%