

## Communications Report to P&P Committee – July 2017

From June 7th to July 4th 2017 Frodsham Town Council Website received over 4,129 visits, 8,678 page views which is a slight increase on last months numbers. Google/Search was responsible for over 54.4% of visitors, 2,246 in total to the website. 1,469 visitors or 35.6% of traffic to the website came via social media such as Facebook and Twitter.

The most popular items over the last four weeks where Festival in the Park, Recycling Centre Opening Times and the Meetings page, which between them attracted a total number of 2,250 visitors.

Mobile users continue to be the largest group with 2,287 (55.35%) visitors. Desktop/Laptop computer users were second with less than half that number at 1,007 (24.37%) and Tablet/iPad users a close third at 838 (20.28%).

Facebook referrals / click-throughs were inline with last moth at 85.45%, a total number of 1,257 clicks. Twitter referrals were responsible for 14.55% or 214 clicks on content shared on this channel.

FTC Facebook Page received 5,900+ reach/impressions over the last 28 days. There were 120 page views, 11 new followers, 8 new page likes and 2,015 post engagements which include both likes and comments.

FTC Twitter Channel received 14,100+ impressions over the last 28 days, a significant increase on the last period. There were 13 new followers gained on Twitter (now 894 total) over the past 28 days, 312 profile visits and 16 x @frodshamtc mentions.

### The top ten most popular items read were:

	<i>PAGE</i>	<i>Visits</i>	<i>% of Visits</i>
1.	Home	1,090	12.57%
2.	Festival In The Park – 2nd July 2017	1,013	11.69%
3.	Reduced Opening for Frodsham Recycling Centre	874	10.08%
4.	Meetings	363	4.19%
5.	Councillor Info	209	2.41%
6.	Extraordinary Meeting of Town Council	188	2.17%
7.	New Mayor of Frodsham	155	1.79%
8.	Events	138	1.79%
9.	220 Mile Cycle Ride for Frodsham Stroke Club	118	1.36%
10.	Live in Waterside Ward and have a Town Council issue?	117	1.35%