

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

From March 10th to April 11th 2017 Frodsham Town Council Website received over 4,800 visits. Over 2,400, 51%, of traffic to the website was from social media. 33.5% of traffic was from Google/Bing search and the remaining 13.5% from referral links on other websites including news press and blog postings.

The most popular articles related to Townfield Lane Play Area, Gary Barlow and Vacancies, combined they totalled 1,290+ visitors in the past 4 weeks.

Mobile user numbers continue to dominate being responsible for nearly 55% of traffic, 2,600+ visits.

Desktop user numbers remain the same at 25% along with tablet users at 20% of traffic to the website.

Facebook is still the most popular social media channel responsible for over 2,100 visitors to the website in the last period. Twitter users are up slightly to 11.7%. Over the last 28 days, the FTC Facebook page received 19 new likes, 197 page views, 4,737 post engagements and reached 12,850 users, more than 5 times as many as last month.

The Frodsham Festival of Walks Facebook page achieved 48 new likes, 325 page views, 1410 post engagements and reached 3,934 people last month, and increase of 60% on the previous month.

Over the last 28 days the FTC Twitter channel earned 11,200+ impressions which is an increase on the last period. Links posted were clicked 286 times. There were 18 new followers gained on Twitter over the past 28 days and 593 profile visits.

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

	<i>PAGE</i>	<i>Visits</i>	<i>% of Visits</i>
1.	Home	1,435	13.06%
2.	Townfield Lane Play Area Online Consultation	583	5.31%
3.	Councillor Info	440	4.01%
4.	Meetings	382	3.48%
5.	Frodsham's buzzing Gary, says Mayor	377	3.43%
6.	Temporary Customer Services Assistant Vacancy	336	3.06%
7.	Frodsham Festival of Walks	309	2.81%
8.	Temp Road Closure Ship Street v2	292	2.66%
9.	Reduced Opening for Frodsham Recycling Centre	282	2.57%
10.	Latest Agendas	277	2.52%