

Agenda Item 7

For information - Marketing and Communications Update

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Summary

This report is an overview of the digital platforms work of the comms team.

It will be no surprise to anyone that most of our work over the last 6 weeks has heavily focussed on events. We had Great Big Green Week featuring nearly 50 events, and since then have been headlong into Glow in the Park, the Walking Festival and, of course, the Christmas Light Switch On. These have therefore dominated our channels. However, we have also continued to support the smaller events from across the team taking place in the Town Hall and beyond.

Website traffic

September saw the highest website traffic since June 2020. We expect traffic to increase as the summer holidays come to an end, although this year the August figures didn't drop as much as one might expect.

These figures can be directly attributed to the Great Big Green Week which was the most landed on page during August and September.

Date	Sessions	Users	Pageviews
August	11,932	9,099	27,345
September	13,932	10,344	29,404

Additionally in September, we launched the news about the Glow in the Park event which gained incredible traction not only on the website, where the post gained 13% of all the traffic to the site (almost double the amount of the FTC homepage in the week of its launch), but there was a phenomenal response via our social channels as well. Traffic from Facebook back to our site almost doubled from the average month during September. Again, the Glow in the Park posts are the most viewed pages on the website in October as the excitement builds for the event.

Week of	Sessions	Users	Pageviews
06-Sep	2931	2339	6709
13-Sep	3023	2330	7079
20-Sep	2858	2271	5942
27-Sep	4726	4080	8068
04-Oct	2803	2325	6304
11-Oct	2892	2372	6591
18-Oct	3424	2370	7210

FIND was also accessed a lot during the summer holidays especially around activities for 0-5-year-olds and, notably in October, for its advice on bullying. This indicates that FIND is providing a valuable resource.

Discover Frome, traditionally most used in the summer months, has had 17,000 sessions this month with Frome, events and shopping being the highest visited pages in line with the social media promotions.

Social Channels

On our FTC social channels, we ran the #GetOutsideAugust campaign throughout the whole of August which prompted folks to enjoy our gardens, parks and open spaces with a different activity post throughout the month which all staff contributed to.

During this reporting period, road closures gained a lot of engagement again, as did the reopening of the Post Office in Westway and events such as Glow in the Park and We feed Frome as part of GBGW.

The post introducing Emma Reynolds at the last Council Meeting celebrating the College's centenary had the second highest reach and engagement (after Glow in the Park) in September.

The Discover Frome social channels not only supported and promoted our visitor offer but ran the FiverFest campaign from 22nd – 24th October. Promoting offers and local businesses that took part in the weekend's activities, these posts more than doubled the average reach and engagement for a post, proving that the campaigns in driving awareness of local businesses works.