

Welshpool Town Council, The Vicarage Gardens, Welshpool, Powys, SY21 7DD
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Title	Digital Engagement Report - Q2 2026
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1. Purpose

1. To inform the Committee of the Council's digital engagement performance over Quarter 2 (1st July to 30th September 2026), based on website analytics, Facebook and Instagram insights.

2. Background

1. Welshpool Town Council maintains a website and Facebook and Instagram pages to promote transparency, inform residents, and engage the wider community. This report outlines user engagement metrics and highlights top-performing content to help assess the effectiveness of the Council's digital communications.

3. Website Performance

1. Our website performance compared to the previous quarter is slightly odd with active users down but page views up.
2. In summary there was 5,800 (+51.1%) active users in the period with 31,000 (+4.6%) page views.
3. The most popular pages were meetings & councillors pages.

4. Social Media Performance

1. This quarter saw a good increase in views and engagement, largely driven by news-related posts.
2. This quarter saw:
 1. 807,015 total views (+98.9%)
 2. 78,266 viewers (+68%)
 3. 4,751 content interactions (+97.7%)
 4. 7,048 page visits (+43%)
 5. 243 new followers (+49.1%)
3. Top performing posts by views were:

1. Hall Street transformation image - 35.4k views
 2. Vicarage Gardens transformation image - 36.3k views
 3. Continental Market - 33.1k views
 4. Tour de France Volunteers - 19.8k views
 5. Resignation of Sally Fitzgerald - 18.2k views
4. In addition to this, our Instagram account saw a 81.3% increase in views to 58.9k We now post information automatically to both Facebook and Instagram.

5. Conclusion

1. Quarter 2 has shown a significant uplift across our social media driven largely by AI generated images of what the Town Centre could look like as part of our engagement around the Town Centre Improvement Project.

6. Decision

1. To note for information only.