Cyngor Tref Trallwng Welshpool Town Council

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1. Purpose

1. To inform the Committee of the Council's digital engagement performance over Quarter 1 (1st April to 30th June 2025), based on website analytics and Facebook insights.

2. Background

1. Welshpool Town Council maintains a website and Facebook page 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 grew compared to previous periods due to the installation of tracking metrics.
2. In summary there was 2,200 active users in the period with 12,000 page views.
3. The most popular pages where the Council's meeting calendar and specific meetings such as the Events & Planning Committee meeting in July (721 views) and the Annual Meeting in May (323 views).

4. Social Media Performance

1. This quarter saw a dramatic increase in views and engagement, largely driven by well-performing event and news-related posts.
2. This quarter saw:
    1. 95,796 total views (+2,900%)
    2. 14,049 reach (+232%)
    3. 610 content interactions (+12,100%)
    4. 2,357 page visits (+334%)
    5. 45 new followers (+650%)

3. Top performing posts by views were a reminder about the Carnival which saw 4,300 views; the link to the Annual Meeting which saw 3,300 views and VE Day Photos which saw 2,100 views.

5. Conclusion

1. Quarter 1 has shown a significant uplift in digital engagement across both the website and Facebook. This reflects successful efforts to publicise key meetings, events, and announcements.

6. Decision

1. To note for information only.