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Document / Report #420

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Title	Digital Engagement Report - Q3
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1. Purpose

1. To inform the Committee of the Council's digital engagement performance over Quarter 3 (1st October to 31st December 2025), based on website analytics and Facebook 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 grew compared to previous periods due to the installation of tracking metrics.
2. In summary there was 6,600 active users in the period with 21,000 page views.
3. The most popular pages where the Council's meeting calendar and councillors.

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. 336,941 total views (+22.3%)
    2. 30,704 viewers (new metric)
    3. 1,454 content interactions (-16.5%)
    4. 5,446 page visits (-9.6%)
    5. 114 new followers (-7.3%)
3. Top performing posts by views were a reminder about the Free Festive Parking which saw 15,036 views; hiring new staff which saw 12,921 views and Santa visiting children which saw 4,360 views.

5. Conclusion

1. Quarter 3 has shown an uplift in digital engagement across both the website and Facebook, however a reduction in new visitors and interaction with content compared to the last quarter.

6. Decision

1. To note for information only.