Cyngor Tref Trallwng Welshpool Town Council

Welshpool Town Council, The Vicarage Gardens, Welshpool, Powys, SY21 7DD
Tel: 01938 553142 Email: office@welshpooltowncouncil.gov.uk

Document / Report #635

Author	Richard Williams Town Clerk & Responsible Finance Officer
Title	Digital Engagement Report - 2025 Q4
Date	8th April 2026

1. Purpose

1. To inform the Committee of the Council's digital engagement performance over Quarter 4 (1st January to 31st March 2026), 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 6,900 (+3.03%) active users in the period with 21,700 (+4.38%) page views.
3. The most popular pages where councillors, news and payments 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. 369,715 total views (+9.7%)
    2. 34,597 viewers (+12.7%)
    3. 1,989 content interactions (+36.8%)
    4. 4,565 page visits (-16.2%)
    5. 132 new followers (+15.8%)

3. Top performing posts by views were the news article about free parking which saw 11,609 views; transfer of Day Centre to Haven which saw 10,548 views and Julie Arnold stepping down which saw 5,014 views.

4. In addition to this, our Instagram account has recently been resurrected and saw a 640.6% increase in views. We now post information automatically to both Facebook and Instagram.

5. Conclusion

1. Quarter 4 has shown an uplift in digital engagement across both the website and Facebook and we look forward to building upon this with the appointment of our new Communications & Community Engagement Officer.

6. Decision

1. To note for information only.