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Title	Digital Engagement Report - Q1 2026
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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 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 compared to the previous quarter is slightly odd with active users down but page views up.
2. In summary there was 3,900 (-43.5%) active users in the period with 29,983 (+38.17%) page views.
3. The most popular pages where 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. 405,728 total views (+9.7%)
    2. 46,589 viewers (+34.6%)
    3. 2,403 content interactions (+20.8%)
    4. 4,929 page visits (+7.9%)
    5. 163 new followers (+23.5%)

3. Top performing posts by views were the news article about continental market which saw 23.8k views, Pride in Place funding which saw 20.1k views, voucher scheme which saw 12.6k views and news that we were hiring in the WIC at 16.7k views.

4. In addition to this, our Instagram account saw a 5.4% increase in views. We now post information automatically to both Facebook and Instagram.

5. Conclusion

1. Quarter 1 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.