

LTC Analytical Data Report – September 2023

Overview comparison

	June 2023	September 2023	Change (% change)
Facebook	2,959 followers	3,167 followers	+208 (+7.03%)
Instagram	655 followers	703 followers	+48 (+7.33%)
YouTube	109 subscribers	124 subscribers	+15 (+13.76%)

Facebook

Period 27th June – 25th September 2023

Page Reach (how many different pages/accounts posts have reached) – 125,609 (up 84% on previous report)

Page Visits (how many people have visited the Town Council Facebook page) – 9,619 (up 91.9%)

New Page Likes (how many new likes/followers Facebook Page received for period) – 208 (up on previous periods)

Top Posts:

- **Sparrows Nest Play Area Launch (part of #LoveParks)** – 29k reach, 39 reactions, 5 comments, 3 shares
- **New play areas at Cotman Close and Normanston Park** – 25.1k reach, 202 reactions, 150 comments, 34 shares
- **The Ness Drying Racks Survey** – 24.3k reach, 119 reactions, 183 comments, 26 shares, 254 direct link clicks to survey
- **Denes Oval Tennis Works** – 19.6k reach, 74 reactions, 40 comments, 9 shares
- **#LoveParks week launch** – 11.5k reach, 16 reactions, 4 comments, 7 shares

Instagram

Period 28th June – 25th September 2023

Accounts Reached – 563 (down 17.1% on previous report)

Accounts Engaged (how many accounts have interacted with our account) – 106 (down 26.9%)

Top Posts:

- **Pride open post** – 309 reach

- **New play areas at Cotman Close and Normanston Park** – 260 reach
- **Rosedale park opening (part of #LoveParks week)** – 257 reach
- **Fen Park bridge** – 244 reach
- **#LoveParks week launch** – 232 reach