

LTC Analytical Data Report – June 2023

Overview comparison

	April 2023	June 2023	Change (% change)
Facebook	2,836 followers	2,959 followers	+123 (+4.34%)
Instagram	630 followers	655 followers	+25 (+3.97%)
YouTube	100 subscribers	109 subscribers	+9 (+9%)

Website

Page views from 1st January 2023 to 24th April 2023 (unable to collect figures after this date as the website analytics (google analytics) converts over to google's new system)

	Page ?	Page Views ?
		25,846 % of Total: 100.00% (25,846)
<input type="checkbox"/>	1. /	5,474 (21.18%)
<input type="checkbox"/>	2. /about-the-council/	1,302 (5.04%)
<input type="checkbox"/>	3. /about-the-council/councillors/	856 (3.31%)
<input type="checkbox"/>	4. /about-the-council/meetings/	679 (2.63%)
<input type="checkbox"/>	5. /local-information/parks/sparrows-nest/	663 (2.57%)
<input type="checkbox"/>	6. /neighbourhood-plan/	633 (2.45%)
<input type="checkbox"/>	7. /local-information/visit-lowestoft/	588 (2.28%)
<input type="checkbox"/>	8. /events/	579 (2.24%)
<input type="checkbox"/>	9. /vacancies/	524 (2.03%)
<input type="checkbox"/>	10. /contact-us/	523 (2.02%)

Top 10 pages for period

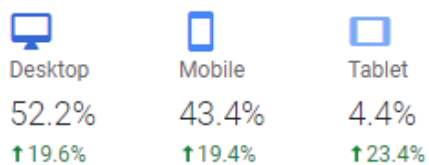
Total website views for period

- The number 1 page will most likely always be "/" which is the **homepage**.
- This is a good spread of page views as there have been no large-scale campaigns that required people to visit the website in this period.
- Good to see **633** website views for the **Neighbourhood Plan** during this period when the public consultation took place.

- The **Vacancies** page is higher up thanks to an increased number of jobs being advertised.

Devices accessing the website

Sessions by device



- This shows the percentage of website visitors using desktops, mobiles and tablets.
- In general, our website is less functional for mobiles – this could be looked into in any future website design.

What does this mean?

In general, the website is healthy with a good number of visitors per month. More work needs to be done on specific areas to make it more interactive, engaging and attractive to users across all devices to make the pages “go to” places.

Areas to improve include:

- Parks pages – general layout, information, interactivity
- Local Info pages – follows on from the Parks pages improvements

Improvements would include the use of video and photos – however, these should remain aware of overuse to avoid increasing the loading time on pages (therefore making the process of using the website frustrating) and to avoid making the webpages unusable for phones. A new website design would help with this as our current website is quite old relative to new advances in website design, interactivity and accessibility.

Facebook

Period 24th April – 26th June 2023

Page Reach (how many different pages/accounts posts have reached) – 68,258 (up 120% on previous report)

Page Visits (how many people have visited the Town Council Facebook page) – 5,012 (on par)

New Page Likes (how many new likes/followers Facebook Page received for period) – 134 (up on previous periods)

Top Posts:

- **Putting Green at Denes Oval (time extension)** – 24.4k reach, 393 reactions, 53 comments, 131 shares
- **Town Green Sign Refurbishment** – 22.6k reach, 240 reactions, 48 comments, 9 shares
- **Coronation Concert “on the day”** – 13.9k reach, 72 reactions, 9 comments, 11 shares
- **Coronation Concert Food Traders Announcement** – 10k reach, 106 reactions, 26 comments, 40 shares
- **Putting Green at Denes Oval open** – 7.7k reach, 81 reactions, 43 comments, 27 shares

Instagram

Period 24th April – 25th June 2023

Accounts Reached – 613 (up 16.7% on previous report)

Accounts Engaged (how many accounts have interacted with our account) – 123 (up 13.8%)

Top Posts:

- **Coronation Concert Announcement** – 310 reach
- **Sparrows Nest Play Area Open** – 309 reach
- **Lowestoft Pride Announcement** – 276 reach
- **Litterpick Undertaken** – 276 reach
- **Coronation Concert Thank You** – 271 reach

Moving Forward:

Increased use of short-form videos (vertical format), especially around key campaigns (these can then be uploaded as a Facebook and Instagram Reel and YouTube Shorts). This type of video is becoming increasingly popular thanks to TikTok and are a great way of expanding reach and engaging with a new audience (it's not just your followers who see these!). These videos would

need to be engaging and can take longer than you expect to create and edit (a good 30-second video could take up to an hour to create depending upon how many components are in the video.)

More regular campaigns created by the Town Council, linking in with national campaigns – linked campaigns across platforms with “calls to action” (these can include inviting people to visit the website, to comment/submit a photo etc.)

Linking the above with website improvements – improvements to parks pages (see above)