

Communications Update

Events

Parish Councillors had the opportunity to attend community events with the branded gazebo.

Millbrook School's fete was held on Friday 28th June and proved popular, helped greatly by the presence of the tractor and 3 participation games created by the Parish Team.

Brookfield School's fair took place on Friday 5th July.

The Parish has also received an invitation to attend the Link Centre Open Day on Sunday 21st July and a Welcome Back event at Shaw Ridge School in September (date to be confirmed).

We have been working to forge partnerships with organisations to set up community engagement events during the Summer months. These include Swindon Story Shed pop-up at Peatmoor Lagoon on 9th July and STFC Football in the Community who will deliver some football inclusion sessions (dates to be confirmed).

New Website

Launched 22nd May 2024

The new website is easy to navigate, informative, mobile friendly and visually impactful which has been reflected in the feedback we have received so far.

One highlight is the mapping function which is particularly useful, not only from a user perspective but also for us. The *Request a Service* function allows users to accurately report issues by using W3W and uploading images, but they are also able to check the map pins to see if their issue has already been reported and if so, what the status is; **Pending** **In Progress** **Complete** **Referred Onwards** - saving duplication of effort for both parties. The *Parks & Open Spaces* mapping showcases our 21 play parks accurately pin-pointing the locations and what equipment is available at each site.

It's not unexpected to experience teething problems with a new website and we are in the process of rectifying a particular issue with the 'Request a Service' function around case numbers. This is being resolved.

Google analytics has also been set up which will allow us to see more accurate data but in the meantime the site usage data is included here.

Site Usage by Month

Summary

| | | | | |
|------------------------|------------------------|-------------------------------------|-----------------------------------|-------------------------------------|
| Reported period | Month May 2024 | | | |
| First visit | 27 May 2024 - 10:37 | | | |
| Last visit | 31 May 2024 - 23:53 | | | |
| | Unique visitors | Number of visits | Pages | Hits |
| Viewed traffic * | 293 | 357 (1.21 visits/visitor) | 2,643 (7.4 Pages/Visit) | 16,018 (44.86 Hits/Visit) |
| Not viewed traffic * | | | 2,702 | 12,046 |

Summary

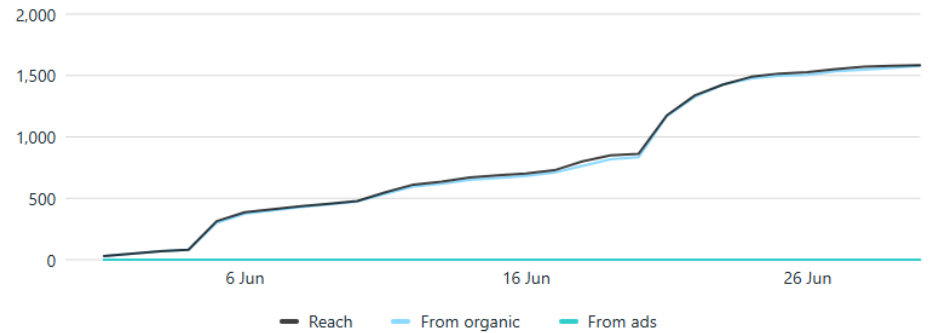
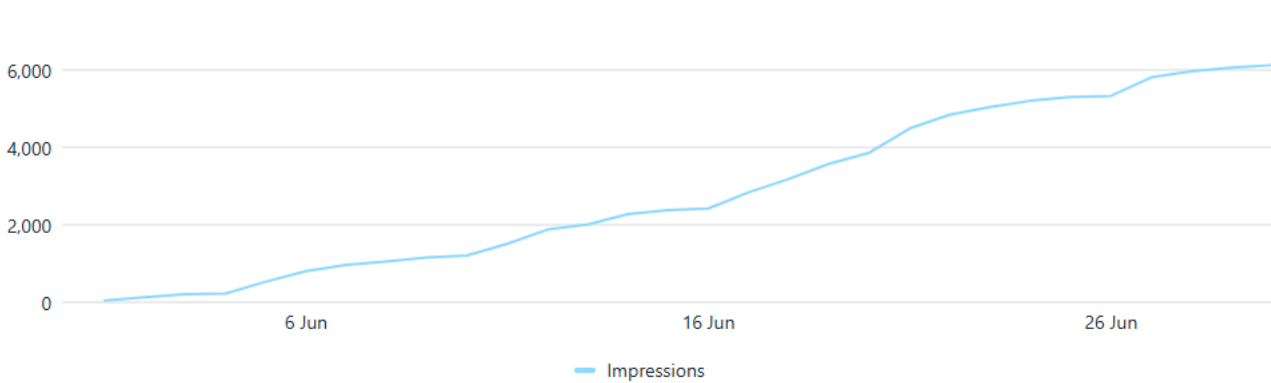
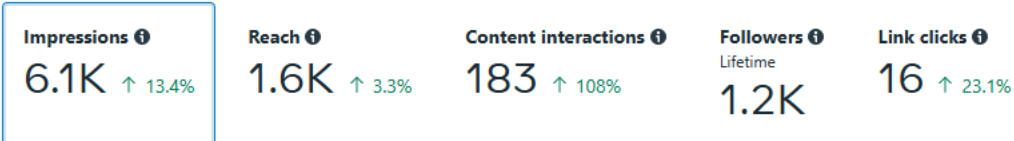
| | | | | |
|------------------------|------------------------|---------------------------------------|------------------------------------|-------------------------------------|
| Reported period | Month Jun 2024 | | | |
| First visit | 01 Jun 2024 - 00:26 | | | |
| Last visit | 30 Jun 2024 - 23:05 | | | |
| | Unique visitors | Number of visits | Pages | Hits |
| Viewed traffic * | 1,591 | 2,463 (1.54 visits/visitor) | 9,749 (3.95 Pages/Visit) | 48,084 (19.52 Hits/Visit) |
| Not viewed traffic * | | | 18,331 | 74,955 |

Summary

| | | | | |
|------------------------|------------------------|-----------------------------------|----------------------------------|------------------------------------|
| Reported period | Month Jul 2024 | | | |
| First visit | 01 Jul 2024 - 02:34 | | | |
| Last visit | 02 Jul 2024 - 10:47 | | | |
| | Unique visitors | Number of visits | Pages | Hits |
| Viewed traffic * | 87 | 96 (1.1 visits/visitor) | 338 (3.52 Pages/Visit) | 1,695 (17.65 Hits/Visit) |
| Not viewed traffic * | | | 600 | 3,944 |

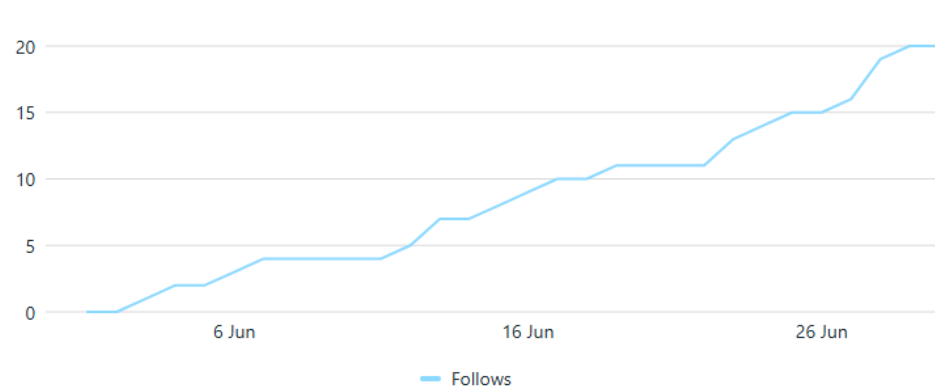
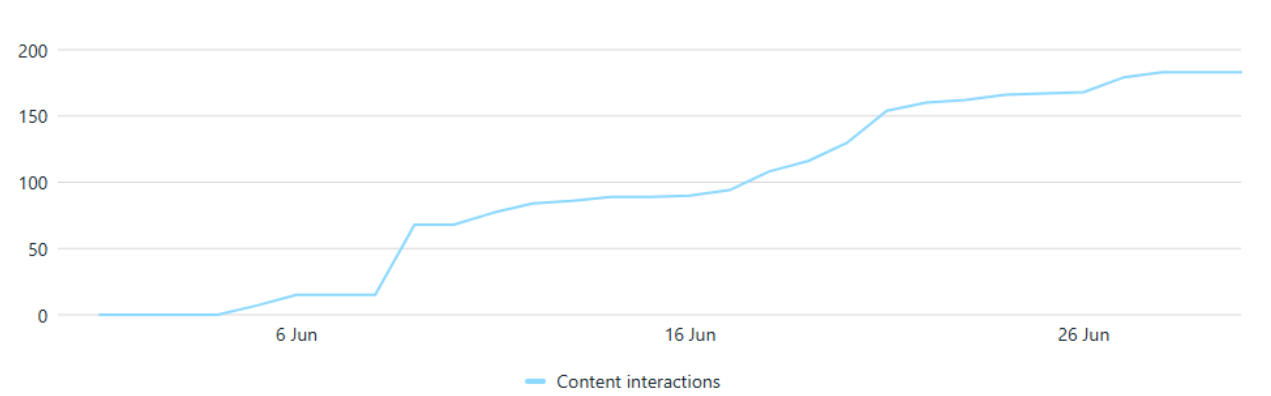
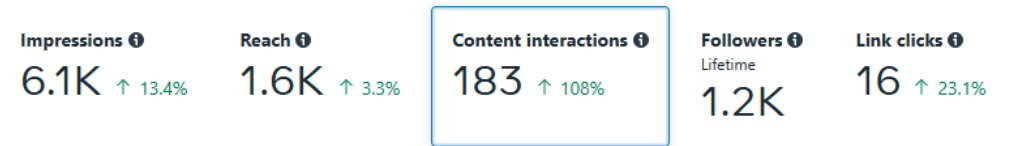
* Not viewed traffic includes traffic reported by weblogs, servers, or similar with special HTTP status codes

Facebook Performance Overview June 2024



Reach breakdown

- Total: 1,584 ↑ 3.3%
- From organic: 1,578 ↑ 7.2%
- From ads: 0 0%

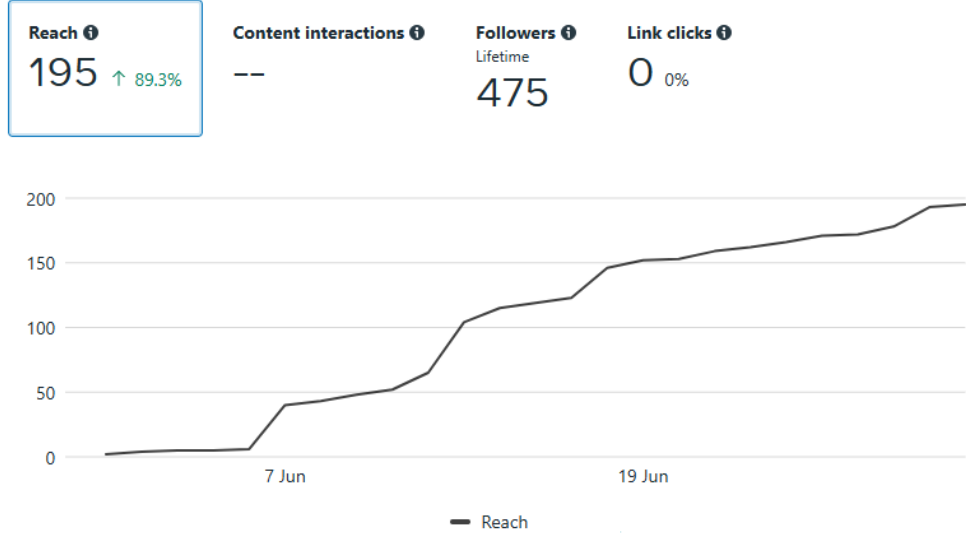


Audience breakdown
1 Jun - 30 Jun

- Net follows: 20 ↑ 185.7%
- Follows: 20 ↑ 81.8%
- Unfollows: 0 ↓ 100%
- Page likes: 1,048 —

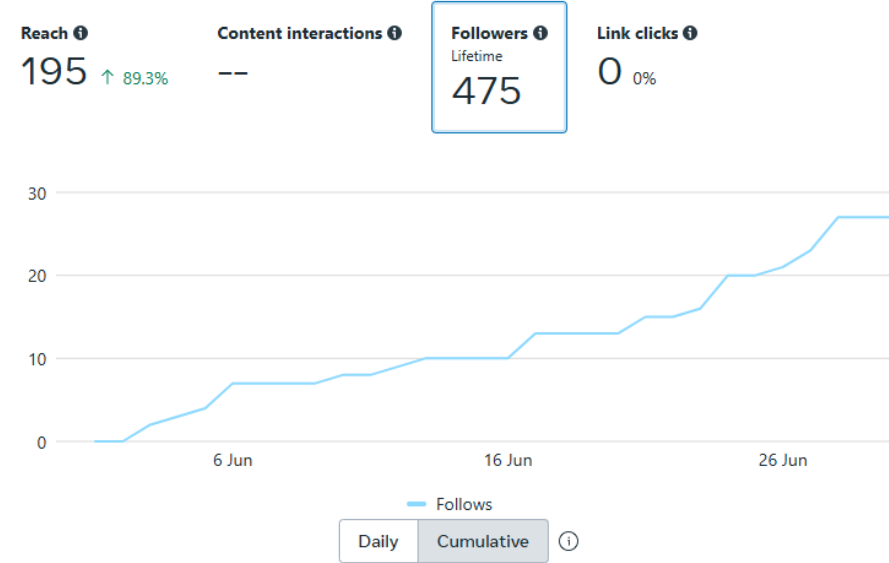
Instagram Performance Overview June 2024

Performance



Performance

Daily Cumulative ⓘ

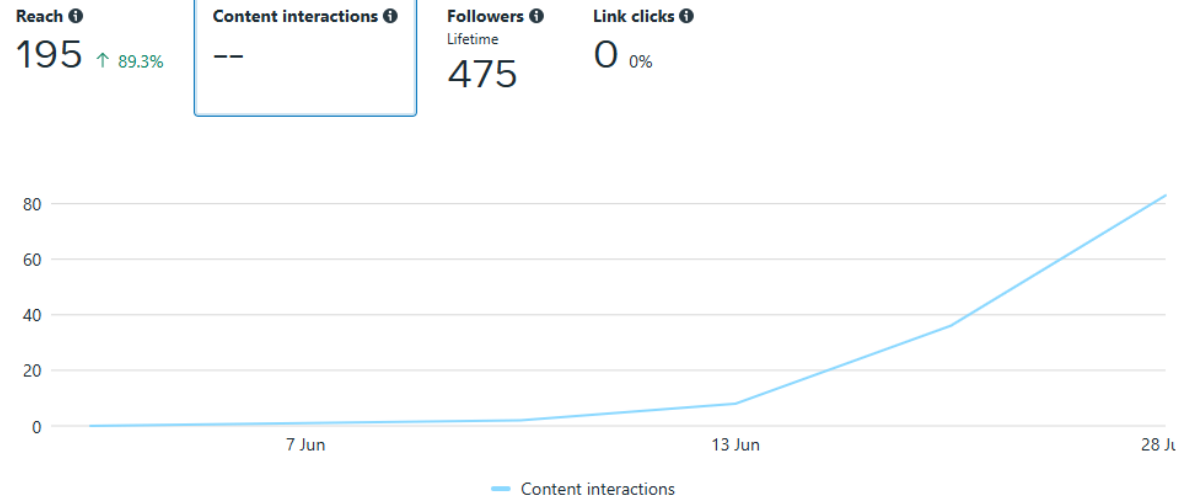


Audience breakdown
1 Jun - 30 Jun

Follows ⓘ 27 ↑ 125%

Unfollows ⓘ 12 ↑ 500%

Performance



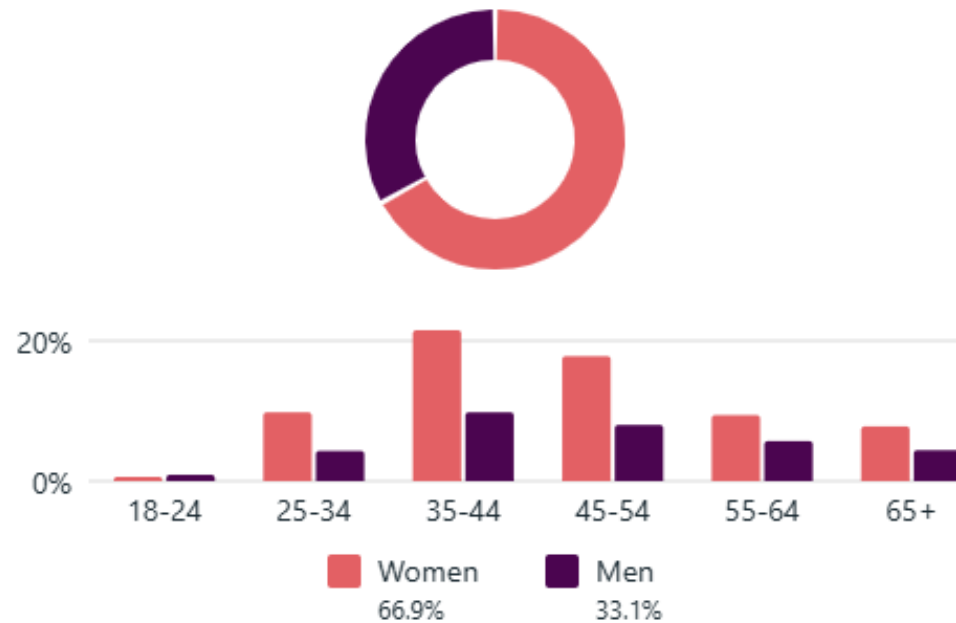
Daily Cumulative ⓘ

Facebook & Instagram Audience June 2024

Facebook followers ⓘ

1,166

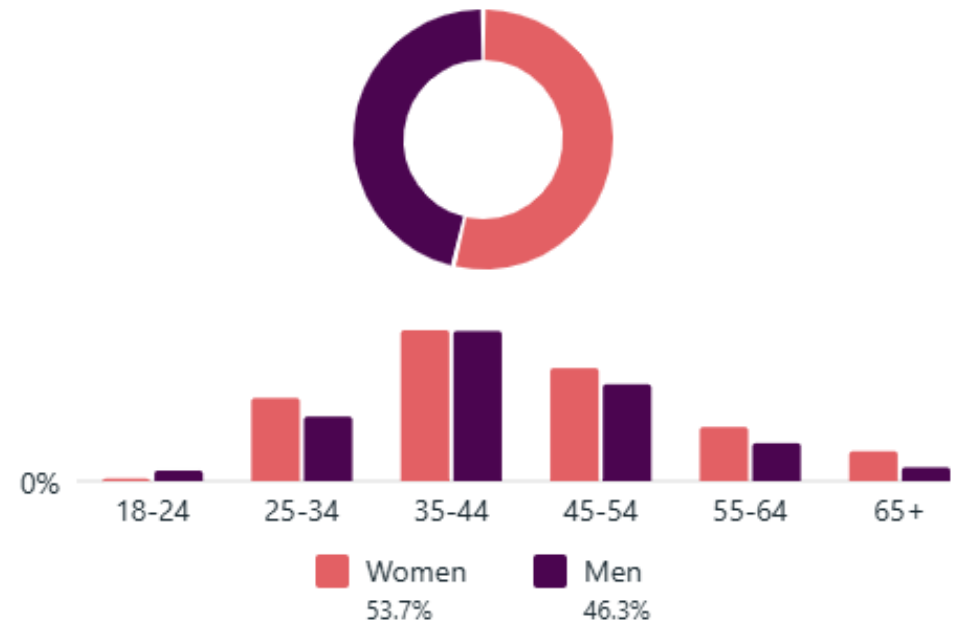
Age & gender ⓘ



Instagram followers ⓘ

475

Age & gender ⓘ



Facebook Benchmarking June 2024

Compare your performance against businesses in the Government agencies category

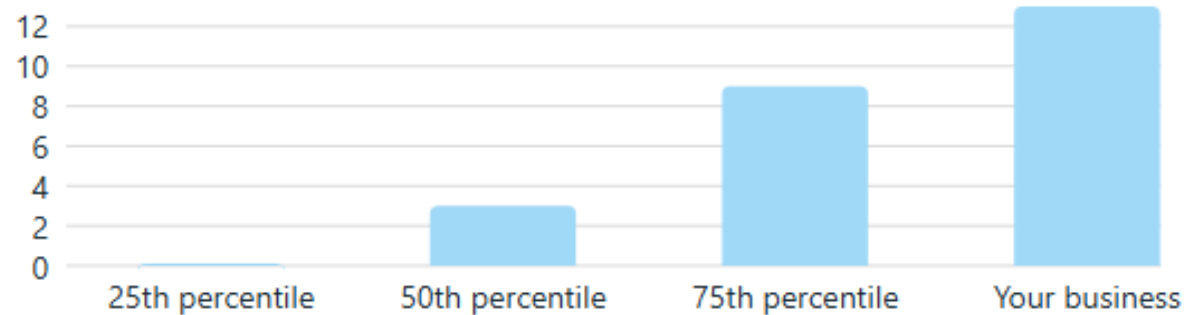
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

13

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create Post



Facebook followers ⓘ

1.2K

Similar to others

Typically: 807

Follows ⓘ

19

Higher than others

Typically: 6

Content interactions ⓘ

183

Higher than others

Typically: 42

Instagram Benchmarking June 2024

Compare your performance against businesses in the Government agencies category

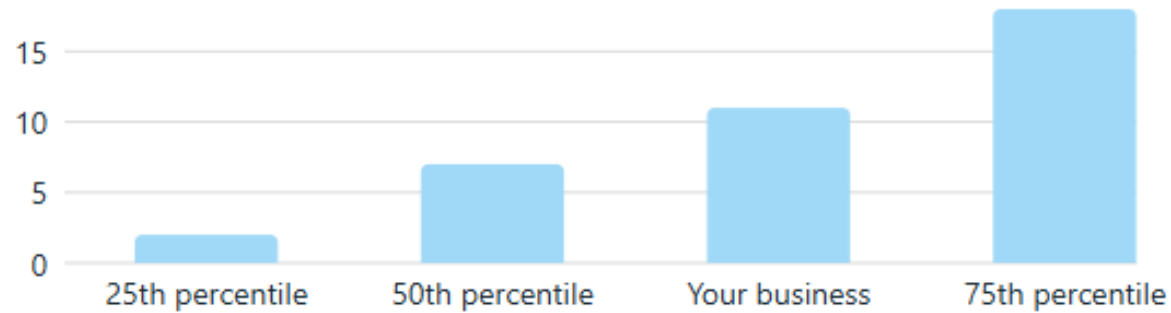
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

11

Similar to others

How often your business published versus others in this category



Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Well done! Stay on track by creating a new post or scheduling in advance.

Create Post



Instagram followers ⓘ

475

Similar to others

Typically: 591

Follows ⓘ

25

Higher than others

Typically: 12