



Tarbolton Community Council

APPENDIX 2: Communications Report

Tarbolton Community Council
December 2022

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social@tarboltoncc.co.uk

#WEARETARBOLTON

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Introduction

Welcome,

In this the final communications report of 2022 I am going to discuss the new changes that have been made to the Tarbolton Community Council's Social Presence and Corporate Identity. I will discuss the analytics of the Website, Social Media Pages, and Newsletter as well as talking about the statements that have been issued during the month of December.

As you may be aware the Tarbolton Community Council have recently made an Investment into a website and along with this there is now new council mailboxes. Existing addresses have been forwarded to the appropriate email addresses (e.g. tarboltoncc.social@outlook has been forwarded to social@tarboltoncc.co.uk)

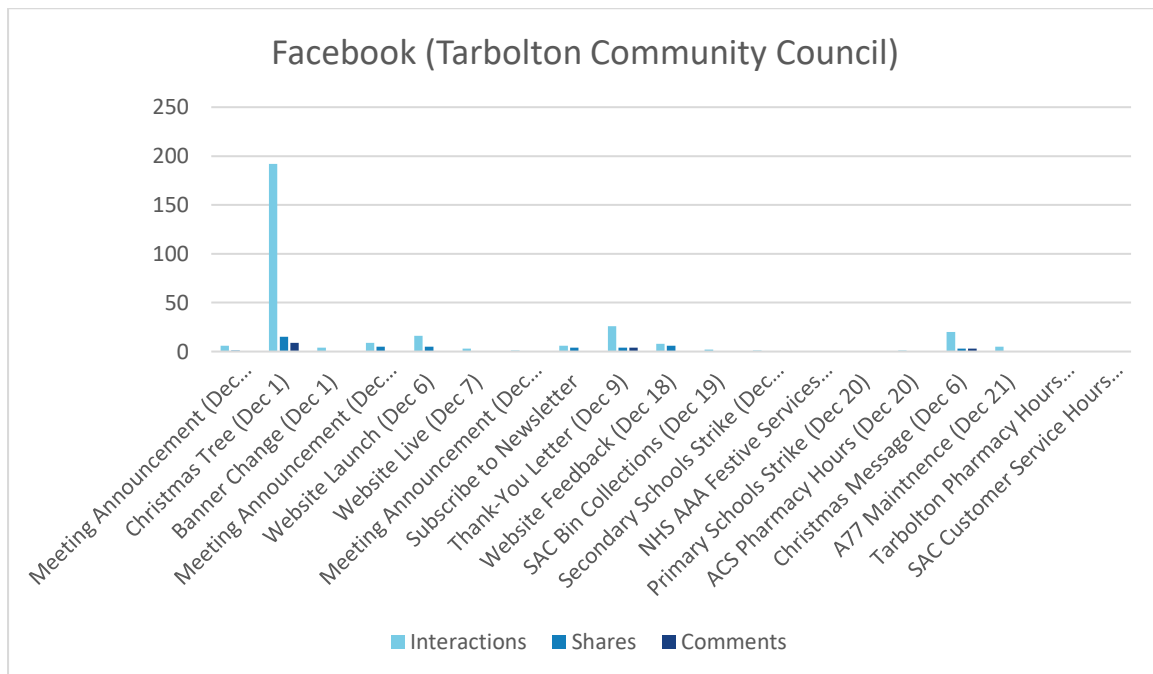
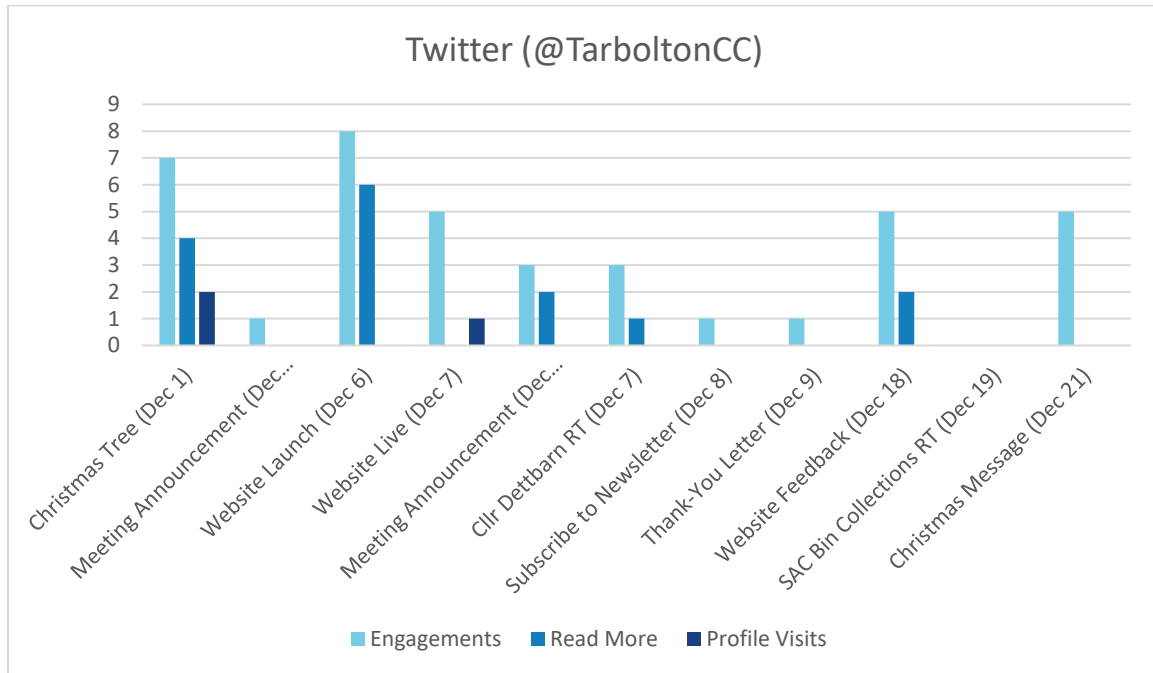
I hope this report is insightful into the social presence of the Tarbolton Community Council and please feel free to reach out to me with any queries you may have.

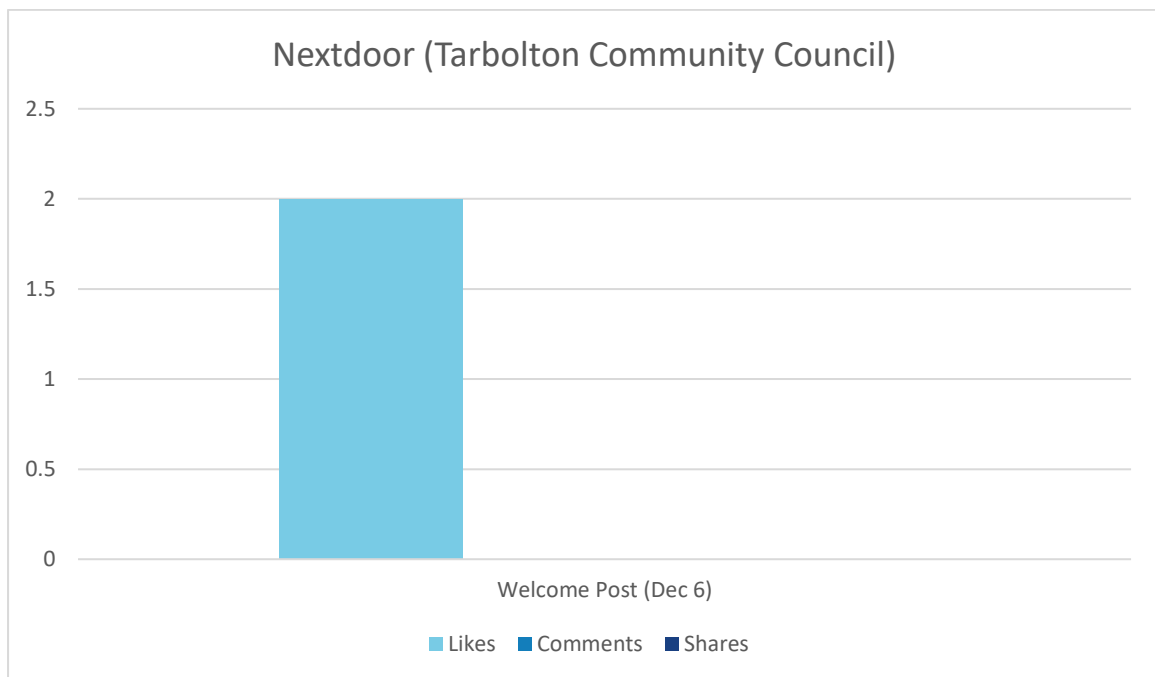
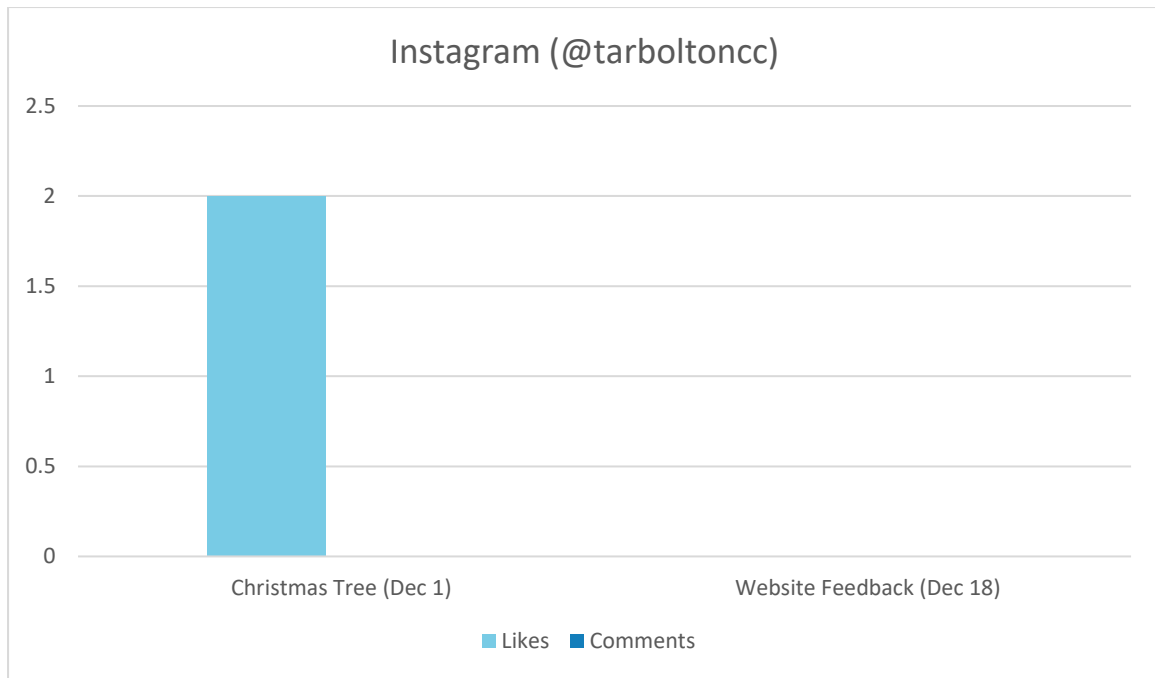
Best Regards,

Matthew McColm

Social Media and Public Relations Officer
Tarbolton Community Council

Social Media Analytics

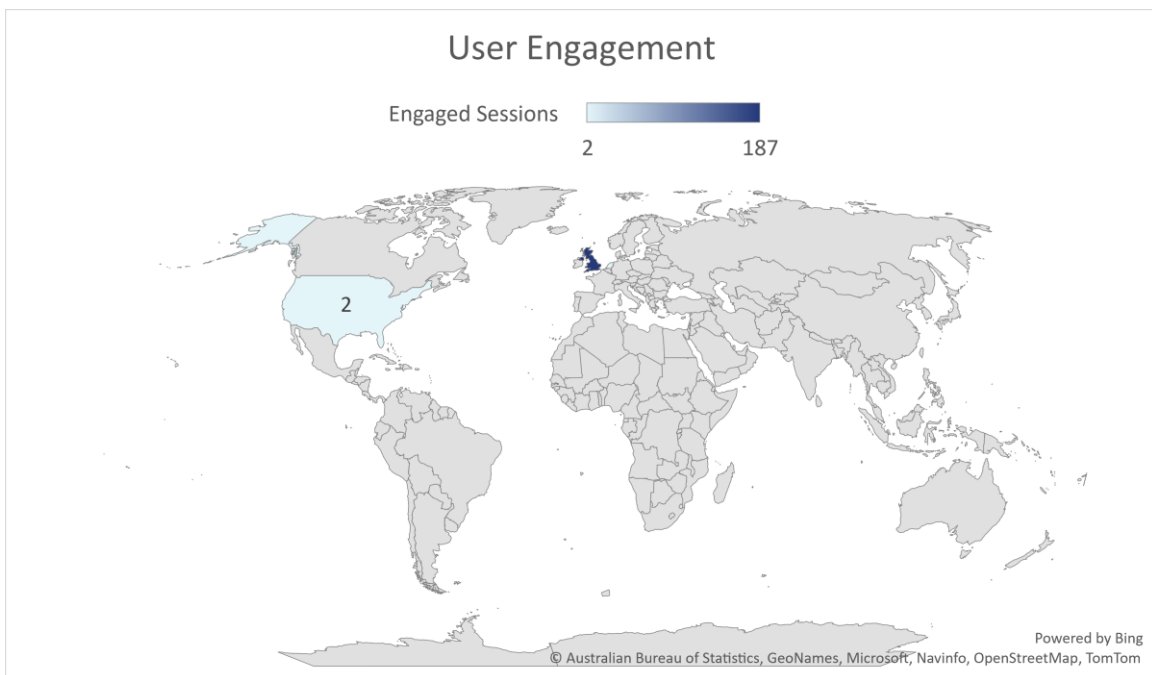
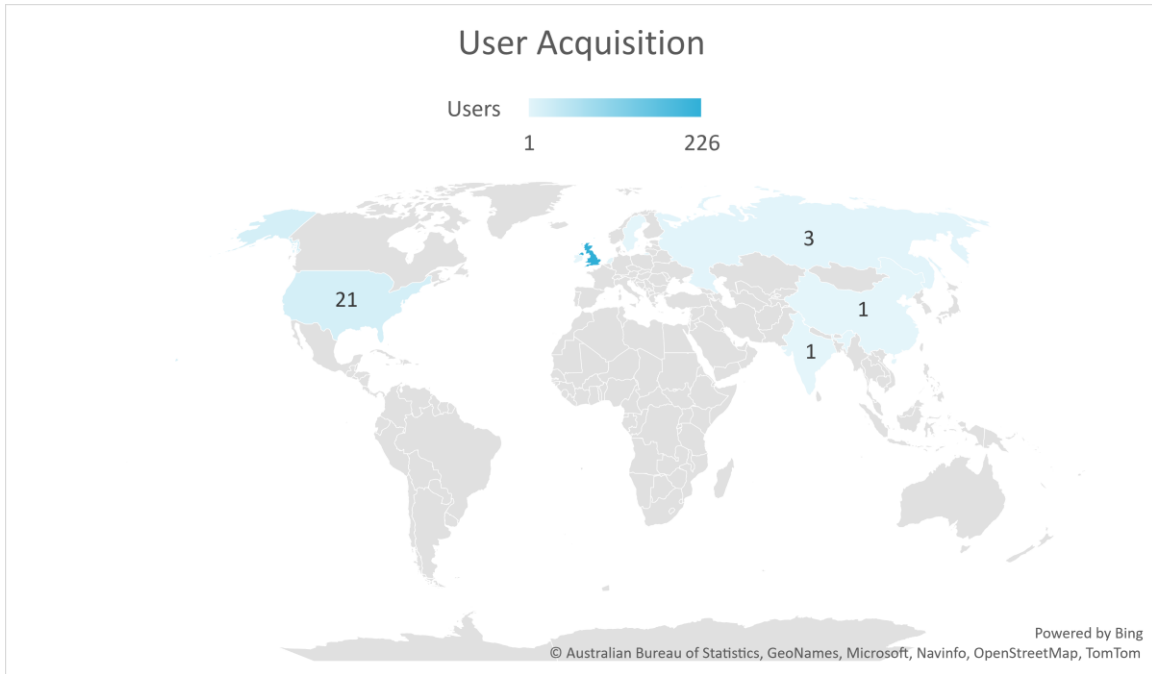


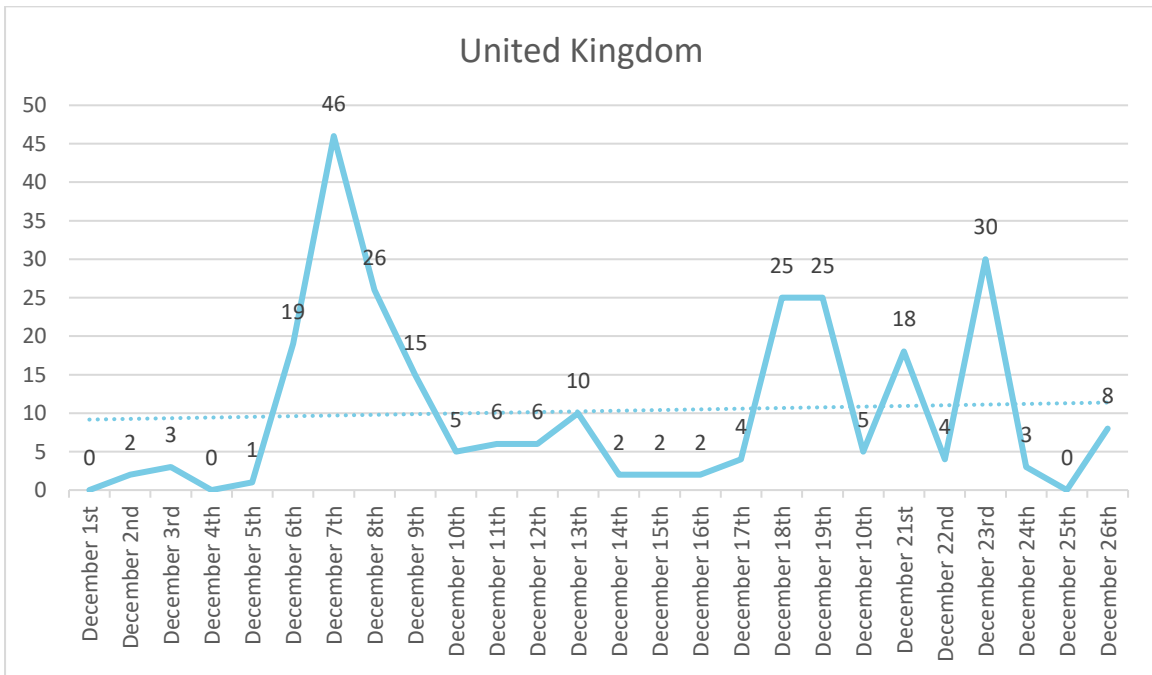
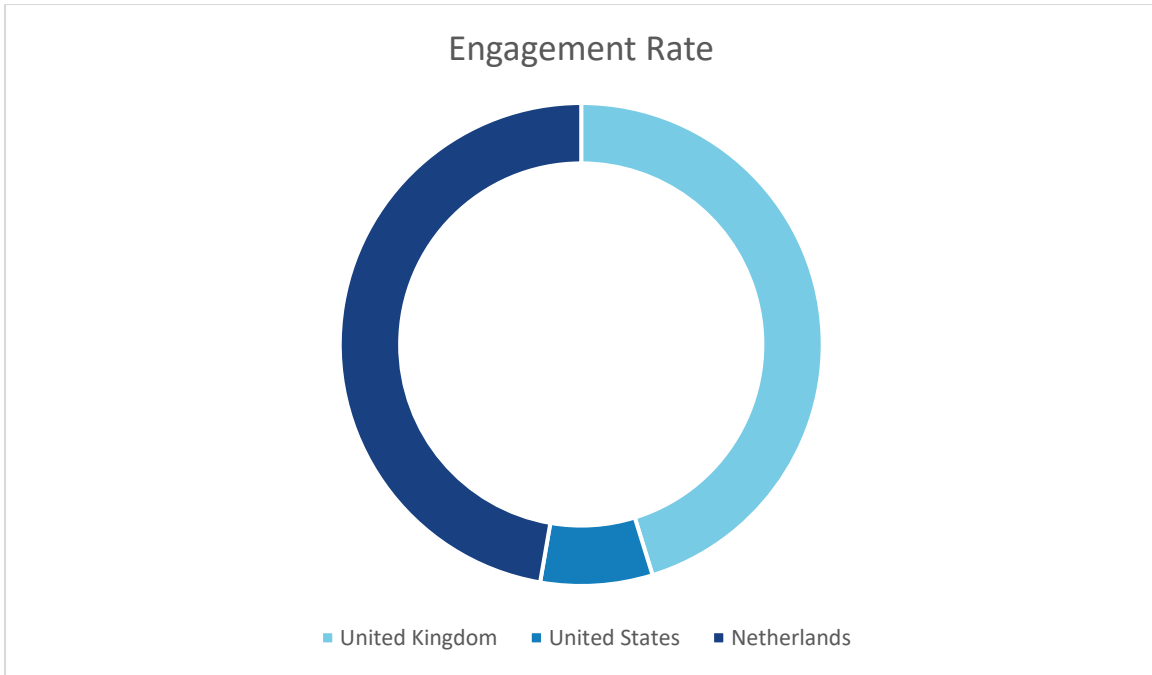


The main highlights from these analytics are that the most popular platform is Facebook and that the community far enjoys posts about community engagement (Such as the Christmas Tree and the Thank-you Letters) rather than more informative posts such as Meeting Announcements.

Website Analytics

The Community Council uses Google Analytics to measure engagement on our web platforms.





	User Acquisition	User Engagement	Engagement Rate
<i>United Kingdom</i>	226	187	57.4%
<i>United States</i>	21	2	9.52%
<i>Netherlands</i>	5	3	60%
<i>Russia</i>	3	0	0%
<i>China</i>	1	0	0%
<i>India</i>	1	0	0%
<i>Ireland</i>	1	0	0%
<i>Sweden</i>	1	0	0%

Introduction of Email Newsletter

After a short discussion with a few members of the Community Council it was briefly mentioned at the December meeting that as a Community Council we would be starting a monthly newsletter that would be sent out roughly half way through each month and would cover everything that the Community Council has done in the past month and community events if there were any

The newsletter was designed to be for the people who don't use social media or would prefer their communications to be consolidated into one communication they can read at their own leisure. The newsletter will feature short text and a link that will link to a blog post on the Community Council website.

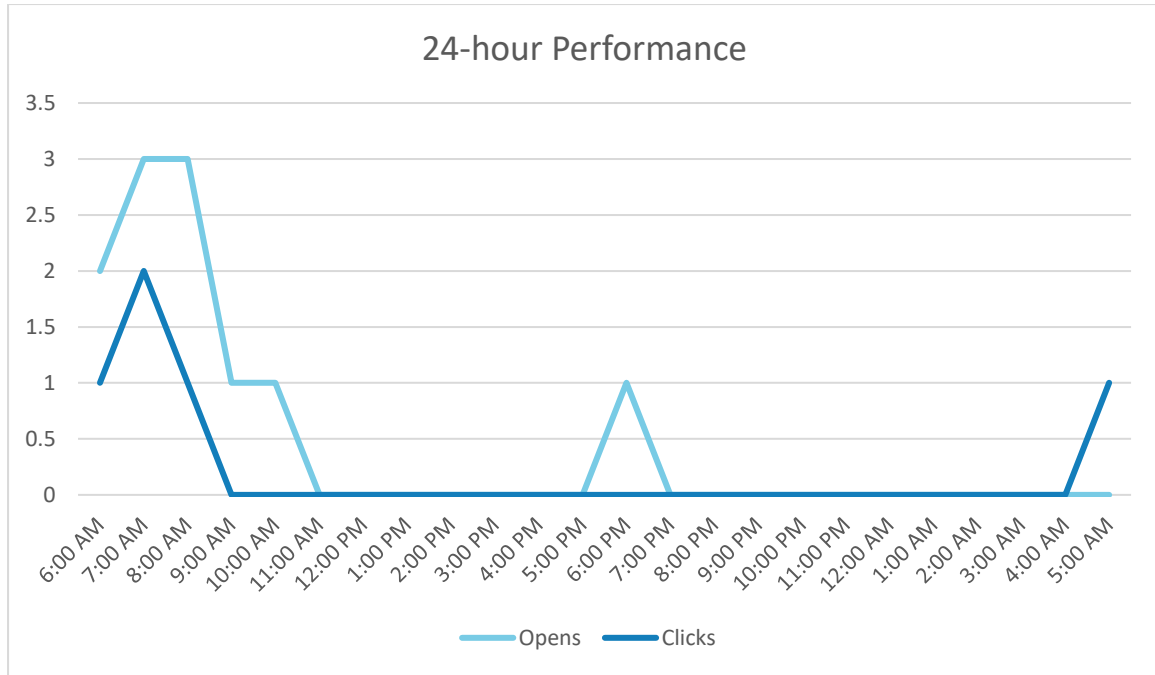
Newsletter Analytics

December 2022 Newsletter, Issue #1

Audience	Tarbolton Community Council
Subject	🎄 TCC; December Newsletter 🎄
Delivered	Tue, Dec 13, 2022 11:49am
Opened	14
Clicked Links	7
Bounced	0
Unsubscribed	0
Successful Deliveries	26 (100%)
Total Opens	29
Forwarded	0
Clicks Per Unique Open	50%
Total Clicks	14
Abuse Reports	0

Top Links Clicked

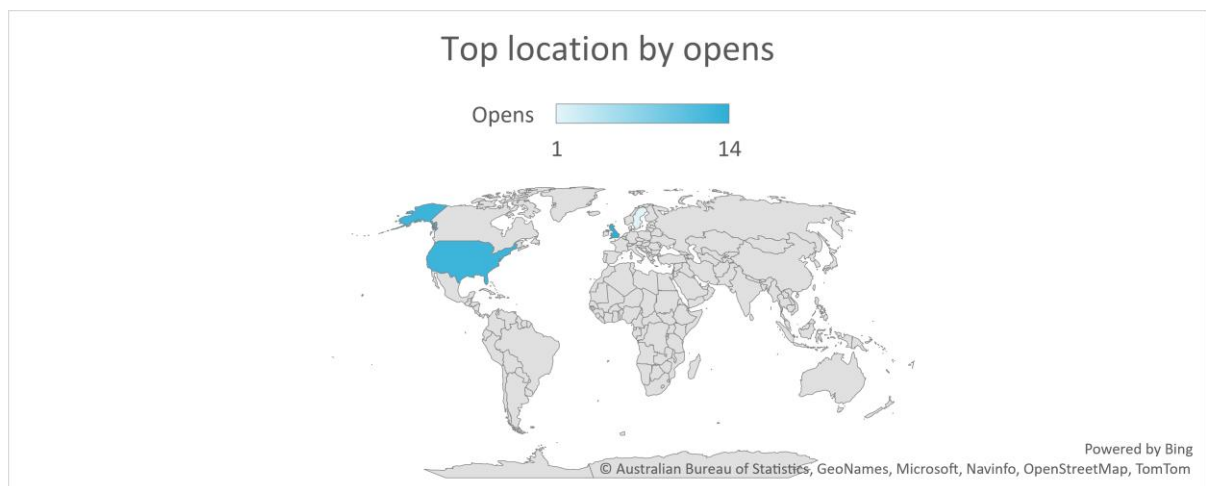
1.	https://www.tarboltoncc.co.uk	8
2.	https://www.tarboltoncc.co.uk/posts/christmas-tree--22	5
3.	https://www.tarboltoncc.co.uk/mission-statement	1



	0600	0700	0800	0900	1000	1100	1200	1300	1400	1500	1600
Opens	2	3	3	1	1	0	0	0	0	0	0
Clicks	1	2	1	0	0	0	0	0	0	0	0

	1700	1800	1900	2000	2100	2200	2300	0000	0100	0200	0300
Opens	0	1	0	0	0	0	0	0	0	0	0
Clicks	0	0	0	0	0	0	0	0	0	0	0

	0400	0500
Opens	0	0
Clicks	0	1



	Opens
United Kingdom	14
United States	13
Sweden	1

2022 Christmas Message

Audience	Tarbolton Community Council
Subject	Merry Christmas from all of us at the Tarbolton Comm...
Delivered	Wed, Dec 21, 2022 10:14am
Opened	19
Clicked Links	1
Bounced	0
Unsubscribed	0
Successful Deliveries	28 (100%)
Total Opens	39
Forwarded	0
Clicks per Unique Open	5.3%
Total Clicks	1
Abuse Reports	0

As this was a 'Special' edition of the newsletter there are fewer analytics we can show in accordance with our Privacy Policy

Statements Issued

Name	TCC 2022 Christmas Message
Date	21 st December 2022
Co-Authors	N/A
Ref	CM/DEC22
Comments	The Secretary, in collaboration with the committee, drafted a Christmas message to be published. The message was published on all social channels, posted as a blog on the website, and was sent out to the mailing list.
Links	https://www.tarboltoncc.co.uk/posts/christmas-message--22

Name	Website Launch
Date	7 th December 2022
Co-Authors	N/A
Ref	WL/SOCIAL/DEC22
Comments	Social Posts were published to publicise the website and on the website itself there was a press release issued.
Links	https://www.tarboltoncc.co.uk/posts/website-launch

New Member Email System

To help reduce the risk of a Data Protection breach and for the convenience of our members and the public we now have council specific mailboxes.

Members of the public should start a general enquiry by emailing hello@tarboltoncc.co.uk

	Role	Email
<i>Robbie Mann</i>	Chair	chair@tarboltoncc.co.uk
<i>Cathy Thompson</i>	Vice-Chair	vicechair@tarboltoncc.co.uk
<i>John Shirkie</i>	Secretary	secretary@tarboltoncc.co.uk
<i>Jean McColm</i>	Treasurer	treasurer@tarboltoncc.co.uk
<i>Billy McColm</i>	Planning & Licensing	planninglicensing@tarboltoncc.co.uk
<i>Matthew McColm</i>	Social Media & Public Relations	social@tarboltoncc.co.uk

	Email
<i>Data Protection</i>	dataprotection@tarboltoncc.co.uk
<i>General Enquiries</i>	hello@tarboltoncc.co.uk
<i>Support</i>	support@tarboltoncc.co.uk
<i>Press Enquiries</i>	press@tarboltoncc.co.uk
<i>Newsletter</i>	newsletter@tarboltoncc.co.uk
<i>Notice Board</i>	notice@tarboltoncc.co.uk