



Tarbolton Community Council

# APPENDIX 2: Communications Report

Tarbolton Community Council

Published February 2023 for period of January 2023

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#WEARETARBOLTON

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# Introduction

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Welcome,

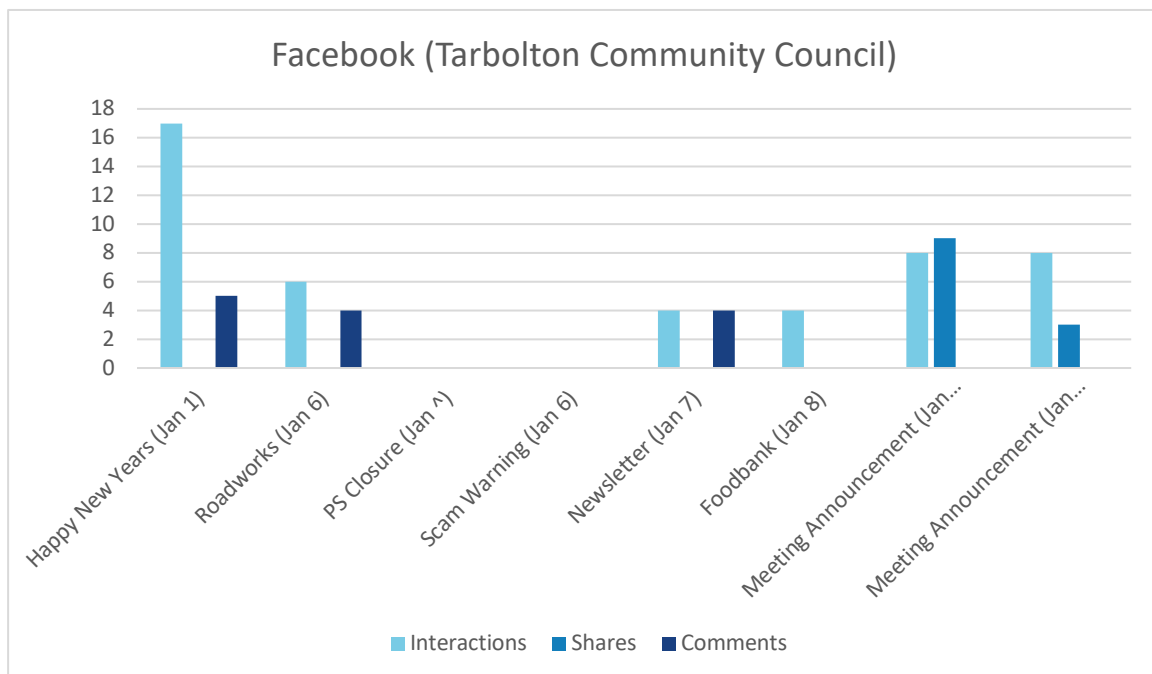
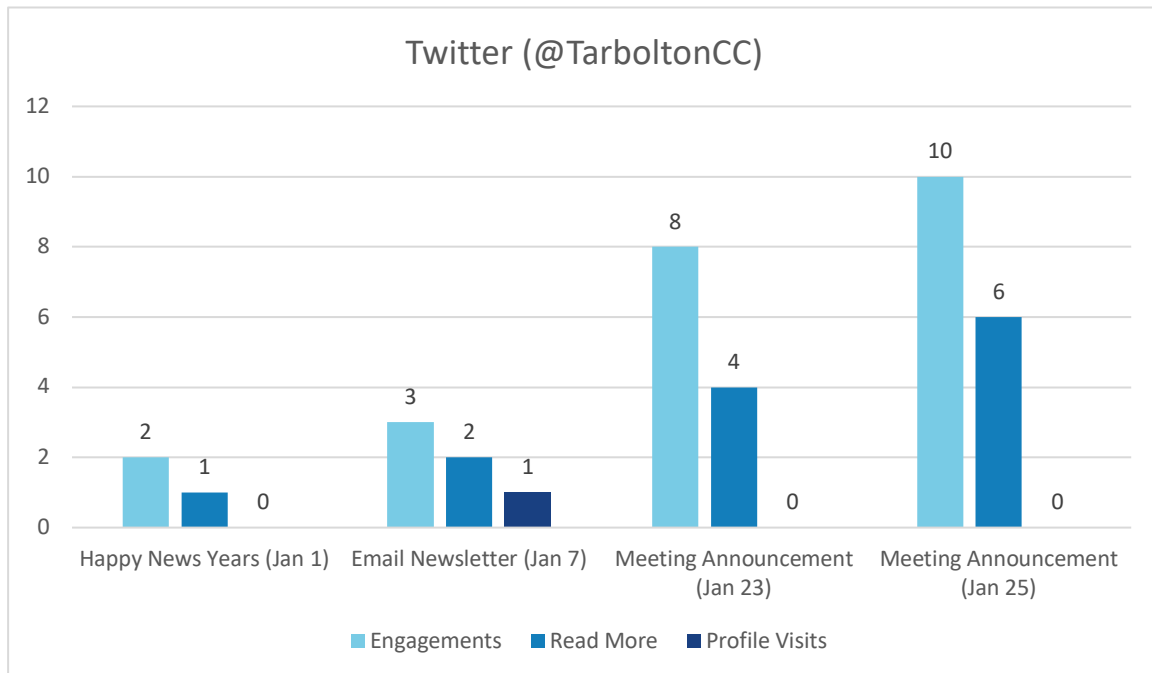
In this the first communications report of 2023 I am going to discuss the new changes that have been made to the Tarbolton Community Council's Social Presence and Corporate Identity. I will discuss the analytics of the Website, Social Media Pages, and Newsletter as well as talking about the statements that have been issued during the month of January.

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**

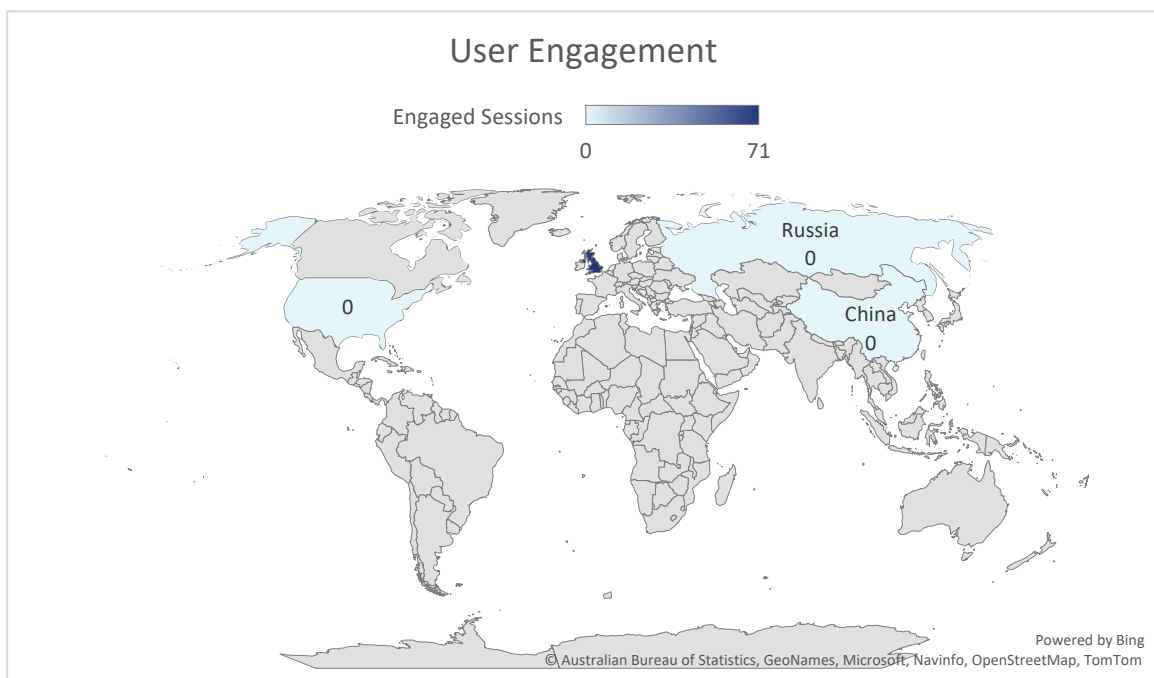
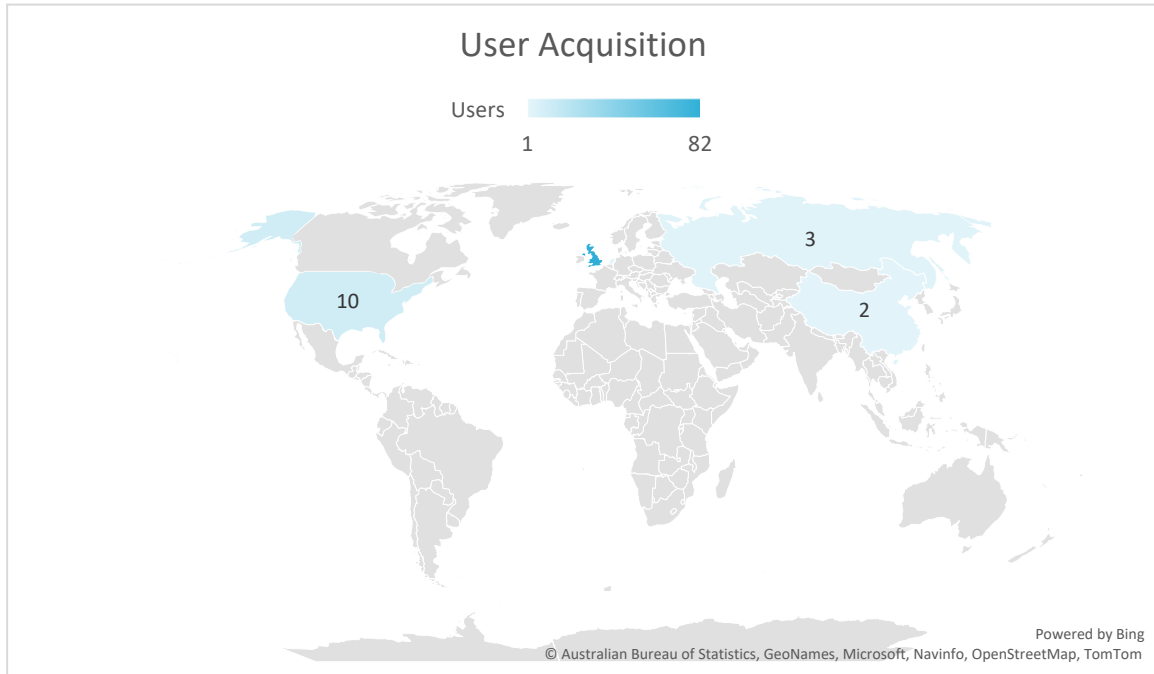
# Social Media Analytics

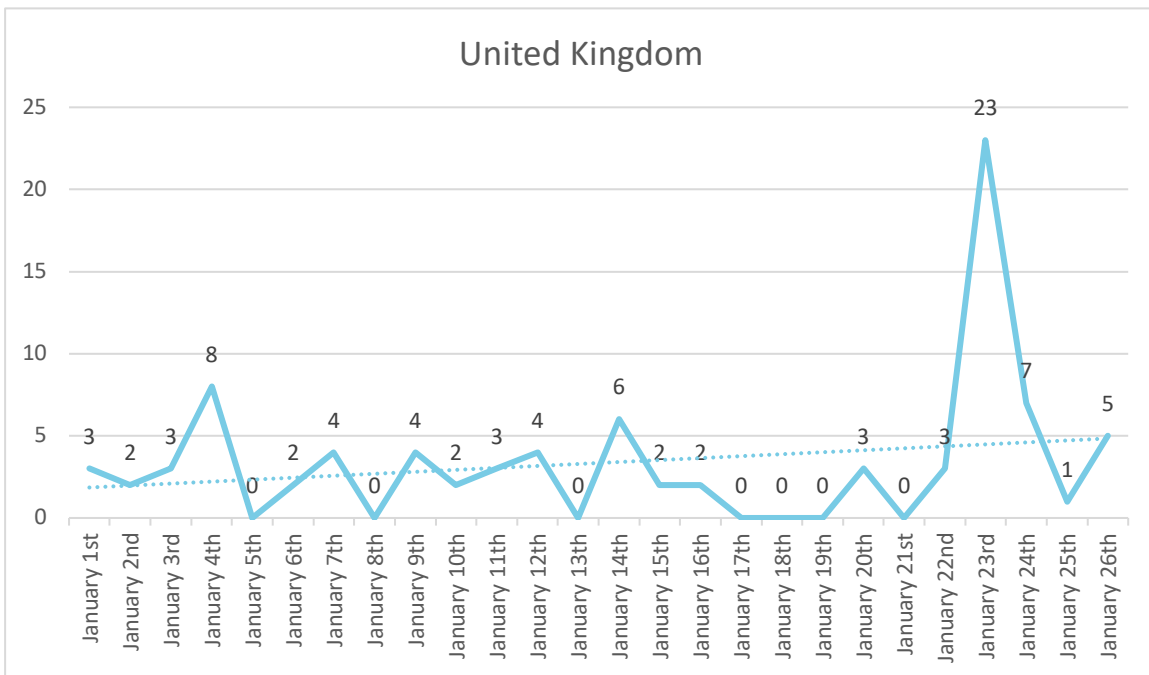
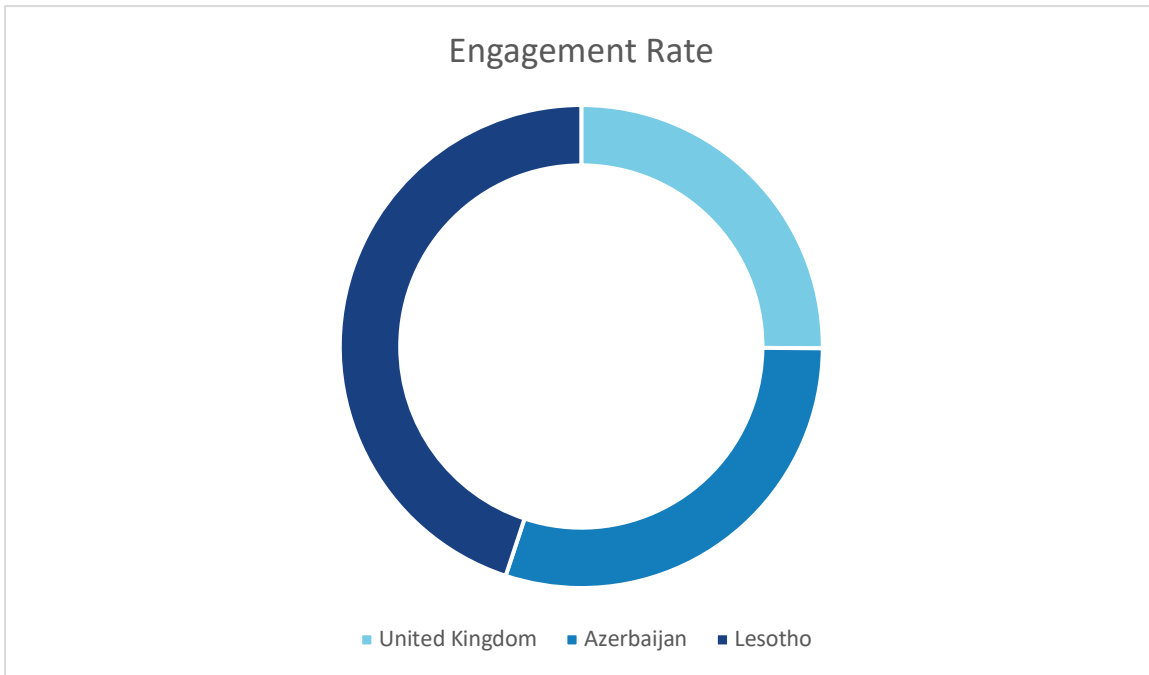


The main highlights from these analytics are that the most popular platform is Facebook and that the community far enjoys posts about community engagement (Such as the Christmas Tree and the Thank-you Letters) rather than more informative posts such as Meeting Announcements.

# 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>	82	71	55.91%
<i>United States</i>	10	0	0%
<i>Azerbaijan</i>	3	2	66.67%
<i>Russia</i>	3	0	0%
<i>China</i>	2	0	0%
<i>Lesotho</i>	1	1	100%
<i>Netherlands</i>	1	0	0%

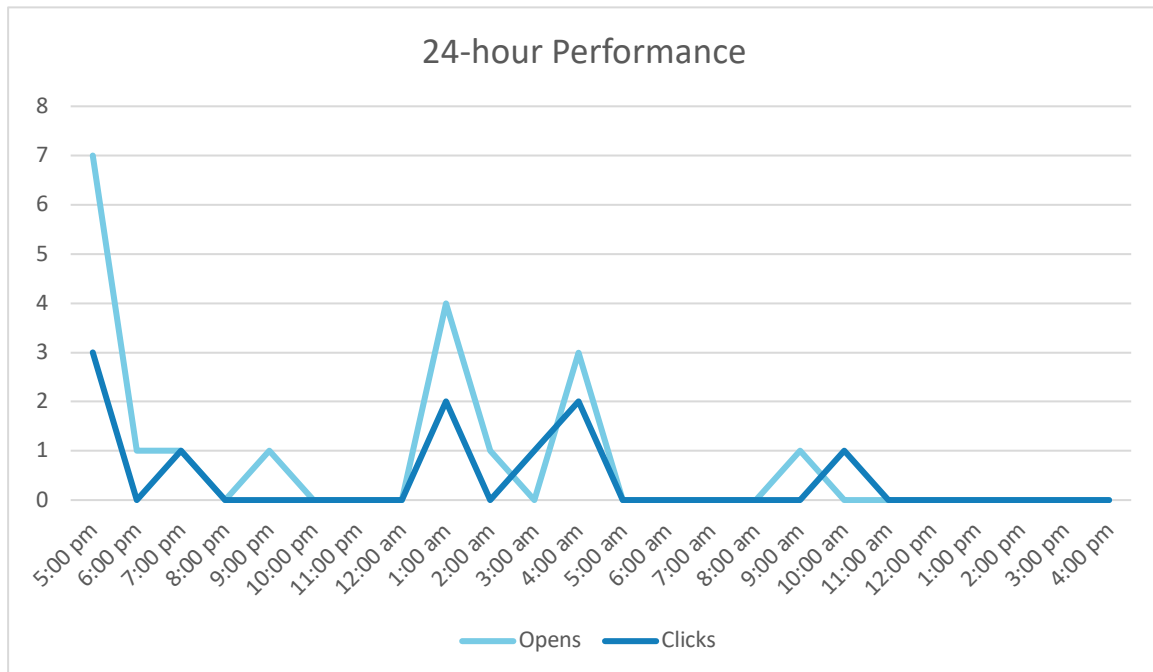
# Newsletter Analytics

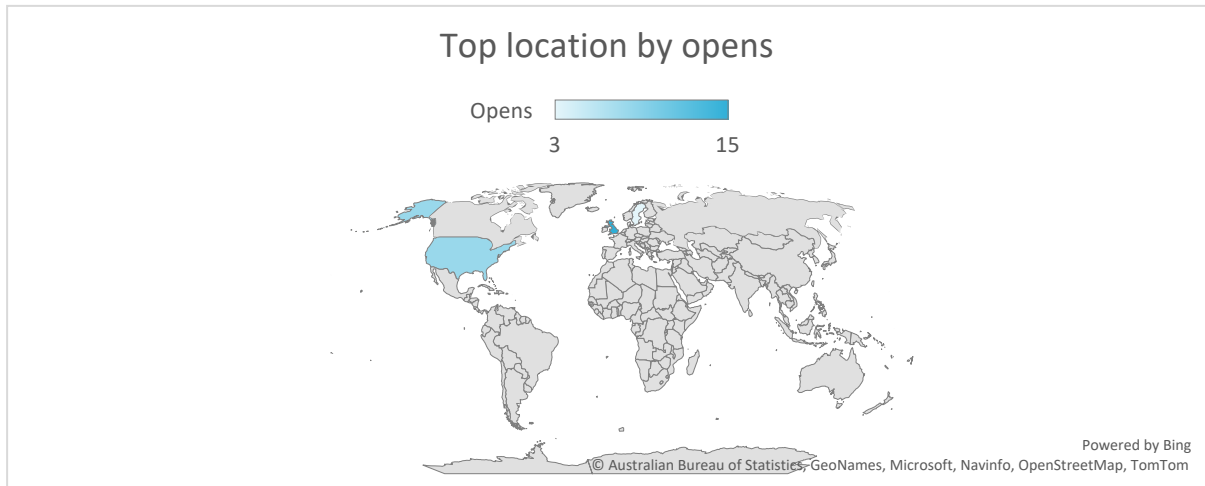
## December 2022 Newsletter, Issue #1

Audience	Tarbolton Community Council
Subject	Tarbolton CC; February Meeting Invite
Delivered	Mon, Jan 23, 2023 4:10pm
Opened	20
Clicked Links	10
Bounced	0
Unsubscribed	0
Successful Deliveries	31 (100%)
Total Opens	31
Forwarded	0
Clicks Per Unique Open	50%
Total Clicks	15
Abuse Reports	0

### Top Links Clicked

1. <https://www.tarboltoncc.co.uk/records/past-meetings/1-february-23> 14
2. <https://www.mmccolm.co.uk> 1





	<b>Opens</b>
<i>United Kingdom</i>	15
United States	8
<i>Sweden</i>	3



# Statements Issued

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No Statements Issued