

RAMSGATE TOWN COUNCIL

Report: Ramsgate Town Website Update
To: Town Promotion Committee
From: Dean Williams, Digital Communications and Marketing Officer
Date: Wednesday 27th February 2019
Item: 7

INSTAGRAM, FACEBOOK, TWITTER & YOUTUBE

There are currently **2834 likes** on the Ramsgate Town Facebook page (this is an increase of 280 likes since November 2554). See Appendix 1.

The Twitter account (@RamsgateTown), now has **3403 followers** (this is an increase of 94 followers since November 3309). See Appendix 2.

The Instagram account (ramsgatetown), now has **262 posts** and **1095 followers**, since it was launched on 12th February 2016. See Appendix 3.

The Youtube account (Ramsgate Town), has **26 subscribers with 32 videos**. The channel has had **4526 views** since it launched on 20th May 2015. The average viewing time for a video is **2 minutes 35 seconds**. See Appendix 4.

Mayor's Page

There are currently **631 likes** on the Mayor of Ramsgate Facebook page (this is an increase of 14 likes since November 617).

The Twitter account (@MayorRamsgate), now has **460 followers** (this is an increase of 22 followers since November 438).

The Instagram account (mayoroframsgate), now has **9 posts** and **64 followers**, since it was launched on 12th February 2016.

NEWSLETTER

The newsletters will be sent out the day the Community Ad Magazine is distributed, this being the 1st of February, May, August and November.

There are currently **203 people subscribed to the Keep Me Updated mailing list**, out of these **73.8% opened the newsletter** and **23.1% clicked on the links** to read further.

There are currently **51 people on the Keep Me Active! mailing list**, out of these **56.5% opened the newsletter** and **26% clicked on the links** to read further.

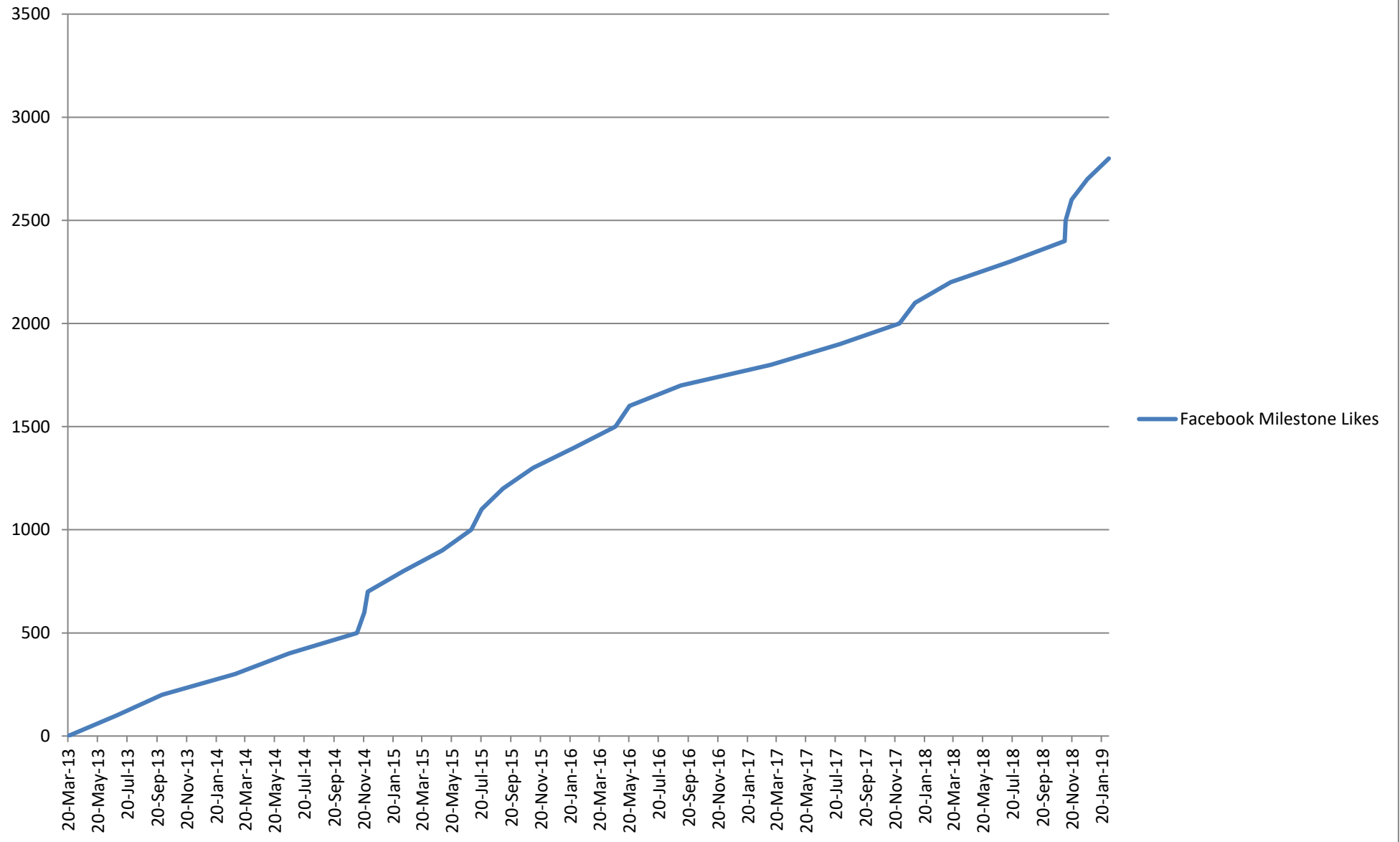
The Industry average for a Government/Community Newsletter is 18.8% open rate and 2.4% click rate, as you can see we are well above average.

Recommendation:

To receive and note the statistics within the report.

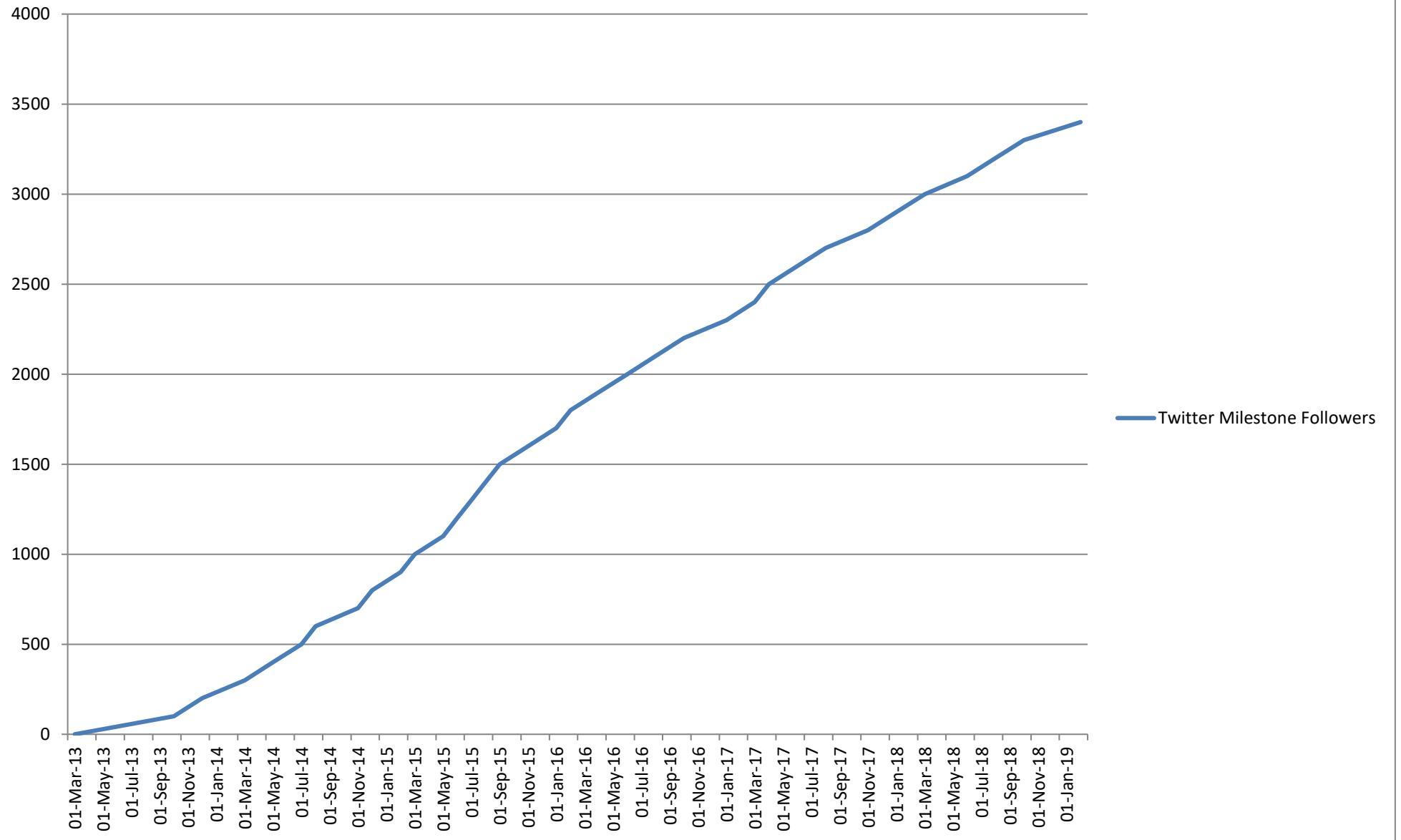
Facebook Milestone Likes

Appendix 1



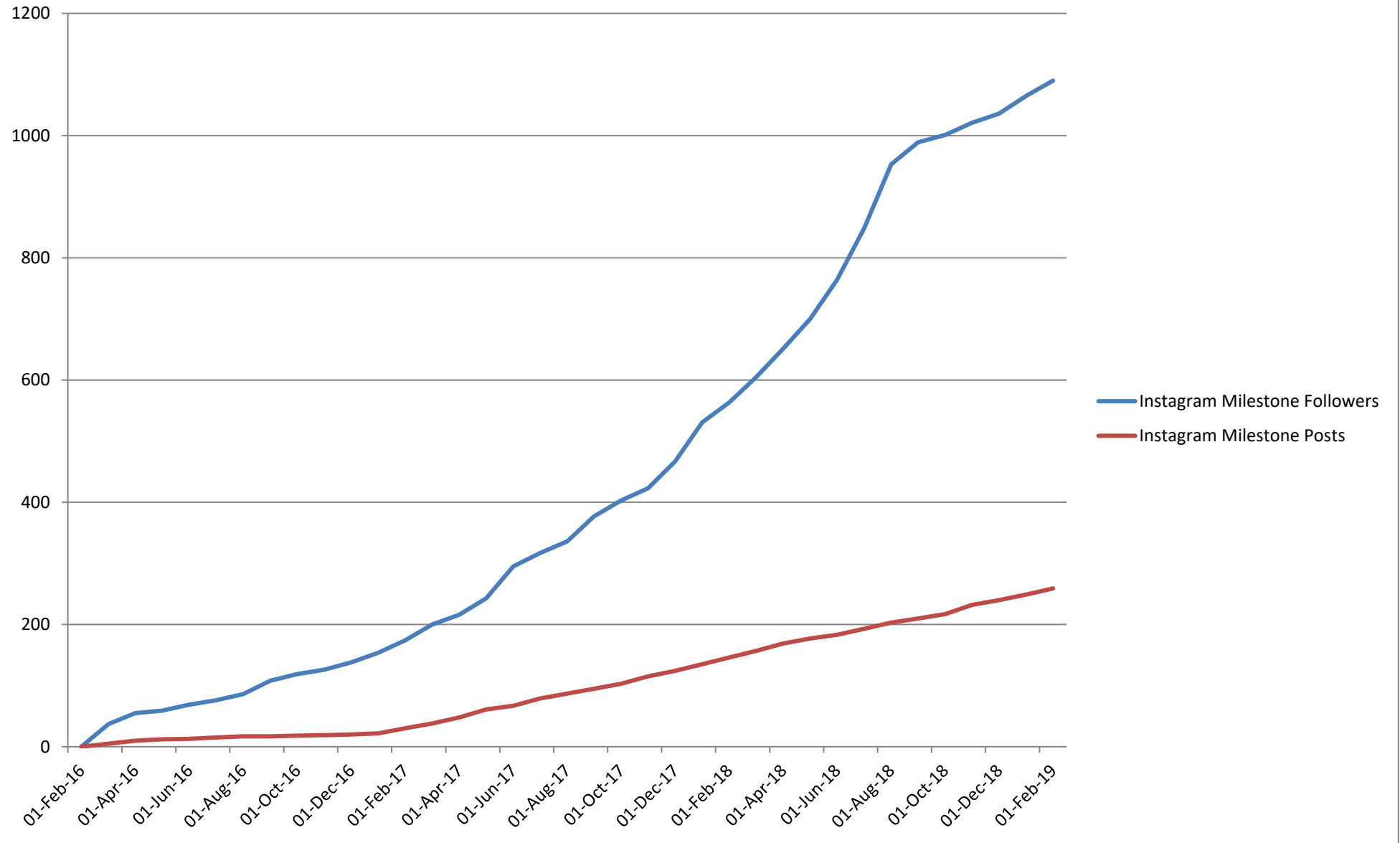
Twitter Milestone Followers

Appendix 2



Instagram Milestone Followers

Appendix 3



Youtube Likes, Dislikes & Videos

Appendix 4

