

Sevenoaks Town Council

Social Media 3-Monthly Report

Period: 14 July – 11 September 2024

Update from

Helen Cook





Community

Engagement Manager





11.9.2024

STC Facebook report 14 July to 11 Sept 2024

At a Glance - 11 September 2024

			
Followers	New followers	Reach	Content interactions
986	73	28.2K	1.1k
+15.9%	+15.9%	+41.9%	+15.9%

All increases are percentage increases on the previous 90 days

Top 2 posts for engagement		Top 2 posts for reach	
			
1,434k	743	4.2k	3.6k
1 August	24 July	7 August	1 August
20mph info for residents	20mph info for residents	Xmas Light competition	20mph info for residents

STC Instagram report 14 July to 11 Sept 2024

At a Glance - 11 September 2024

All increases are percentage increases on the previous 90 days



Followers

993



New Followers

96

Reach

1.4K



Content interactions

283

-44.5% +110.% -34%

Top 2 posts for engagement

10
1 Sept
Reel of music on Vine Last Night of Proms

10
21 August
Last two weeks of music on Bandstand pic

Top 2 posts for reach

861
21 August
Last two weeks of music on Vine

260
31 July
20mph speed limits map