

This report will be made  
public on 1 September 2022

# Hythe Town Council

www.Hythe-tc.gov.uk

Report number F&GP 15/22

To Hythe Town Council  
Date **10 August 2022**  
Status **Non Exempt**  
Responsible officer Town Clerk

Subject **GOOGLE ANALYTICS AND SOCIAL MEDIA HITS  
REPORT F&GP/15/22**

**SUMMARY:** This report gives an update on the Council's website and social media traffic and asks the committee to note the information herein.

## **RECOMMENDATIONS:**

- 1. To receive and note the report F&GP/15/22**

## **INTRODUCTION**

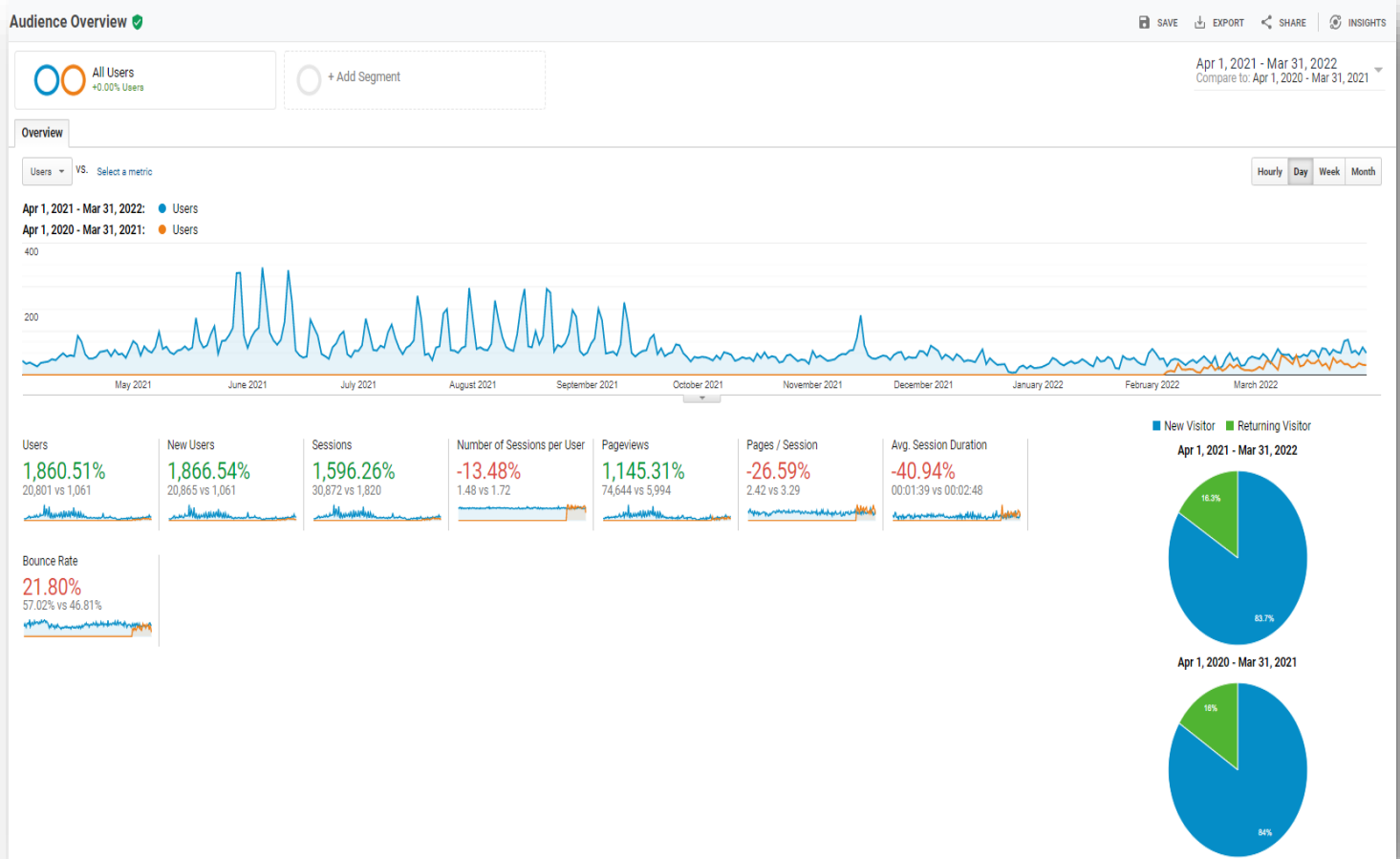
This report shows the website and social media data from April 2021 to March 2022, in comparison to last year's website and social media data. Hythe Town Council's social media platform has progressively increased in followers and likes from April 2020 to March 2022, and the HTC website has especially increased in visitors.

By the end of March 2022, HTC Facebook and Instagram now has 1,099 followers and 243 followers respectively. Instagram was only set up in April 2021 and therefore the numbers would be lower to Facebook.

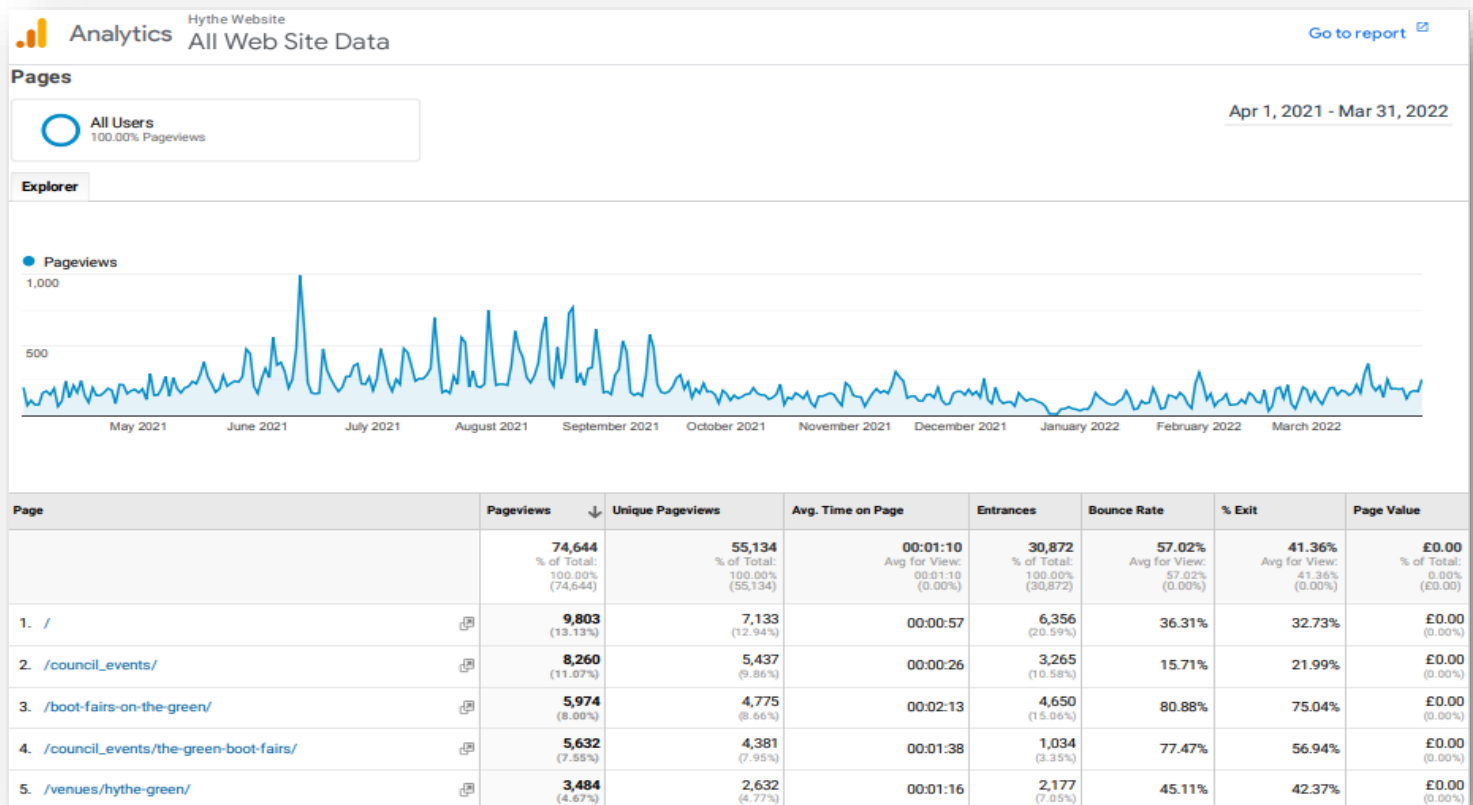
## **Website Audience Comparison Graph**

Hythe Town Council website has gained a tremendous increased number of audience from 1,061 people visiting the website last year to 20,801 this year, this shows an increase of 1,860%. Whilst there are an increased amount of people visiting the website, they have spent less time on the website compared to last year. The average session duration is 40% decrease, from 2.48 minutes to 1.39 minutes.

The graph below shows website activity in comparison from last year's activity to this year's activity.

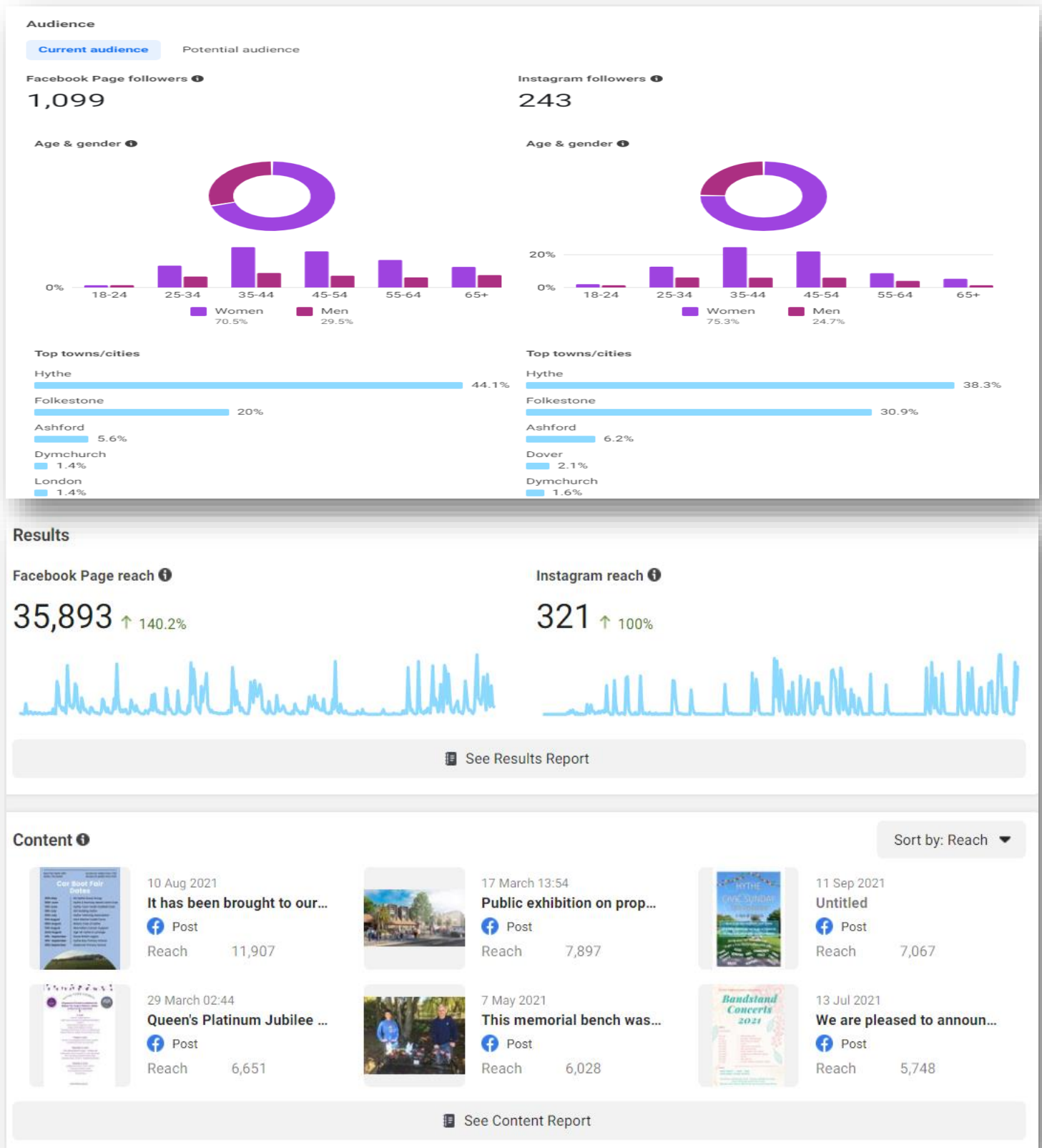


The graph below shows all users of the most common page they visit, with the first page they visit would be the front page of the website with 9,803 views, second would be Events around the Town with 8,260 views and third would be the boot fairs at The Green with 5,974 views.



## Social Media Report

The Council Facebook page has 1,099 followers and Instagram has 243 followers. Facebook posts reached 35,893 people, whereas last year, Facebook only reached 14,946 people, this shows an increase by 140%. The content with the highest engagement with a reach of 11k and 83 likes, was the Boot Fair poster at The Green.



## SUMMARY

The website summary shows that we are receiving numerous visitors to the website, across all ages. Facebook and Instagram seem to assist in creating engagement with the community.

## RISK MANAGEMENT

A summary of the perceived risk follows;

**Perceived Risk** The Council do not engage with the Community and do not gain an insight into the Communities needs and do not ensure that community members have access to valued social settings and activities.

**Risk** Low

**Likelihood** Low

**Preventative Action** Council practice methods and strategies for creating meaningful relationships with the community.

## CONTACT OFFICER

If you have any queries about this report please contact The Town Clerk and Responsible Financial Officer of the Council

Tel: 01303 266152 or email [Clerk@hythe-tc.gov.uk](mailto:Clerk@hythe-tc.gov.uk) prior to the meeting.