

## Last Year in Communications - 2021

### FACEBOOK'S TOP THREE ORGANIC POSTS

- Temporary changes to waste collection**  
 Likes: 642 Comments: 2468 Shares: 984 Reach: 98,095
- Clacton Leisure Centre PCR pick up/ drop off point**  
 Likes: 330 Comments: 247 Shares: 465 Reach: 42,586
- Reminder for COVID Business Support grant deadline**  
 Likes: 7 Comments: 150 Shares: 27 Reach: 35,902

### TWITTER'S TOP THREE TWEETS

- Women's Tour**  
 Impressions: 5,800 Engagements: 54
- Let's keep life moving campaign**  
 Impressions: 2691 Engagements: 60
- Water warriors**  
 Impressions: 2,133 Engagements: 16

### FACEBOOK CONTENT

Tendring District Council has been posting plenty of posts, and boosting where appropriate, to improve our engagement numbers.

Throughout 2021 we managed to reach 372,353 people on our Facebook page. We reached 39.8k on one post and that was when we advertised for the family fun things to do in the area.

### TWITTER STATISTICS



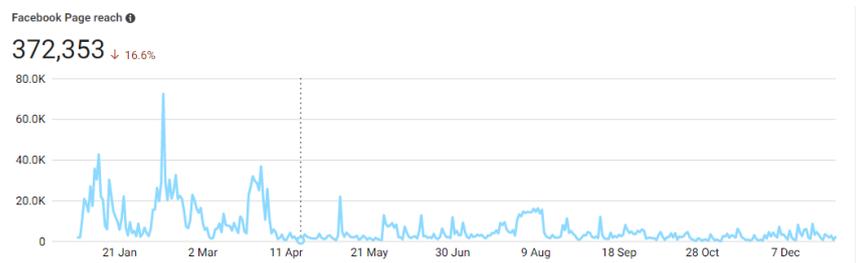
### POSTING

**240** posts on our corporate Facebook page.

We received **344** conversational messages from the public on our Facebook page and **226** on our Twitter page.

**639** posts on our corporate Twitter page.

### FACEBOOK STATISTICS



Temp changes to waste collection

**GREEN WEEK:**  
Take in your black bin and present on the next fortnightly collection date

**RED WEEK:**  
Take in your red recycling box and present on the next fortnightly collection date

Both week commencing 22nd Feb

For more: [tendringdc.gov.uk/recycling-and-...](https://tendringdc.gov.uk/recycling-and-...)

**Temporary changes to waste collection**

### TOP ENGAGEMENT TWEET

The title of the tweet with most engagement throughout 2021 was the Temporary changes to waste collection.

It received 31.9% engagement and 2,752 impressions.

The top tweet and top media tweet are already provided by the Twitter algorithm and these are determined by how many impressions the Tweet received.

## Top Corporately Aligned News Articles

- **First look at £575k revamp at Clacton Leisure Centre**

[First look at £575k revamp at Clacton Leisure Centre | Gazette \(gazette-news.co.uk\)](#)

- **160,000 fans enjoy Clacton's 150th anniversary flight**

[Thousands flock to marvel at Clacton 150th anniversary flights | Harwich and Manningtree Standard](#)

- **Queen says Happy 150th Birthday to Clacton**

[The Queen wishes Clacton a happy 150th birthday | East Anglian Daily Times \(eadt.co.uk\)](#)

- **'There's plenty of space': Seaside communities ready to welcome back visitors as government announces reopening fund.**

['There's plenty of space': Seaside communities ready to welcome back visitors as government announces reopening fund | ITV News Anglia](#)

- **£2.6 million for 'levelling up projects in Tendring**

<https://www.gazette-news.co.uk/news/19698379.2-6million-levelling-up-projects-tendring/>

- **Santathon coming to Clacton to raise money for Charity**

<https://www.harwichandmanningtreestandard.co.uk/news/19713769.santathlon-coming-clacton-raise-money-charity/>

These articles are determined by articles' perceived impact on the council's reputation.

This is a subjective view taken by the Communications Team.

## News Article Statistics

In 2021, we had a variety of News Articles from many sources (the main ones are listed below). In total we had more than 1,300 articles referencing Tendring District Council.

<b>Publishing Title</b>	<b>Total</b>
Daily Gazette	406
Clacton, Frinton & Walton Gazette	590
East Anglian Daily Times	138
Harwich and Manningtree Standard	114
Essex Live	50
BBC News	18
ITV Anglia	9

## Some Media Insights

Media coverage has been a somewhat standard year, with a few spikes of activity around sea-front artwork and Covid-related issues (such as the impact on tourism) alongside the usual fare of reactive operational issues.

As expected the bulk of coverage comes from local media titles; national coverage has been around flytipping statistics and beach hut popularity.

Earlier in the year the team trialled on a few occasions providing soundbites for local radio (audio versions of approved comments), which proved successful and we will look to use further in the future.

There were also occasional articles in trade magazines around specific issues, such as new recycling banks in waste trade publications.

## The year ahead

- Events; landmark ones such as Clacton Airshow, and others as (hopefully) Covid-19 restrictions continue to ease
- Projects; larger council projects such as the ongoing Jaywick Sands Covered Market and Workspace; as well as considering whether to repeat the Summertime Communications Campaign.
- Partnerships; supporting work on Freeport East, the North Essex Economic Board, North East Essex Health and Wellbeing Alliance and others
- People; sharing more stories of frontline staff and volunteer work

What to look out for is drawn from the communications plans and known work already in place. For the annual snapshot we have themed these slightly differently to how they are in the monthly summaries.

## Internal Communications

- We produced 8 vlogs for staff from senior managers over the 2021 year.
- All-user emails continued to play a key role as the Covid-19 situation developed quickly at times.
- Staff communication was also distributed around the Avian Flu case and major events.

## PING Statistics

Lowest Day 25/12/2021	Highest Day 19/04/2021	Overall
5 Unique Visitors <small>by 0.72% of active user base 1.8 page views per unique visitor</small>	314 Unique Visitors <small>by 52.51% of active user base 5.17 page views per unique visitor</small>	64552 Unique Visitors <small>by 28.10% of active user base 4.3 page views per unique visitor</small>
9 Visits	975 Visits	171381 Visits
9 Page Views	1623 Page Views	277389 Page Views

## OTHER COMMUNICATIONS ACTIVITY

The Communications Team will continue to deliver against the Communications Strategy, aligned with the Corporate Plan.

As well as operational work, this includes development of an Internal Communications Strategy and looking to maximise opportunities around live streams and increased video work.

Work will also continue in the background on filming requests, with the ambition of developing a Filming Strategy, Policy and Process to update current practices.



## OTHER COMMUNICATIONS TEAM ACTIVITY

**196** press releases issued.

We provided **120** comments to various media outlets or to partner press releases.

**30** interview briefing note developed.

**34** filming request was worked on during this month.

# Terminology Glossary

**Boosted** - Boosted content is any post/video or otherwise that Tendring District Council pay for Facebook to promote.

**Comments** - The public can engage with posts on Facebook by leaving personal comments in a box which appears underneath the post content.

**Detail Expands** - This happens when a Tweet has too much information to display at once and a 'see more...' link appears. Once clicked, this expands the detail of the full Tweet.

**Engagement Rate** - This is the rate of which the public interacts with content on Twitter. They can do this through many channels including, likes, replies, retweets and link clicks.

**Hashtag Clicks** - This is the amount of times the public have clicked on the hashtag associated/ attached to an individual Tweet.

**Impressions** - This is the amount of screens that a Tweet has reached. Not the amount of people who have seen a Tweet.

**Likes** - This is a way of responding to content on both Facebook and Twitter. On Facebook the 'Like' appears as a thumbs up and on Twitter it is displayed as a small heart.

**Link Clicks** - Links through to other websites are a way to give the public additional information. Facebook and Twitter monitor how many links are clicked for individual Tweets/Posts.

**Media Engagement** - According to Twitter this is the number of clicks on Tendring District Councils media. This is counted across video, photo gif and image content. This contributes to engagement ratings.

**Organic** - This is content that achieves results without the need for additional spending. It is very simply, non-boosted content.

**Profile Clicks/Views** - This happens when people click to access Tendring District Council's social media pages. On Facebook this is known as profile views and is achieved by clicking on the Tendring District Council's profile picture, or searching in the search bar. On Twitter, people can view our profile by clicking the Council's name (Tendring Council), @handle (@tendring\_dc) or profile picture.

**Reach** - This is terminology used by Facebook to indicate how many screens individual posts have been on. This does not equate to the amount of people who have viewed individual posts. The Twitter alternative is 'impressions'.

**Replies** - This is a function on Twitter which enables the public to engage with individual posts by leaving their own comment. These are known as 'comments' on Facebook.

**Retweets** - This is a method by which the public can spread information by copying a Tweet and linking it through to their own Twitter feed for their Twitter followers to see.

**Shares** - This is a method by which the public can share information by sharing links through to individual posts made by Tendring District Council by copying and having them on their timeline. The Twitter alternative is 'retweets'.