

This Month in Communications - January 2022

FACEBOOK'S TOP THREE ORGANIC POSTS

- **Pride of Tendring**
Likes: 169 Comments: 92 Shares: 10 Reach: 4.7K
- **Have your say on Tendring District Council's Financial Year**
Likes: 15 Comments: 17 Shares: 19 Reach: 6K
- **Clacton Hospital Work Placements**
Likes: 37 Comments: 9 Shares: 28 Reached: 4.7K

TWITTER'S TOP THREE TWEETS

- **Apply for the LoveEssex Fund**
Impressions: 197 Engagements: 15
- **Holocaust Memorial Day**
Impressions: 311 Engagements: 19
- **Grant Funding from Coast and Heath AONB**
Impressions: 264 Engagements: 12

FACEBOOK CONTENT

We boosted 0 posts this month on the corporate page.

We got the most page views on 28 January. The post on this day included the Pride of Tendring the reach of the post: 4.7K

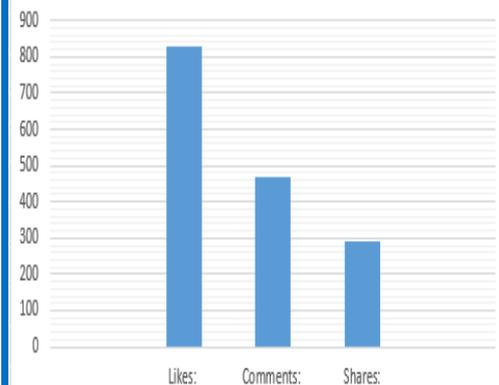
We have started posting Pride of Tendring winners once a day, and these have been really well received.

TWITTER STATISTICS



FACEBOOK STATISTICS

Facebook Statistics January 2022



POSTING

98 posts on our corporate Facebook page.

We received 20 conversational messages from the public on our Facebook page and 4 on our Twitter page.

This month, we produced 5 videos for our social media.

TOP ENGAGEMENT TWEET

This Tweet had the highest engagement rate of 8.8%.

Tendring Council @Tendring_DC
Please be aware there is a sink hole in Carnarvon Road, Clacton, near the junction with the High Street. @EssexPoliceUK are aware. You may need to use an alternative route.
<https://www.facebook.com/738434442997179/posts/2088371488003461/?d=n...>

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 Five Positive News Articles

- Tendring housing plan to provide 9000 homes passed-
[Tendring housing plan to provide nearly 9,000 homes passed - BBC News](#)
- Tendring Council provide Service Updates -
[Tendring District Council provides service updates | Harwich and Manningtree Standard](#)
- Pride of Tendring Awards Winners announced-
[Pride Of Tendring 2022 Award Winners Announced - Actual Radio](#)
- Ferris wheel to be permanent at coastal resort
[Ferris wheel at Clacton pier to become permanent feature | East Anglian Daily Times \(eadt.co.uk\)](#)
- Tendring Council want residents' views on new year plans-
[Tendring Council wants residents views on new year plans | Harwich and Manningtree Standard](#)

Bottom Two Negative News Articles

- Tenants living like pigs-
[Tenants in Tendring 'living like pigs' due to homes shortage - BBC News](#)
- Tendring Leisure Centres face uncertain future-
[Tendring leisure centres face uncertain future if takeover doesn't happen - Essex Live](#)

The top and bottom news articles are determined by how often articles regarding the same incident/ event appear in the media and whether coverage portrays the Council and our services in a predominantly positive or negative way.

News Article Statistics

In October 2021, we had a variety of News Articles from **6** sources. In total we had **13** articles referencing TDC.

Publishing Title	Total	Relating to PR
Clacton, Frinton & Walton Gazette	7	2
Harwich and Manningtree Standard	1	0
East Anglian Daily Times	1	1
EssexLive	2	0
BBC News Essex	2	1
Colchester Gazette	1	0

Some Insights

January is often a quieter time of year; however with press releases issued on a broad range of subjects these have achieved a reasonable pick-up in local media. These have demonstrated the breadth of work Tendring District Council carries out.

The Communications Team is looking to make the most of opportunities from the recently announced expansion of ITV National news.

Broadcast Media

During January, it is traditionally a quiet month within Broadcast Media. However, an ITV Anglia piece on Clacton Airshow received good traction on social media afterwards.

- Councillor Porter was on ITV Anglia talking about Clacton Airshow.
- AD Housing went on BBC Essex to talk about Private Sector Housing.
- Councillor G Guglielmi went on Greatest Hits Radio to talk about body worn cameras.

 Derek Nash ► Clacton Then & Now
· Join
21 h · 🌐

Saw on Anglia news tonight, Clacton will have its full Airshow back this year 2022. Military aircraft have to be booked early and they have all been booked.



What to watch out for this month...

On Social Media

- Pride of Tendring Awards
- Harwich Illuminate
- Treadwheel Crane
- National Apprenticeship Week

In News Articles

- Pride of Tendring Awards
- Harwich Illuminate
- Treadwheel Crane
- Planning Committee

In Broadcast Media

- Harwich Illuminate
- Treadwheel Crane

What to look out for on all three forms of media is drawn from the communications plans already in place. The frequency of some subjects that are highlighted suggests that these are of particular topical interest as well.

Internal Communications

- All user emails relating to council priorities.
- All user emails relating to staff restructures.
- Reissued branding guidelines.
- Transformation bulletin.

We have also started a weekly staff and members news digest.

PING Statistics

On our highest day, we had 758 visits and 1142 page views.

OTHER COMMUNICATIONS ACTIVITY

13 press releases issued.

We provided **10** comments to various media outlets.

2 interview briefing notes developed

4 filming requests were worked on during this month

10 live streams were run (**1** non-committee stream).

Tendring has had national prime time ITV coverage for its use as a location in the Masked Singer (see right).



Studio Location
ITV STUDIOS BOVINGDON

Archive
SHUTTERSTOCK

Voiceover
JIM JOHNSON

With thanks to
SUNDOWN ADVENTURLAND
TENDRING DISTRICT COUNCIL

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'.