

# ***Report to the Council***

**Committee:** Council  
**Date:** 28 July 2022  
**Subject:** Internal Resources Portfolio  
**Portfolio Holder:** Councillor Sam Kane

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## **Recommending:**

**That the report of the Internal Resources Portfolio Holder be noted.**

## **1 Corporate Communications**

Since our last update, Corporate Communications has continued to distribute a wide variety of service support and customer information via a range of platforms. Reach continued to expand.

### **Social Media - Followers**

#### **January 2022**

- Facebook 4,231
- Instagram 2,104
- LinkedIn 2,400
- Twitter 9,672

#### **June 2022**

- Facebook 4,408
- Instagram 2,214
- LinkedIn 2,616
- Twitter 9,827

### **Average reach per month**

- Facebook: 16,176
- Instagram: 1,790

Reach - The number of people who have been exposed to a post or advert. This doesn't necessarily mean that all these people have read the post; they could have scrolled past it. Reach indicates that the content appeared in the user's social feed at least once.

### **Average impressions per month**

- LinkedIn: 9,732
- Twitter: 38,500

Impressions - The number of times social media browsers have been showed your post. Impressions are different than reach as it doesn't count people who engage with your content, just those who are exposed to it.

**District Matter subscribers:**

- January: 58
- June: 89

**EFDC mailing list on Mailchimp subscribers:**

- January: 987
- June: 1,292

**Media Releases**

Jan to June 2022: 140

Media releases are distributed through Mailchimp and published as news items to the website

**Website [eppingforestdc.gov.uk](http://eppingforestdc.gov.uk)  
January to June 2022**

- Visits 538,681 visits
- Page views 1,539,632
- Unique visitors 484,684

Visits - a series of page requests in no more than 30 minutes from the same uniquely identified visitor.

Page views – the number of times a page has been viewed.

Unique visitors – the total number of visitors to the website. (Some visitors may be counted more than once if they use multiple browsers or devices)

**Most popular pages**

- Planning search 337,203 21.9%
- Council Tax portal 191,417 12.4%
- Homepage 68,079 4.4%
- Check your bin collection 22,406 1.5%
- Planning and building 0.6% 11,823

**Webcasts January to June**

Eighty-one meetings were webcast in the first 6 months of the year. Webcasts were viewed 8,978 times, including 1,685 live views. Archived views also included meetings held previously but viewed in the last 6 months.

**Top 5 watched webcasts:**

- Council 26 May 2022 – 485 views including 64 live.
- Licensing Sub Committee 19 April 2022 – 307 views including 33 live.

- Area Planning Sub-Committee South 5 January 2022 – 276 views including 50 live.
- Area Planning Sub-Committee East 6 April 2022 – 265 views including 55 live.
- Appeal by Next Plc & Trinity Hall 19 May 2022 – 242 views including 126 live – the highest number of live views

The election timetable dominated the early spring schedules as a third of residents went to the polls. Other events such as the Civic Awards were scheduled around the six weeks or so of heightened electoral sensitivity (previously known as the purdah period).

Corp Comms provided significant support to a range of external agencies and events including Ride London, and the Platinum Jubilee. The arrival of refugees from the Ukraine involved extensive communications including the urgent production of welcome packs for sponsor families (in English) and refugees (in Ukrainian and Russian).

The Boundary Commission review of ward boundaries received support via the website, news releases, social media and the webcast of a special presentation to assist in the latest round of consultation. Further webcasting services were provided for the successful defence of the Next PLC planning appeal, the Essex Fire and Police Commissioner 'Town Hall' event and the Youth Council.

Corp Comms continued to support Census 2021 with distribution of the first high level information release by the Office of National Statistics.

Findings from the digital strategy consultation are feeding through to improvements in the search functions of the website. In particular, officers continue to improve 'meta-data', background information that supports and improves search for customers on the website and through external search engines such as Google.

The Council is currently updating daily refuse and recycling collection information to the website. Corp Communications has identified this area as a candidate for experimentation with Drupal, an alternative to the current web content management system used by the Council.

More information on Drupal is to be found in the report of the Customer Services portfolio holder.

Media liaison included national tabloid and local radio in addition to local newspapers, newsletters and online news services.