

Crisis communications

Severe Weather, - Tuesday 27th February – Sunday 4th March

Social media inbound messages: 1,510

Customer service responses: 674

Twitter

Retweets: +650%

Likes: +647%

Replies: +888%

Impressions: 65,750 +289%

Engagement: +100%

New followers: 209 (+125%)

Inbound messages: 169 (+219%)

Positivity: +6.9%

Negativity: -8.6%

Instagram

Average post impression: 474

Total impressions: 2,842

Likes: 170

New followers: 11

Web pages

Severe weather page

Page views: 31,067, unique pages views 12,305

Find my bin page: 40,650, unique page views 12,454

Facebook

Page likes: +969 (+12,383%) Usually average 6 per week

Page followers: +1,093 (+6,660%)

Post reach up to 84,858 people (+2,467%)

Total reach: 127,568 (+1,303%)

Engagements up 48,322 (+3,301%)

Reactions: +1,644%

Comments: 2,231 (+2,352%)

Shares: 1,228 (+2,756)

Page views up by 1,500 %

Actions on page up by 500%

Inbound messages: 1,341

Users engaged: +1,636%

Positivity: +3%

Negativity: -1.2%

Swale FB page engagement for same period: 1.5k (up 5.5%) compared to our 3.5k (up 31.3%).

By Facebook post:

Snow slideshow video – 3,164 people reached, 1,773 video views, 60 likes on post, 32 likes on shares, 10 comments on post, 9 comments on shares, 17 shares

Reminder, black bin collection this week - 32,057 people reached, 195 likes (80 on post, 115 on shares), 268 comments on post, 91 comments on shares, 264 shares, 322 link clicks

Revised bin dates – 49,519 people reached, 445 likes (86 on post, 359 on shares) 486 shares, 168 comments on post, 367 comments on shares, 5,263 photo clicks, 423 link clicks

Parking during severe weather – 3,741 people reached, 7 shares, 8 likes (3 on post, 5 on shares)

Street clearing – 3,690 people reached, 122 likes (91 on post, 31 on shares), 29 comments, (17 on post, 12 on shares)

Bin collections, Friday 2nd March – 11,273 people reached, 58 likes on post, 24 comments on shares, 58 shares, 279 link clicks

Quick bin update, Friday 2nd March – 2,685 people reached, 17 likes, 5 comments

Gritting Cobtree – 2,285 people reached, 17 likes, 45 comments

Advice for keeping warm – 1,677 people reached, 8 likes, 2 shares

Wondering when your bin will be collected? All advice – 4,061 people reached, 12 likes on post, 7 on shares, 51 comments, 18 shares

Crews are out, Thursday 1st March – 2,535 people reached, 15 likes on post, 6 likes on shares, 28 comments, 7 shares

Assisting with burst water main – 4,332 people reached, 16 likes on post, 3 on shares, 16 comments, 18 shares

Bin collection, Thursday 1st March – 11,570 people reached, 31 likes on post, 31 on shares, 169 comments on post, 33 comments on shares, 74 shares, 283 link clicks

Info on whether your bin collection will take place today, 8:30am – 8,619 people reached, 40 likes on post, 24 likes on shares, 109 comments on post, 28 comments on shares, 47 shares, 367 link clicks

Full Council meeting cancelled – 1,432 people reached, 5 likes, 1 share

Street cleansing in town centre – 1,693 people reached, 44 likes, 7 comments

Submit photos for snow slideshow – 3,488 people reached, 27 likes, 184 comments on post, 16 comments on shares, 5 shares

Bin collections, Wednesday 28th Feb – 4,795 people reached, 17 likes on post, 15 likes on shares, 64 comments on post, 26 comments on shares, 19 shares, 94 link clicks

11 crews deployed, Wednesday 28th Feb – 2,085 people reached, 19 likes on post, 5 likes on shares, 6 comments, 31 link clicks

Bin collection morning announcement, Wednesday 28th Feb – 6,843 people reached, 16 likes on post, 8 likes on shares, 124 comments on post, 14 comments on shares, 37 shares, 104 link clicks

Advice for vulnerable people in bad weather – 1,543 people reached, 6 likes, 8 comments, 2 shares

Bin collection update, Wednesday 28th Feb – 4,165 people reached, 25 likes on post, 6 likes on shares, 86 comments on post, 16 likes on shares, 14 shares, 88 link clicks

SWEP success – 4,913 people reached, 64 likes on post, 55 likes on shares, 13 comments on posts, 4 comments on shares, 35 shares

Mote Park photo – 2,538 people reached, 139 likes on post, 61 likes on shares, 9 comments on post, 4 comments on shares. 8 shares

Clearing Park and Ride – 1,673 people reached, 19 likes, 1 comment

Street clearing town centre – 2,325 people reached, 47 likes on post, 12 likes on shares, 5 comments on post, 6 comments on shares, 6 shares

Marge found – 4,674 people reached, 25 likes on post, 36 likes on shares, 9 comments on post, 13 comments on shares, 53 shares

Jubilee Square, severe weather page – 1,857 people reached, 24 likes on post, 12 likes on shares, 1 comment on post, 7 comments on shares, 7 shares, 22 link clicks

Bex out for SWEP – 1,351 people reached, 40 likes, 3 shares

Bin collections suspended – 4,935 people reached, 14 likes on post, 13 likes on shares, 19 comments on post, 12 comments on shares, 7 link clicks

Update on closures – 2,066 people reached, 2 likes, 4 comments on post, 10 comments on shares, 30 link clicks

Pay and Display car parks – 1,533 people reached, 4 likes, 16 comments, 1 share

Advice for driving in bad weather – 3,578 people reached, 11 likes on post, 6 likes on shares, 3 comments on post, 4 comments on shares, 10 shares

SWEP – 20,051 people reached, 56 likes on post, 95 likes on shares, 11 comments on post, 21 comments on shares, 217 shares, 9 link clicks

Snowy town hall – 3,595 people reached, 31 likes on post, 20 likes on shares, 5 comments on post, 8 comments on shares, 16 shares, 267 link clicks