LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. DECEMBER 2023

KEY SOCIAL MEDIA STATS DECEMBER 2023 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 75,175 (75,050)

Monthly total Social Media visits to profile pages:- 11,600 (14,600)

Daily visits to Facebook profile page 374 (458)

Cumulative Facebook post reach 1,187,900 (1,000,010)

Instagram Followers 16,412 (16,412)

Instagram total post reach 32,000 (36,270)

Instagram video views 18,000 (33,600)

Total Social Media Reach 1,219,900 (1,036,280)

Facebook Account Reach 397,200 (368,900)
Instagram Account Reach 10,700 (11,800)

Value of Social Media post reach based on average boosted post cost of £6.00 CPM £6216.00 (£7,314.00)

The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 20,900 at month end an increase of around 600 month on month. Engagement rates continue to grow.

Facebook numbers are consistent with normal downturn following end of main shoulder season at end October. Instagram numbers are again consistent impacted as well by lower activity on our account which is the norm over main winter months

THREADS

Whilst still low key Threads followers continues to grow subscribers up by 160 to 1,796 by month end.

WEBSITE STATS DECEMBER 2023

December user sessions 13,900 (16,100)

Events in the events and gig guide were regularly added with on average 180 events showing throughout the month as Xmas events are added. *Building of the Gig Guide continues*

Unbranded events listings continue to be embedded in weareweymouth.co.uk

YOUTUBE DECEMBER 2023

Youtube Subscribers – 1,099 (1,098)

Youtube Video Views – 992 (1,600)

Youtube Minutes Viewed – 1.656 (2,050)

YouTube activity was limited during the month. We are now starting to build content covering various events from 2023

GENERAL

PHOTO AND VIDEO

We covered all three weekends of WAW Xmas events creating archive video and images. Additionally Xmas Day Swim and Santa ~~Run was vovered

Elf Day video and photo archive was created. Video submitted to TV Channels and featured on local news

Stats specific to We Are Weymouth Events / Promotions

EVENT/PROMO	*Instagram/Facebook Total Reach*	*Insta/Facebook Total Video Views*
ELF DAY AND XMAS GENERAL	*372,000*	***58,800***

ANDY COOKE 09/01/2024