

Atherstone Together – Community Social Media Overview Presented to Atherstone Town Council

Introduction

The **Atherstone Together** community Facebook page and Instagram account were launched on **6th December 2024** as a platform to engage residents, promote key community initiatives, and enhance town-wide communication.

To date, the platform has successfully promoted two major community projects:

- **CCTV Awareness Campaign**
- **River Anker Open Space Access Consultation**

Additional Content & Engagement

Beyond these campaigns, the page has also supported a variety of community updates, including:

- **Monthly town centre footfall figures**
- **Town Council meeting announcements**
- **Atherstone Town Council representation at the Atherstone Ball Game**
- **Town centre promotional video for business and community use**
- **Ruby Chambers Sports Award promotion**
- **Honorary Citizen Award promotion**
- **Follow-up reporting on BBC coverage of the CCTV campaign**

Performance Overview

As of **6th March 2025**, **Atherstone Together** has seen **strong engagement** across Facebook:

- **Page Views:** 109,996 (equivalent to **3 days 12 hours of watch time**)
- **Reach:** 18,500
- **Organic Engagement:** 93%
- **Engagement from Paid Adverts:** 7%

For comparison, the **Atherstone Town Council Facebook page** in the same period recorded:

- **Page Views:** 40,261 (equivalent to **13 hours 33 minutes of watch time**)
- **Reach:** 13,600
- **Organic Engagement:** 100%
- **Engagement from Paid Adverts:** 0%

Performance Growth Comparison

- **Page Views Increase:** **+173.2%** (from 40,261 to 109,996)
- **Reach Increase:** **+36.0%** (from 13,600 to 18,500)

Conclusion & Next Steps

The **Atherstone Together** project was initially commissioned as a **three-month commercially led initiative**. Given its success in driving engagement and awareness, the next steps now rest with the Council to determine the future direction of the platform.

Options for consideration include:

1. **Continuation under Council management** to maintain direct community engagement.
2. **Further commercial partnership** to sustain momentum and explore enhanced engagement strategies.
3. **Integration with existing Council communications** to consolidate resources while leveraging the platform's success.

Recommendation

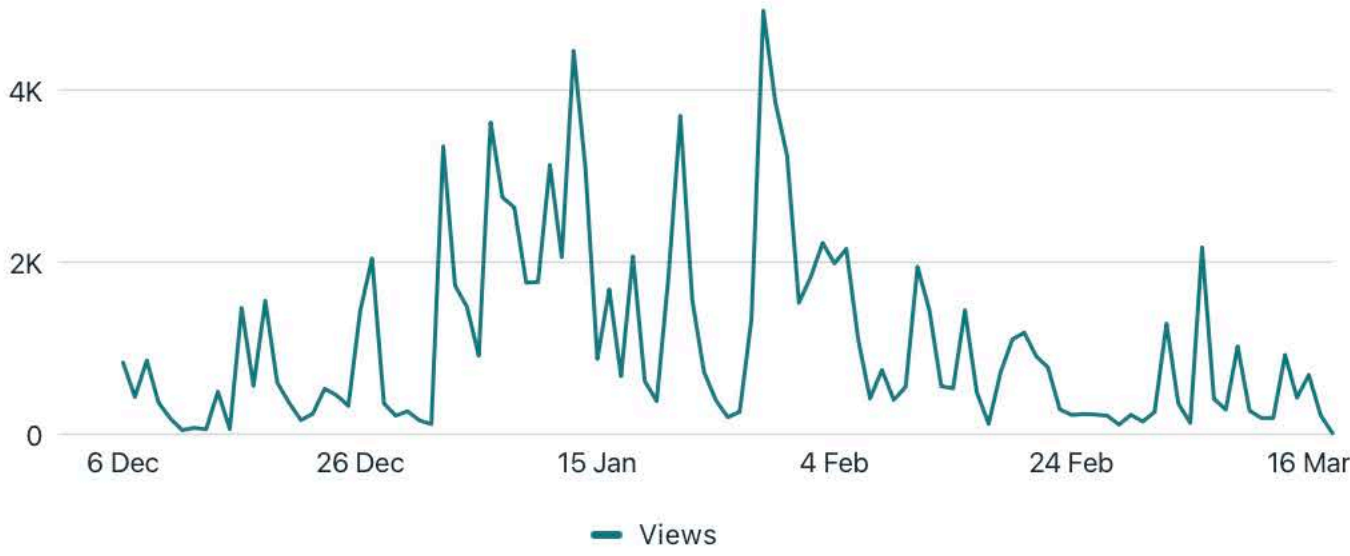
Given the significant impact of the platform in a short time, further discussion is encouraged on how the Council can best capitalise on this engagement moving forward.

Prepared for Atherstone Town Council

Date: 18/3/25

All Posts Stories Reels Videos Live

Views 110K Reach 18.5K ↑ 19.6K% 3-second views 13K ↑ 118.4K% 1-minute views 996 ↑ 49.7K% Content interactions 1.4K ↑ 6.7K% Watch time 3d 12h



Views breakdown 6 Dec 2024 - 18 Mar 2025

Total 109,996 From organic 93% From ads 7%

Top content by views

Boost content

See all content



Help Shape the Future of the River Anker!...

29 January 05:00 5.6K 43 10 39



Atherstone CCTV network

6 December 00:00 5.1K 60 6 41



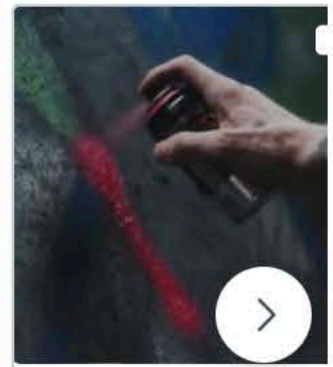
A SAFETY NET FOR THE NEW YEAR...

2 January 01:15 4.4K 11 5 37



Help Shape the Future of the River Anker!...

30 January 02:00 3.7K 23 15 15



Your video

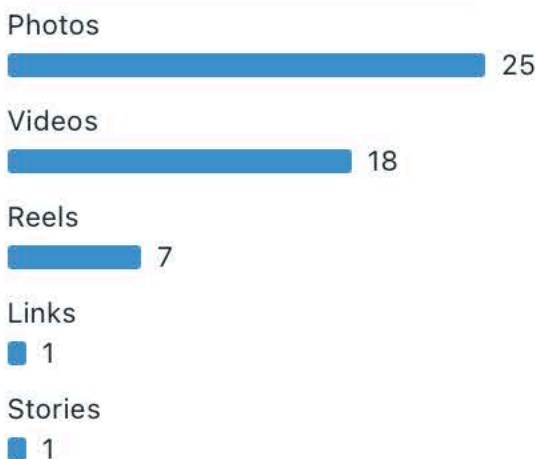
8 January 04:14 3.1K 28 19 4

Top content formats

Export

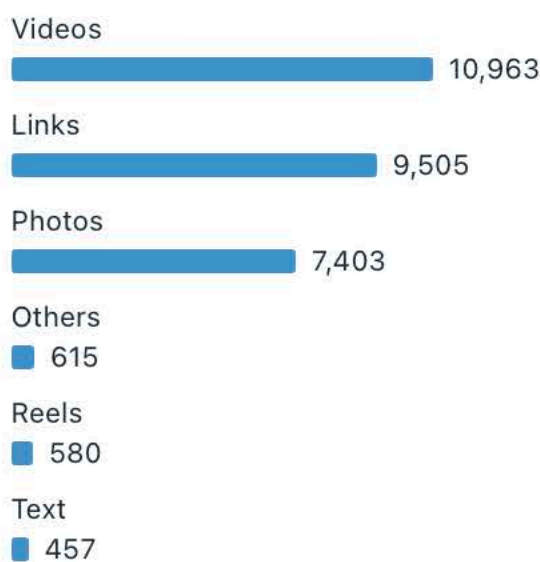
Published content

Based on up to 200 pieces of content +1.6K% vs 25 Aug 2024 - 5 Dec 2024



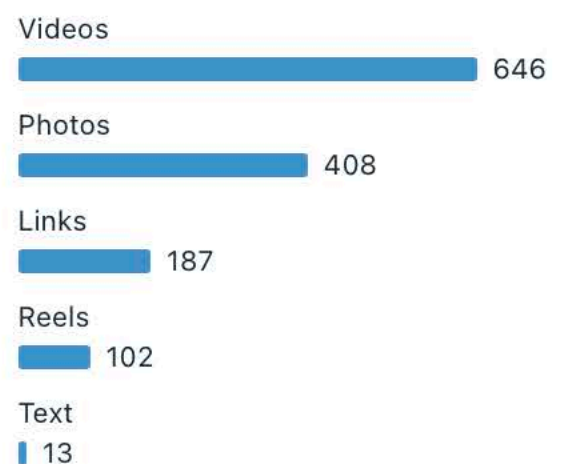
Facebook reach

+19.6K% vs 25 Aug 2024 - 5 Dec 2024



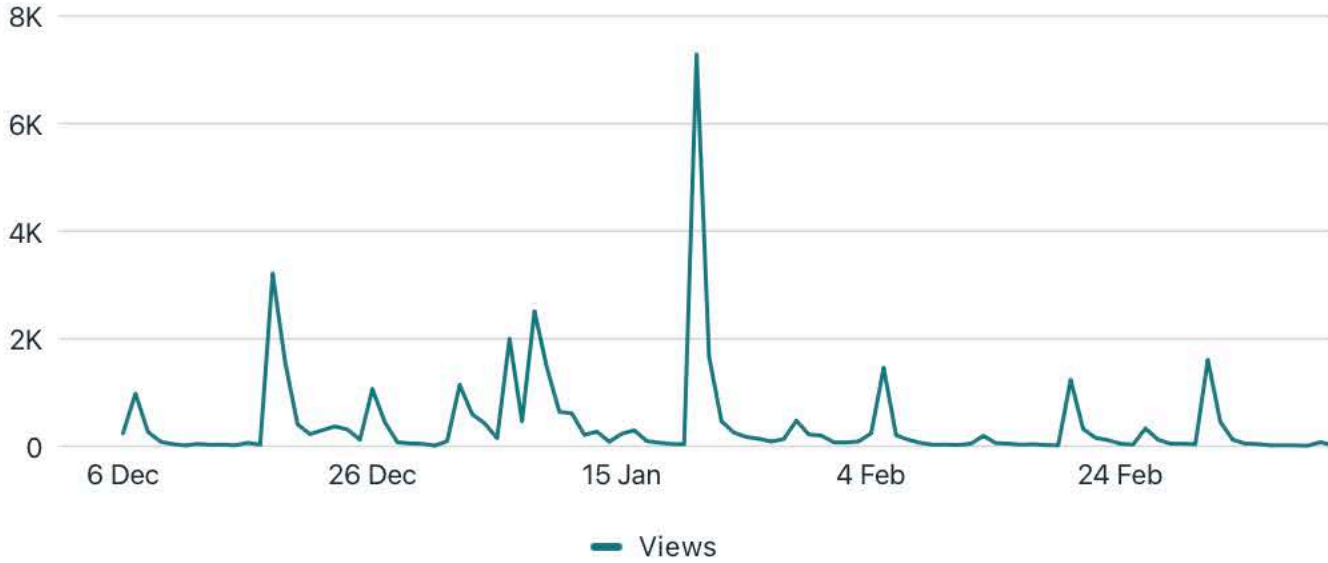
Content interactions

+6.7K% vs 25 Aug 2024 - 5 Dec 2024



All Posts Stories Reels Videos Live

Views **40.3K** Reach **13.6K** ↑ 17.6% 3-second views **1.6K** ↑ 4.6K% 1-minute views **197** ↑ 100% Content interactions **362** ↑ 22.3% Watch time **13h 33r**



Views breakdown
6 Dec 2024 - 13 Mar 2025

Total **40,262**

From organic **100%**

From ads **0%**

Top content by views

Boost content See all content

<p>Did you know that Atherstone Town...</p> <p>18 December 08:33</p> <p>3.4K 32 15 8</p>	<p>Did you hear the news about Atherstone, th...</p> <p>21 January 01:41</p> <p>3.2K 59 2 11</p>	<p>TIME IS RUNNING OUT TO HAVE YOU...</p> <p>20 February 07:00</p> <p>1.9K 7 0 1</p>	<p>Help Shape the Future of the River Anker!...</p> <p>29 January 07:03</p> <p>552 17 3 3</p>	<p>BBC Coventry & Warwickshire are...</p> <p>20 January 23:59</p> <p>495 29 1 3</p>
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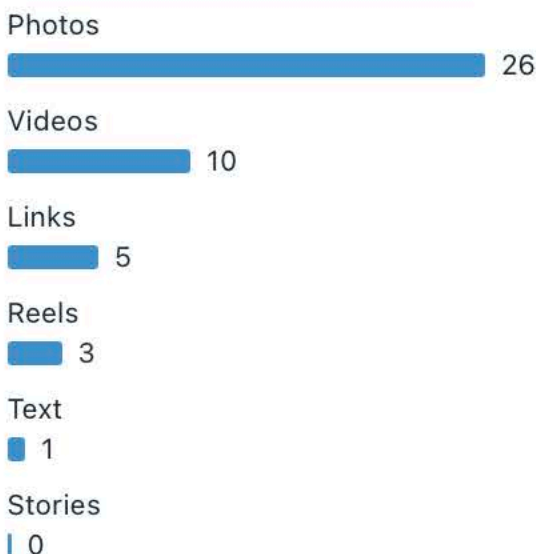
Top content formats

Export

Published content

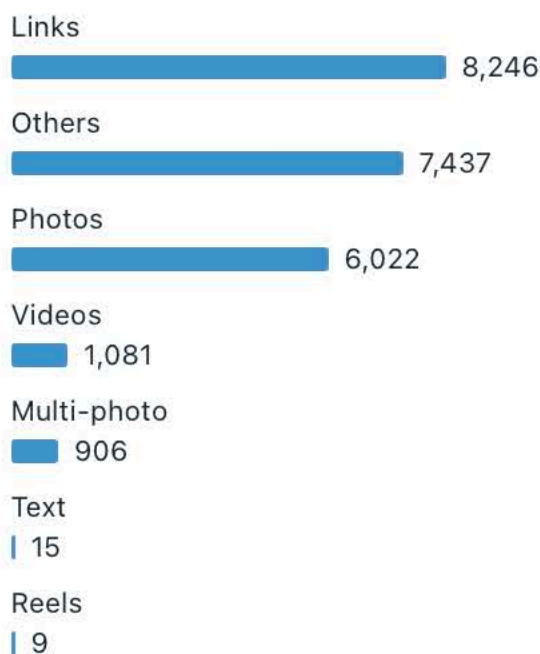
Based on up to 200 pieces of content

-19.6% vs 30 Aug 2024 - 5 Dec 2024



Facebook reach

+17.6% vs 30 Aug 2024 - 5 Dec 2024



Content interactions

+22.3% vs 30 Aug 2024 - 5 Dec 2024

