

REPORT TO THE TOWN CENETRE COMMITTEE

DISCOVER KNUTSFORD SOCIAL MEDIA REPORT

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Agenda Item 8
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1.0 BACKGROUND

This report provides an overview of the performance of the Discover Knutsford social media channels since their launch in April 2024. It has been prepared to demonstrate the impact of marketing activity to date, highlight key successes and identify opportunities for further optimisation. The findings will also help inform discussions with Knutsford BID around additional support for PR and marketing activity.

2.0 EXECUTIVE SUMMARY

The channels have established a strong and growing digital presence for Discover Knutsford, with more than 1 million cumulative reach and 1.79 million reported views since launch¹.

The channels are providing an established platform for promoting Knutsford as a destination, supporting local businesses and events, and communicating timely reasons to visit the town. Performance to date demonstrates a strong audience appetite for local discovery, events and destination-led content.

Channel	Posts	Reach	Views	Engagements
Facebook	458	542,310	790,690	10,644
Instagram	423	524,511	1,001,664	28,642
Combined	809	1,066,821	1,792,354	39,286

Based on a posting consistency of 3-4 posts a week.

Instagram is the strongest-performing platform overall, generating 27% more views and 169% more engagements. Average reach per post was also higher on Instagram at approximately 1,494, compared with 1,184 on Facebook. This is the strongest channel for engagement and content discovery.

Facebook generated the highest cumulative reach, at 542,310 compared with Instagram's 524,511. Overall, the results indicate that Facebook is effective at extending reach, while Instagram is generating stronger audience attention and interaction. This is an important channel for broad awareness and community reach.

¹ Measurement note: Engagements combine reactions/comments/shares on Facebook and likes/comments/shares/saves on Instagram. Views are based on the view data available within the Meta exports; this metric was not populated for every post, particularly earlier in the reporting period. Reach is cumulative post reach and should not be interpreted as 1.8 million unique individuals.

3.0 PLATFORM PERFORMANCE

Instagram

Reach: 524,511

Views: 1,001,664

Engagements: 28,642

Average reach per reel: 1,890

Average reach per carousel: 1,300

Average reach per single image: 742

Instagram is the more efficient channel, generating substantially higher views and engagement from fewer posts. Reels produced the greatest overall reach with carousels also performing strongly, particularly for **events, guides, heritage and information-led content**, demonstrating the value of content that encourages users to swipe, save and return to information.

Facebook

Reach: 542,310

Views: 790,690

Engagements: 10,644

Average reach per video: 3,733

Strong Facebook performance was particularly evident around major announcements, local events, new businesses and visually engaging seasonal content.

However, engagement is considerably lower than Instagram. Facebook generated approximately 2 engagements for every 100 people reached, compared with approximately 5.5 on Instagram.

4.0 HIGHEST PERFORMING CONTENT

Best performing post: 2026 Alfresco Dining announcement

- Instagram Reach: 67,189
- Facebook Reach: 49,692
- Combined views: 154,000
- Instagram engagements: 3,911

Other high-performing content included:

- The Stolen Lamb opening – particularly strong on Facebook, reaching 41,284 people and generating 1,020 engagements.
- Major town events - including Royal May Day, the Christmas Market and Christmas Light Switch On.
- Seasonal destination content - such as autumn in Knutsford, summer activity and snow-covered Knutsford.
- Useful and discovery-led content - including family activity ideas, local guides and "things you might not know about Knutsford".
- Community and heritage content - including *Knutsford Lately* and *Then & Now* posts.

The strongest content consistently gives audiences a clear reason to engage with or visit Knutsford. Timely event announcements, new business openings, seasonal imagery and useful local information outperform more general promotional messaging.

Reels = strongest driver of reach.

Carousels = strongest levels of repeat views and engagement.

5.0 OPPORTUNITIES FOR OPTIMISATION

The data suggests several opportunities to strengthen future performance:

- Prioritise quality over volume - greater emphasis should be placed on proven high-reach video and timely local stories.
- Continue prioritising Reels on Instagram - particularly for events, seasonal destination content, new businesses and experiences that visually showcase the town.
- Use carousels for useful, saveable information – Event guides, itineraries, local recommendations, heritage and things to do type content.
- Increase content with a clear audience benefit - Posts answering questions such as *what's on*, *where to go*, *what to do*, *what's new* and *why visit now* consistently provide stronger reasons to engage.
- Continue to build on repeatable content series around proven themes - *Knutsford Lately*, heritage/Then & Now, seasonal guides, independent business discoveries and major town events.
- Reduce reliance on general destination messaging without a specific hook - Content performs more strongly when it is timely, useful, locally distinctive or connected to a recognisable event, place or business.

Future activity should concentrate on the content formats and themes already demonstrating the strongest results: short-form video, useful carousels, major events, seasonal storytelling, local discoveries and timely community content.

6.0 NEXT STEPS

Building on the audience and performance established since launch, additional PR and marketing support would provide greater capacity to develop high-performing content, increase proactive promotion of Knutsford businesses and events, and strengthen destination campaigns. Future activity should focus on the formats and themes already demonstrating the strongest results, alongside more structured content planning and performance monitoring.