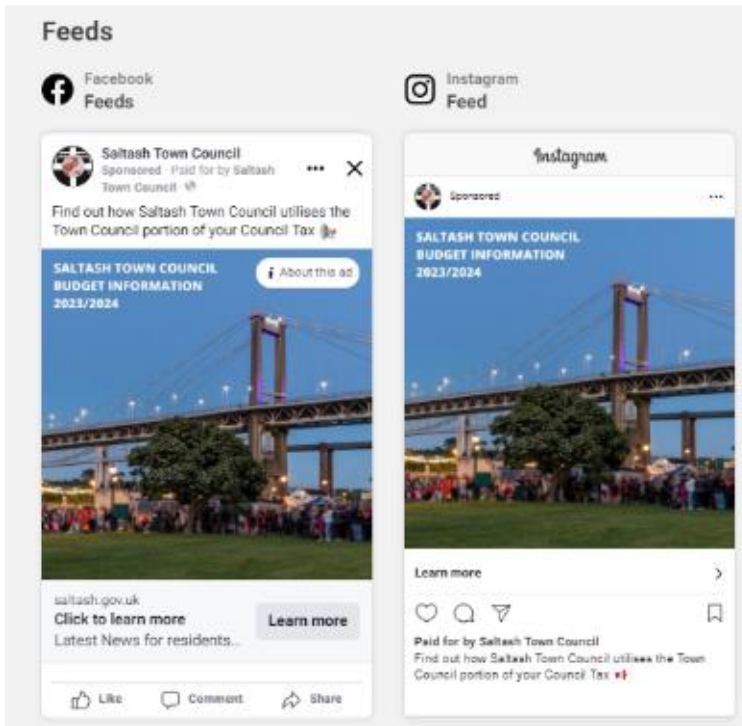


Facebook advert for the Precept leaflet evaluation report

A Facebook advert ran on the platform from Monday 13th March to Friday 17th March promoting the publication of the Town Councils precept leaflet for 2023-2024. The advert was targeted at PL12 4, 5 and 6 postcodes. The advert also ran on Instagram. Saltash Town Council does not have an Instagram account however the advert appeared on Instagram targeting the defined postcodes, due to falling under the META system.



On a mobile platform the advertisement would have looked like these images.

The budget for the advert was £50 for the duration the advert ran.

In total the advert appeared on over 11953 users feeds which Facebook label impressions. Impressions are how many times the contact appeared on screen if a person uses multiple devices each appearance on each device counts.

Facebook reach is the number of social media users who have seen your ad, this will be lower than impressions as the ad will appear on each user's screen multiple times.

The overall reach for the advert across the five days was 4602. Further to this in total 213 users clicked through to the Saltash Town Council website to view the Precept leaflet via the advert. The cost per click can also be viewed.

A breakdown of each day can be seen below.

Date	Clicks	Reach	Impressions	Cost per result
13/03/23	9	363	391	£0.21
14/03/23	59	1418	1971	£0.16
15/03/23	121	2932	5228	£0.20
16/03/23	160	3784	8077	£0.22
17/03/23	198	4602	10639	£0.23
Total	213	4864	11953	£50.00

Performance overview

Customise metrics

Link Clicks ⓘ

213

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Per link click ⓘ

£0.23

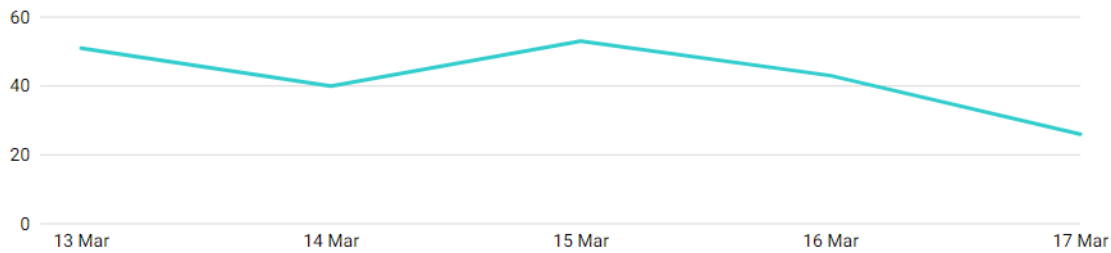
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CTR (all) ⓘ

3.56%

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Link Clicks

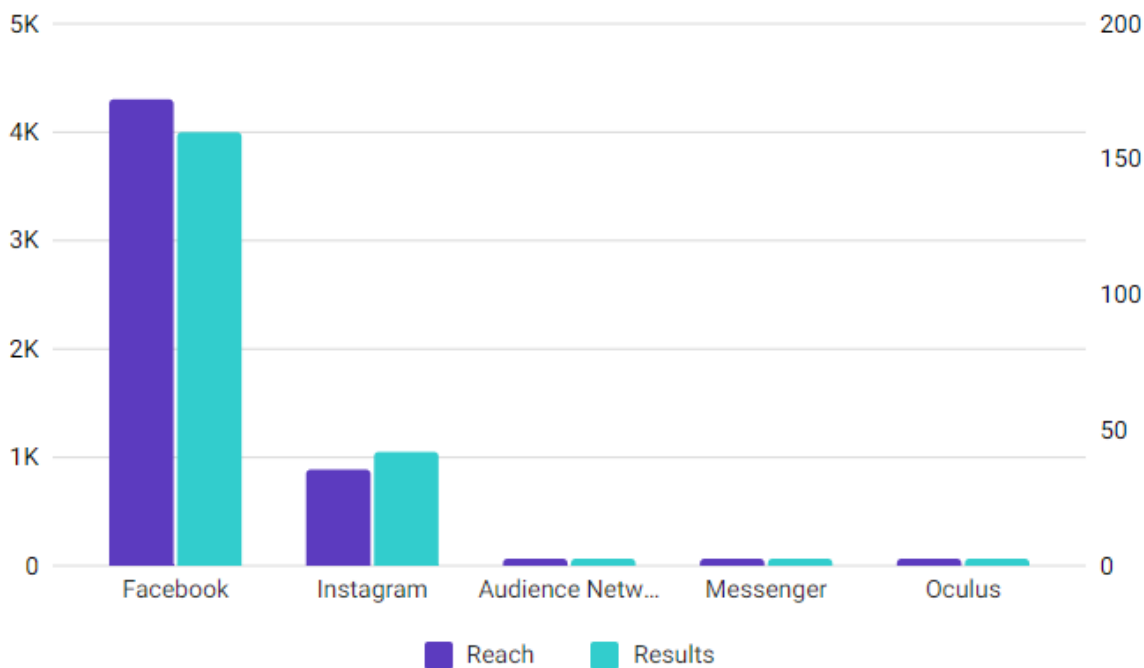


The advert reached many more people on Facebook than Instagram, as detailed in the graph below.

Placement per platform

Reach

Results



The highest age group that clicked through to the Saltash Town Council website is 65+ followed by 55-64 years. The lowest age group is 13-17 years and 18-24 years.

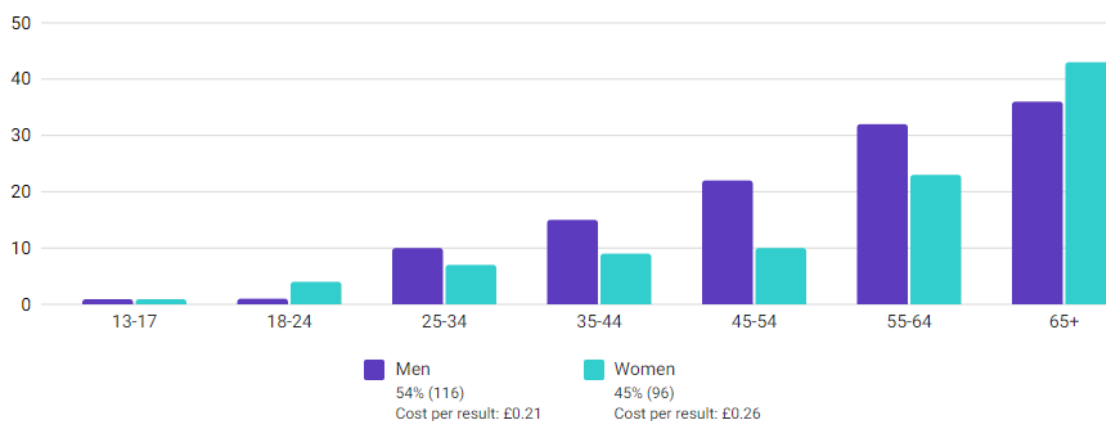
In addition more women than men in the 65+ age group viewed the advert but more men than women in the age groups 25-64 years viewed it.

This is in contrast to the followers on the Saltash Town Council Facebook page which breakdown as 88.9% women and 11.1% male. Most followers are in the 35-44years category.

Age and gender distribution

All

Results



Related minute

316/22/23 TO RECEIVE AND NOTE THE MINUTES OF THE FOLLOWING COMMITTEES AND CONSIDER ANY RECOMMENDATIONS:

138/22/23 TO RECEIVE A REPORT ON THE TOWN COUNCIL PRECEPT LEAFLET FOR THE YEAR 2023/24 AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.

Members considered the report.

During discussion of this item, Councillor Dent gave her apologies and left the meeting.

It was proposed by Councillor Miller, seconded by Councillor P Samuels and **RESOLVED**:

1. To delegate authority to determine the final wording and layout of the precept leaflet to the Town Clerk, Chairman and Vice Chairman of the Policy and Finance Committee and the Chairman of the Council;

2. To **RECOMMEND** to Full Town Council to be held on 12th January 2023 that 10,500 copies of the precept leaflet (as attached) are printed for distribution as follows:

Printing

Appoint Company A at a cost of £875.00

Distribution

Appoint Company A at a cost of £1,230.30 + VAT

Undertake Social Media Geo Targeted advertising at a cost of £50.00

Total cost from Budget Code 6301 Stationery/Postage/Printing: £2,155.30 ex VAT

In addition, there will be advertising within Town Council buildings, notice boards, social media channels and press releases. The Mayor will highlight the leaflet distribution in the Town Messenger column.

It was proposed by Councillor Miller, seconded by Councillor Yates and **RESOLVED** to note the minutes and approve the above recommendation subject to slight amendments to formatting issues with the design elements of the precept leaflet.

End of report

Mayor's Secretary/Receptionist