

## Ware Town Council Twitter/X Report March 2025

### Twitter/X Latest Stats

**2952 Followers** (47 lost since November 2024, a possible correlation with US election). There also seems to be a number of dormant accounts of followers who no longer engage with the platform, as indicated by lower impressions.

Comparing the most recent 6-month period (Sep 2024 to Feb 2025) to the previous 6 months of Mar 2024 to Aug 2024 there has been a **77% drop in post impressions**, with 2,920 impressions in the last 6 months (The number of times tweets you published during the time frame were displayed on a person's screen) compared to 12,684 in the 6 months before that.

**However, post engagement rate is up 9%** this period suggesting those who are on the platform remain interested in our content. It is useful for signposting our monthly newsletter and events.

### Hootsuite

All our social media accounts are managed via the Hootsuite social media management platform that means we can manage our accounts, schedule posts and engage with our followers, and analyse performance. We have the ability to manage 10 accounts, we are at capacity with our council, town centre, lido and Priory accounts.

### Bluesky

We secured the Bluesky account for Ware Town Council in November when the popularity of the platform increased. Bluesky runs on a system that is not controlled by any one person or organization. Our handle is @waretowncouncil.bsky.social but we have not promoted our account, posted or tried to attract followers yet.

Unlike Twitter/X, Bluesky doesn't yet have widespread adoption by local authorities. It would be worth us monitoring how the platform evolves and providing another update later this year before we take on managing another platform and building an audience.

**Report over page (Sep 2024 to Feb 2025 compared to previous 6 months of Mar 2024 to Aug 2024)**

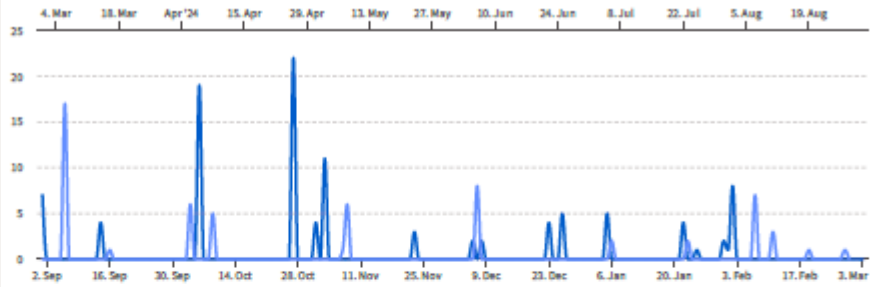
<p><b>Followers</b></p> <p><b>2,952</b> followers</p> <p>↘ <b>1.6%</b> from 2,999</p>	<p><b>Followers</b></p>	<p><b>Net new followers</b></p> <p><b>-47</b> followers</p> <p>↘ <b>147%</b> from -19</p>
<p><b>Post impressions</b></p> <p><b>2,920</b> impressions</p> <p>↘ <b>77%</b> from 12,684</p>	<p><b>Post impressions</b></p>	
<p><b>Post engagements</b></p> <p><b>145</b> engagements</p> <p>↘ <b>72.8%</b> from 533</p>	<p><b>Post engagements</b></p>	
<p><b>Post engagement ...</b></p> <p><b>4.93%</b> engagement rate</p> <p>↘ <b>9.2%</b> from 4.51%</p>	<p><b>Top tweets</b></p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="448 1243 718 1411"> <p>@WareTownCouncil Sep 05, 15:45</p> <p>In our Sept 2024 Newsletter: Christmas lanterns update/Good Grace! Celebrating our Paralympian/Ware's The Film Festival</p> <p><b>13.01%</b> engagement rate</p> </div> <div data-bbox="748 1243 1018 1411"> <p>@WareTownCouncil Feb 07, 15:53</p> <p>Our Feb Newsletter:Precept Increase supports community facilities/Biodiversity Day/Vacancy for Grounds Asst/Lido</p> <p><b>11.36%</b> engagement rate</p> </div> <div data-bbox="1048 1243 1318 1411"> <p>@WareTownCouncil Dec 07, 09:00</p> <p>Check out the @WareTownCouncil Dec/Jan Newsletter here: <a href="https://www.waretowncouncil.gov.uk/category/">https://www.waretowncouncil.gov.uk/category/</a></p> <p><b>8.74%</b> engagement rate</p> </div> </div>	
<p><b>Mentions</b></p> <p><b>47</b> mentions</p> <p>↘ <b>69.1%</b> from 152</p>	<p><b>Mentions</b></p>	

Post link clicks

60 clicks

42.3% from 104

Post link clicks

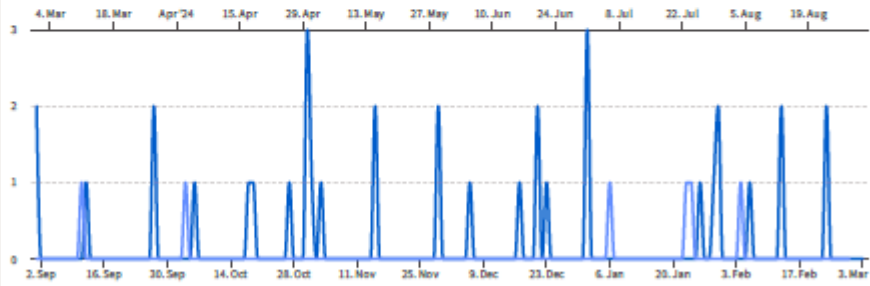


Post retweets

6 retweets

82.9% from 35

Post retweets



Tweets table

DATE	MESSAGE	RET...	QUO...	LIKES	REPL...	IMPR...	ENG...	% ENG...
@WareTownCo unci Feb 27, 13:28	CHRISTMAS LIGHTS PUBLIC CONSULTATION MEETING: Share your views on the future of Christmas decorations in our town @Ware residents, traders &...	0	0	0	0	108	9	8.33%
@WareTownCo unci Feb 26, 13:45	Join us at Ware Priory THIS Saturday, March 1st, between 11-4pm for Ware Biodiversity Day! Enjoy hands-on activities, interactive experiences, and free...	0	0	0	0	79	2	2.53%
@WareTownCo unci Feb 19, 10:57	The Afternoon Cinema series is making a comeback this March with three top rated films showing at Fletcher Lea, Ware Priory. All films screened at 2pm, do...	0	1	0	0	168	7	4.17%
@WareTownCo unci Feb 17, 13:17	Great news! 3 previously sold-out tickets are now available for the Men's Retreat on Saturday, 22nd February. Don't miss this FREE full-day experience...	0	0	0	0	64	2	3.13%
@WareTownCo unci Feb 13, 15:04	We are recruiting for a full-time RFO (Responsible Finance Officer) / Finance and Administration Manager. Full details and how to apply are at: <a href="https://www.war...">https://www.war...</a>	0	0	0	0	69	5	7.25%
@WareTownCo unci Feb 11, 13:37	This evening, join us at Ware Priory for a Drug & Alcohol Awareness Talk between 7-8pm. Led by experienced health coaches offering important insights into the...	0	0	0	0	75	1	1.33%
@WareTownCo unci Feb 07, 15:53	Our Feb Newsletter: Precept increase supports community facilities/Biodiversity Day/Vacancy for Grounds Asst/Lido refurb/Ware Festival dates/FREE...	0	0	0	0	88	10	11.36%
@WareTownCo unci Feb 05, 13:25	Join us at Ware Priory for a Drug & Alcohol Awareness Talk on Tuesday, 11th February. This essential talk is open to everyone aged 12 and above with...	0	0	0	0	82	1	1.22%
@WareTownCo unci	Looking for a fun, free and educational family day out? Head to The Priory Conservatory on Saturday, March	1	0	0	0	114	10	7.41%