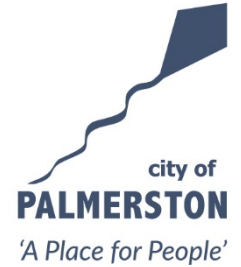


COUNCIL REPORT



1st Ordinary Council Meeting

Agenda Item:	13.2.1
Report Title:	Social Media Strategy Update 2024-2025
Meeting Date:	Tuesday 6 May 2025
Author:	Acting Marketing and Communication Manager, Taylor Revitt
Approver:	Acting General Manager People and Place, Emma Blight

Community plan

Governance: Council is trusted by the community and invests in things that the public value.

Purpose

This Report provides Council with an update on the implementation of the Social Media Strategy and the actions it has set out for in 2025.

Key messages

- The Social Media Strategy was adopted in 2022 to align with the Communications Strategy and with City of Palmerston’s vision of ‘A Place for People’.
- 46% of respondents on the 2024 Community Satisfaction Survey indicated they prefer social media as a communication tool.
- Followers across all platforms have increased collectively, on average, by 13.4% over the past 12 months.
- Two (2) social media channels for Palmerston Youth Festival, Facebook and Instagram were added in 2024.
- Future actions will focus on video content, social media take overs, responding to comments and messages, and trialling trends to increase engagement.

Recommendation

THAT Report entitled Social Media Strategy Update 2024-2025 be received and noted.

Background

City of Palmerston's Social Media Strategy aligns with the Communications Strategy, which is underpinned by the Community Plan and supports City of Palmerston's vision of 'A Place for People'. Social media remains a key communication tool, providing an accessible and engaging way for Council to connect with the community.

The 2024 Community Survey identified that 46% of respondents prefer to receive Council information via social media platforms, making it the second most popular communication channel after the website. Currently, 35% of respondents actively engage with Council's social media, highlighting the importance of maintaining and improving this communication channel to meet community expectations.

City of Palmerston manages six (6) social media accounts, which are used to communicate with various community groups and stakeholders:

- City of Palmerston: Facebook, Instagram, LinkedIn
- Palmerston Youth Festival: Facebook, Instagram
- City of Palmerston Library: Facebook

These accounts adhere to Council's Social Media Policy and Strategy, ensuring a consistent, professional, and community-focused approach.

At the 2nd Ordinary Council Meeting of 16 August 2022 Council made the following decisions:

Social Media Strategy Consultation Outcomes

Moved: Councillor Fraser
Seconded: Deputy Mayor Garden

1. *THAT report entitled Social Media Strategy Consultation Outcomes be received and noted.*
2. *THAT Council adopts the Social Media Strategy, as presented as Attachment 13.1.1.1. to report entitled Social Media Strategy Consultation Outcomes.*
3. *THAT a Social Media Policy be developed and presented to Council by the second ordinary meeting in September 2022.*

CARRIED 10/486 - 16/08/2022

At the 1st Ordinary Council Meeting of 07 May 2024 Council made the following decisions:

Social Media Strategy Review 2022-2023

Moved: Councillor Morrison

Seconded: Councillor Garden

THAT Report entitled Social Media Strategy Review 2022-2023 be received and noted.

CARRIED 10/1321 - 7/05/2024

This report provides an update to Council on the activities since the last review in May 2024 as well as future actions planned for 2025–26.

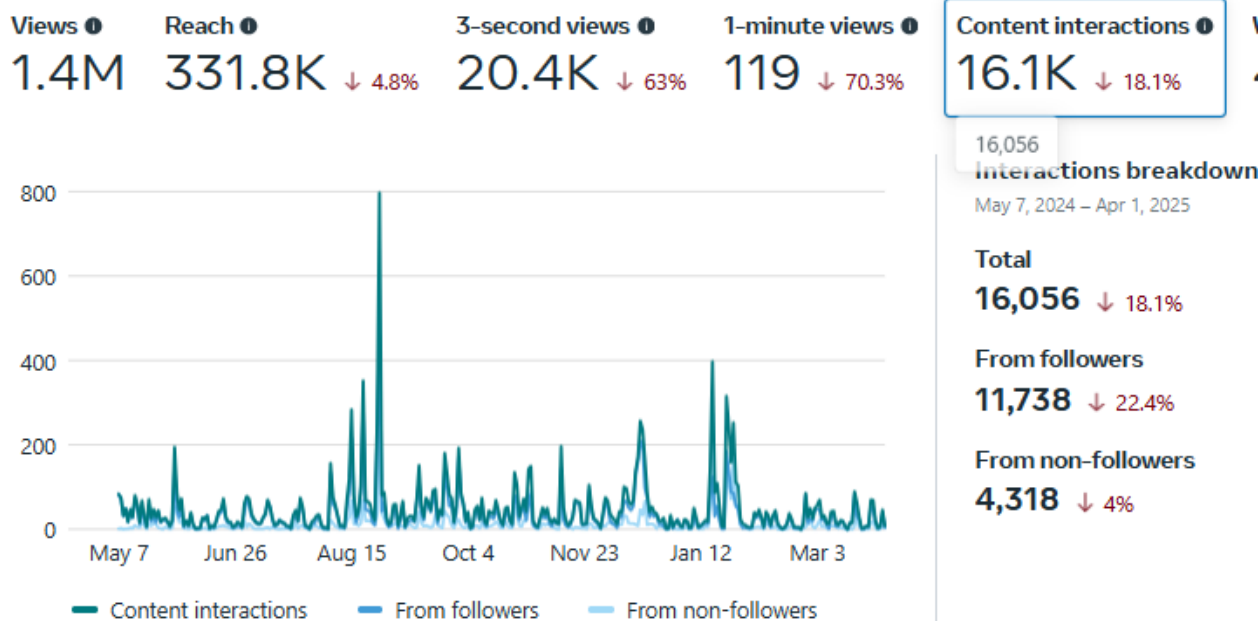
Discussion

Over the past 12 months, Council’s social media presence has continued to grow in terms of followers, with an overall increase in engagement on individual posts. Since the last report to Council, followers across social media have increased as follows:

PLATFORM	7 MAY 2024	2 APRIL 2025	INCREASE
City of Palmerston Facebook	18,161	19,137	5.4%
City of Palmerston Instagram	2,068	2,435	17.8%
City of Palmerston LinkedIn	2,453	2,873	17.1%
City of Palmerston Library	unknown	3,930	N/A

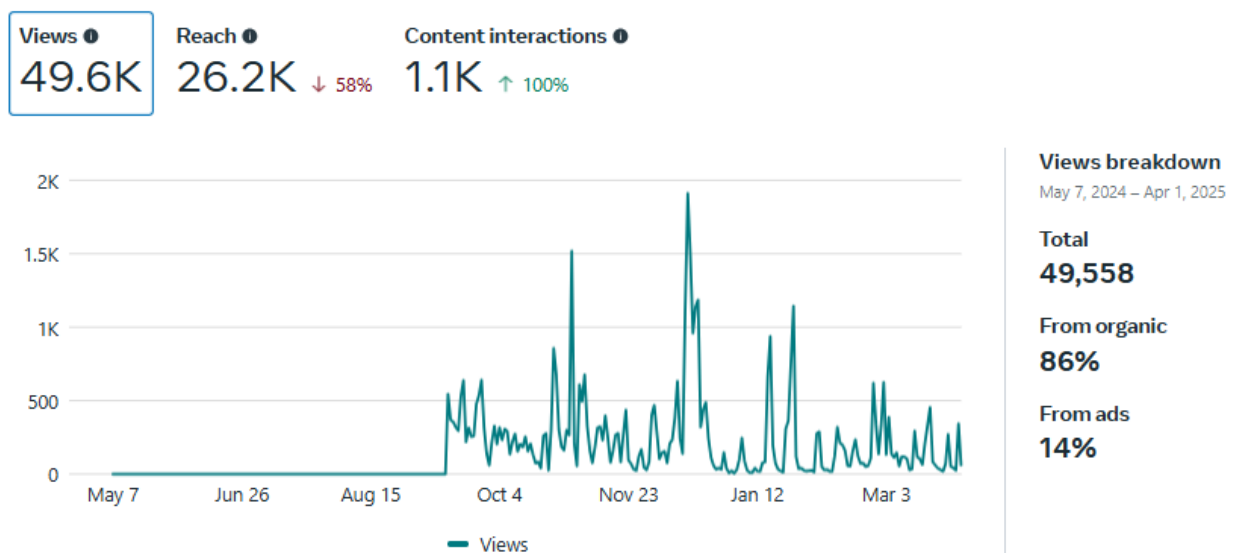
Over the past 12 months, Meta (the company that owns Facebook and Instagram) has changed the way in which it reports engagement rate therefore results cannot be consistently compared with last year, however according to ‘content interactions’ (which effectively replaces ‘engagement’) Facebook has seen an 18% overall drop. This could be a result of a number of reasons including;

- Type of content being published;
- Amount of content posted in comparison to previous years;
- Decrease in events or activities in the past 12 months in comparison to the previous year (e.g. SWELL development and grand opening which generated a higher than usual amount of engagement/content interactions); and
- ‘Palmerston Youth Festival’ new pages created separating content and potentially audiences, (i.e. audience will be spread out between social media pages having an overall impact on City of Palmerston’s main Facebook and Instagram pages).



Graph 1. Facebook content interactions 7 May 2024 – 1 April 2025

On Instagram, ‘Content Interactions’ were only collected and reported since September 2024, therefore data is lacking to compare to previous years. There were 1,058 content interactions from approximately 300 pieces of content (including stories, reels, posts and videos), organic and paid. This is a positive result and indicates that our followers are engaged with our content. It could also be a result of some of the community switching from Facebook to Instagram and engaging more on that platform. We will continue to monitor these results over the coming year and adjust where necessary.



Graph 2. Instagram content interactions 7 May 2024 – 1 April 2025

LinkedIn has seen an increase in engagement over the past year, with a consistent approach to posting content. From the graph below, reactions and comments have had a slight increase of 5% and 33% respectively, and impressions have increased (impressions are the total number of times content is displayed on another user’s feed).

Highlights

Data for 3/1/2025 - 3/30/2025

5,889

Impressions
▲43.4%

63

Reactions
▲5%

4

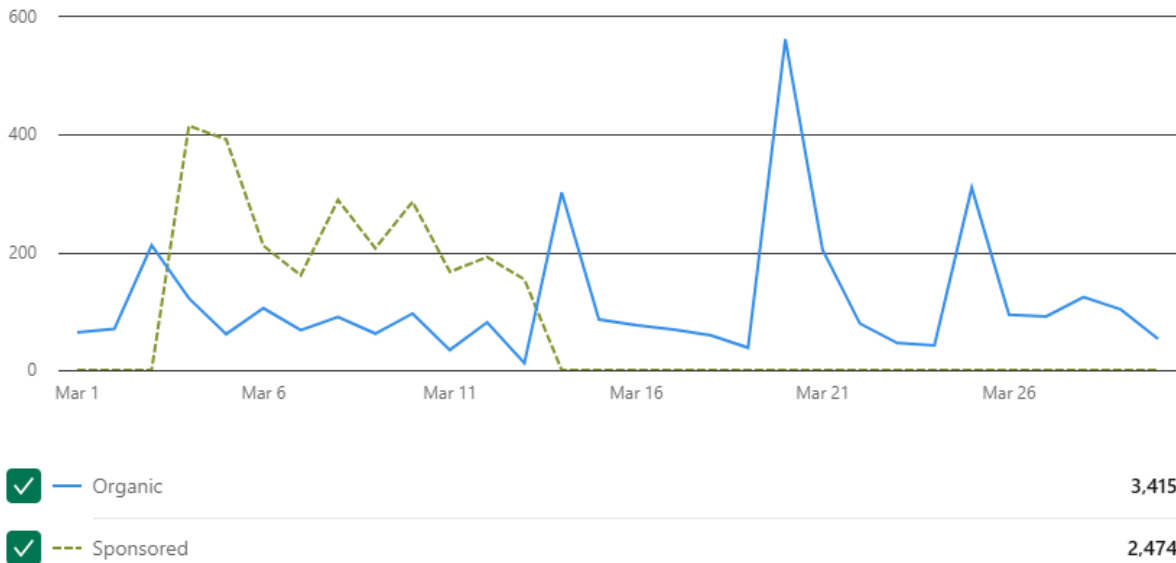
Comments
▲33.3%

3

Reposts
▲200%

Metrics

Impressions ▾



Graph 3. LinkedIn engagement March 2024 - April 2025

As mentioned previously, in 2024, Council expanded its social media presence by launching dedicated Facebook and Instagram accounts for Palmerston Youth Festival. This provided a focused platform to engage with young people and promote youth-related events and initiatives specific to this demographic.

The Social Media Strategy and action items over the past two years have served the Council and organisation well, and will be continued for 2025-26. Further refinement towards our social media approach is planned with key improvements in content strategy, audience engagement, and responsiveness. These actions align with Council's broader goals of transparency, inclusivity, and community connection.

An Action Plan (**Attachment 13.2.1.1**) outlines the focus for the next 12 months which are:

- Enhancing content quality and accessibility
- Expand video content and ensuring accessibility by including subtitles;

- Use authentic and real-life imagery;
 - Leverage emerging social media trends; and
 - Regularly reviewing analytics to react and optimise accordingly.
- Growing audience and engagement
- Increase followers collectively by an additional 5%;
- Encourage user-generated content;
- Utilise local influencers to enhance event promotion and community reach;
- Expand collaborations with businesses, artists, and local organisations;
 - Trial social media takeovers on Palmerston Youth Festival channels to promote youth engagement; and
 - Run targeted advertising campaign.
- Improving response and interaction
- Maintain a 50%+ response rate;
 - Actively monitoring direct messages and comments; and
 - Providing ongoing professional development for staff managing social media, ensuring Council remains up to date with best practices and evolving digital trends.

Given the current limitations in tracking reach and engagement across all accounts, Council will focus on optimising the performance of the available data, while continuing to develop strategies for better data collection and insights moving forward.

The 2025-26 Social Media Strategy builds upon Council's existing success and adapts to the changing needs of the community. By prioritising high-quality content, audience growth, accessibility, and responsiveness, Council will continue to enhance its digital engagement and strengthen its connection with residents. To ensure alignment across all communications and marketing, the Social Media strategy will be incorporated into the proposed overarching Communications and Engagement Strategy which was identified as a key document in the Communications Strategy review in the first Council Meeting in February.

Consultation and marketing

The following City of Palmerston staff were consulted in preparing this Report:

- Acting Communications Manager
- Acting Executive Manager People and Customer

Policy implications

This Report relates to Council's Social Media Policy.

Budget and resource implications

There are no budget or resource implications relating to this Report.



Risk, legal and legislative implications

This Report addresses the following City of Palmerston Strategic Risks:

- 6. Governance**
Failure to effectively govern.

Strategies, framework and plans implications

This Report relates to the following City of Palmerston Strategies, Framework and Plans:

- [Social Media Strategy 2022-2023](#)
- [Communications Strategy 2022](#)

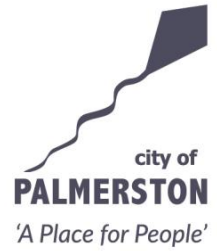
Council officer conflict of interest declaration

We the author and approving officer declare that we do not have a conflict of interest in relation to this matter.

Attachments

1. Social Media Strategy Action Plan 2025-26 [**13.2.1.1** - 2 pages]

SOCIAL MEDIA ACTION PLAN



ATTACHMENT

BUSINESS OBJECTIVES	ACTION 2024/25	FUTURE ACTIONS 2025/26
Create content that is engaging, informative and has purpose	<p>Look at trending social content and reproduce where appropriate.</p> <p>Continue to align social media content with the key objectives from the community plan</p> <p>Continue to create content that is real and cuts through (monitor social and political environments)</p> <p>Publishing images from events creates opportunity for increased engagement with residents and followers</p>	<p>Increase video content, to boost engagement. Develop themed content series e.g. a day in the life.</p> <p>Ensure accessibility by including subtitles and alternative text in all visual content.</p> <p>Continue to use real imagery and to deliver consistent content.</p> <p>Regularly review analytics to optimise content strategies.</p> <p>Ensure the brand guidelines, including its tone of voice is adhered to.</p> <p>Leverage emerging trends in social media to keep content fresh and engaging.</p>

BUSINESS OBJECTIVES	ACTION 2024/25	FUTURE ACTIONS 2025/26
<p>Frequent posting and engagement across all channels</p>	<p>Look for ways to encourage community driven content (ie. Sharing images, tagging themselves etc)</p> <p>Aim to increase followers across all channels by a further 5%</p> <p>Utilise local influencers at various events and activities throughout the year to assist in producing engaging content</p> <p>Relaunching a youth social channel (@palmerstonyouthfestival)</p>	<p>Publish on 'City of Palmerston's' Facebook and Instagram a minimum of 3 times a week.</p> <p>Continue to aim for followers to increase by an additional 5% across all 'City of Palmerston's' social channels.</p> <p>Utilise collaborative content with other businesses, artists, community groups and organisations e.g. Street Art Festival, PaRBA</p> <p>Trial social takeovers on Palmerston Youth Festival channels</p> <p>Expand reach through targeted ad campaigns.</p>
<p>Actively respond to direct messages within 2 business days</p>	<p>City of Palmerston will continue to use social media platforms as an important communication channel and aim to keep response rates above 50%.</p>	<p>Aim to maintain a 50%+ response rate within 24 hours.</p>