



Callander Community Council

Meeting Date: 14th March, 2022

Subject: Callander Community Council
Website Report

Report from: Moe Guertin

Callander Community Council Website and Facebook Report

CCC website visitation has flatlined around the 1,000 pages viewed mark with consistently less than 200 people visiting the site. The CCC website is now in a much more user accessible location from the main InCallander Homepage which makes the website as a whole more user friendly for residents and visitors to the town.

Our Facebook presence is also down month on month despite normally reaching more people than the website, however, both media channels still prove to be vital and content is published on both equally. In October, we introduced a Facebook 'window' on the CCC website so all content published on our Facebook page is seen in real time on the CCC website without delay.

I performed a reconciliation between the CCC and SC websites for the final minutes and had any missing reports on the CCC website uploaded. Both CCC and SC websites are now in sync.

Website Statistics

	<u>People Visiting the Site</u>	<u>Pages Viewed</u>
November 2020	247	1,955
December 2020	317	2,208
January 2021	224	1,700
February 2021	154	1,428
March 2021	129	1,066
April 2021	154	1,394
May 2021	215	1,281
June 2021	332	2,695
July 2021	183	1,411

August 2021	153	1,708
September 2021	152	1,184
October 2021	176	1,273
November 2021	156	1,021
December 2021	137	969
January 2022	191	1,144
February 2022	146	1,035

Top page views:

- Home, 238
- Meetings, 92
- Minutes, 59
- Local Plan, 43
- About Us, 32
- 2021 Minutes, 28
- Contact, 24
- Current Topics, 23
- February Meeting Reports, 22
- Your Council, 17

Facebook Statistics

	<u>Facebook Page Reach</u>
November 2020	5061
December 2020	3776
January 2021	3284
February 2021	1121
March 2021	1229
April 2021	1830
May 2021	1297
June 2021	1573
July 2021	1716

August 2021	1753
September 2021	1,470
October 2021	2,389
November 2021	982
December 2021	1500*
January 2022	1000*
February 2022	2500*

Video Recordings of CCC Meetings

Per CCC agreement, all recordings will only be accessible by the CCC chair, secretary and notetaker and are to be used for notetaking purposes only.

Virtual Meetings

As per correspondence received 7 October, CCC are allowed to meet online, in person or a hybrid model. Due to the higher levels of Covid in Callander the February monthly meeting was held via Zoom and CCC took the decision to keep Zoom for the March meeting considering publication time to the public as well as continued community transmission. It is hoped that the April meeting will be a hybrid.

The Zoom account has been maintained for this reason and is due for monthly renewal on the ~19th of each month at the cost of £14.39 per month. I personally paid the Zoom invoice for July, August, September, October, November and December and have submitted claims for reimbursement inclusive. The Bank of Scotland account is now bank in control of CCC, however, CCC do not have a debit/ credit card to use as the Zoom payment method. After the next payment is taken (19-21 March), another invoice will be submitted to bring the matter to current (January, February and March).

Ongoing Updates

The website administrator has created a 'Meeting archive' using the November 2020 reports as the initial instalments. This can be located by navigating from the CCC homepage, Select 'Meetings' from the top row bar, and then meeting archive in the left-hand bar. All reports and minutes which have been submitted are available in the archive from November 2020 to date. Callander Community Councillors with any historical reports or documents are invited to send those to myself for inclusion in the archive which dates back to 9 January 2017.

InCallander Website

The CCC website hosted on the InCallander website has now been realigned to allow more pertinent information to be front and centre for users of traditional as well as mobile devices. The new layout also includes a built in Facebook feed to allow non-Facebook users to see the most up to date information which they can click through to see the full screen post.

Moe Guertin

14th March 2022

*Facebook has changed its settings so exact numbers are no longer listed