

Appendix 2



Blog and Social Media - Oct 2021

Blog Stats

9,900 Blog Visits
(up 1,000 since August)

7,800 Individual Visitors:
(up 800 since August)

19,000 Pageviews:
(up 2,000 since August)

Top viewed pages

All Pages with Views		
Jan 1–Oct 15, 2021 • 18,631 Total +0% yr/yr		
Page	Views	Time on Page
Home ↗	7,179	00:01:59
Hastings receives £24.3m boost for regeneration ↗ /latest/hastings-receives-243m-boost-for-regeneration	1,859	00:02:56
Vision and Impacts ↗ /our-vision-and-impacts	1,467	00:01:24
Next steps for Hastings Town Deal ↗ /latest/what-happens-next	1,344	00:02:21
The Courtyard: from derelict to desirable ↗ /latest/the-courtyard-accelerator-project	797	00:02:17
Town to Sea Creative Quarter ↗ /town-to-sea-creative-quarter	696	00:01:36
Town Centre Public Realm & Green Connections ↗ /town-centre-public-realm-green-connections	653	00:01:54
Town Centre Core ↗ /town-centre-core	653	00:01:54
About The Town Deal ↗ /about	601	00:03:15



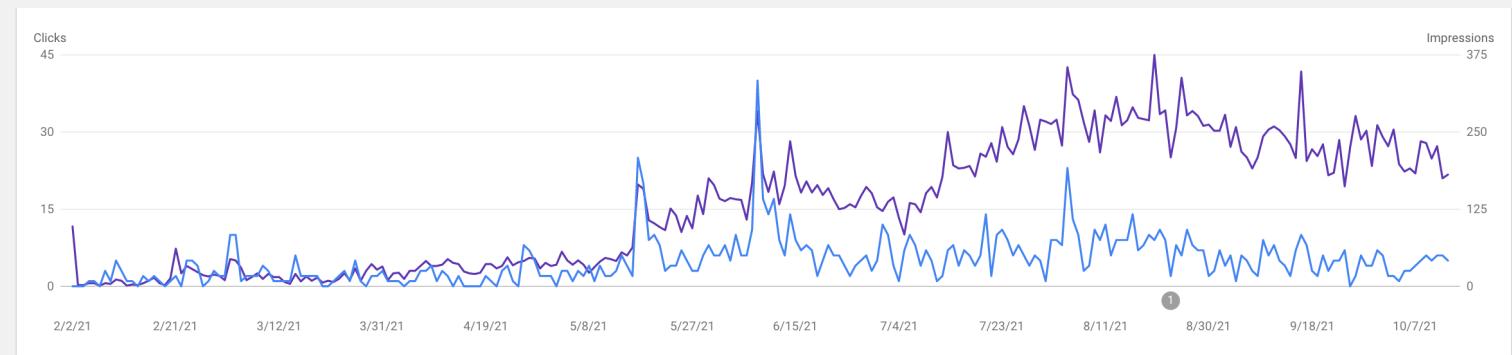
Next steps agreed on how to match government funding

The Town Deal board and Council agree how the funding gap from government will be met. "Overall it's a fair assessment and reduction and better than just a blanket reduction for everyone..."

Aug 24, 2021

Google Search Console.

This graph shows the website's visibility online (SEO). The closer the lines are together, the higher the click through rate (CTR). This tends to happen when a big announcement is made, when the Town Deal is featured in the media or becomes a hot topic on social media. People search for the blog or Google Hastings Town Deal and click through to the website.



Hastings

Town Deal

Social Media



Twitter
Followers 109 (+5)



LinkedIn
Followers 97 (+1)



Facebook
Followers 259 (+37)



Instagram
Followers 761 (+31)

	Posts	Followers	Following
Hastings	26	765	58
Todmorden	51	440	540
Camborne	108	268	170

Our Hastings
Town Deal Brand
has been named
one of the
strongest in the
programme!

The Town Deal Project Team was invited to present at a Town Deal showcase training session on 12 Oct.

Top Content:

1. Churchfields Construction to begin

17,350 People in total
Reached across all social media
platforms



Construction to start on new sustainable business units — Hastings Town Deal

hastingstowndeal.co.uk • 2 min read

Larking