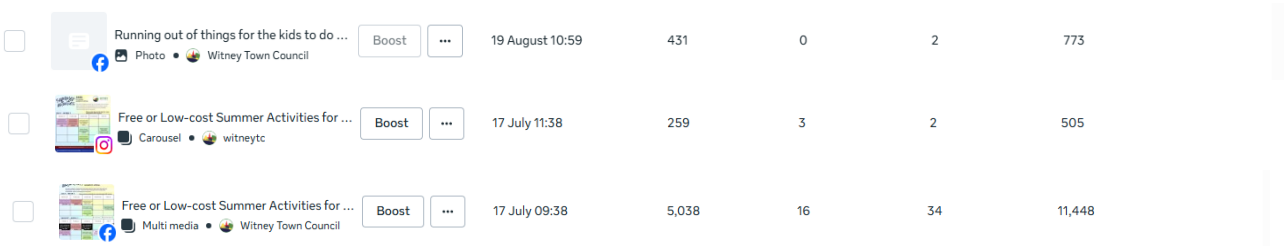
Summer Activity Posts 2026 – Data Gathering

Contents (ctrl + click)

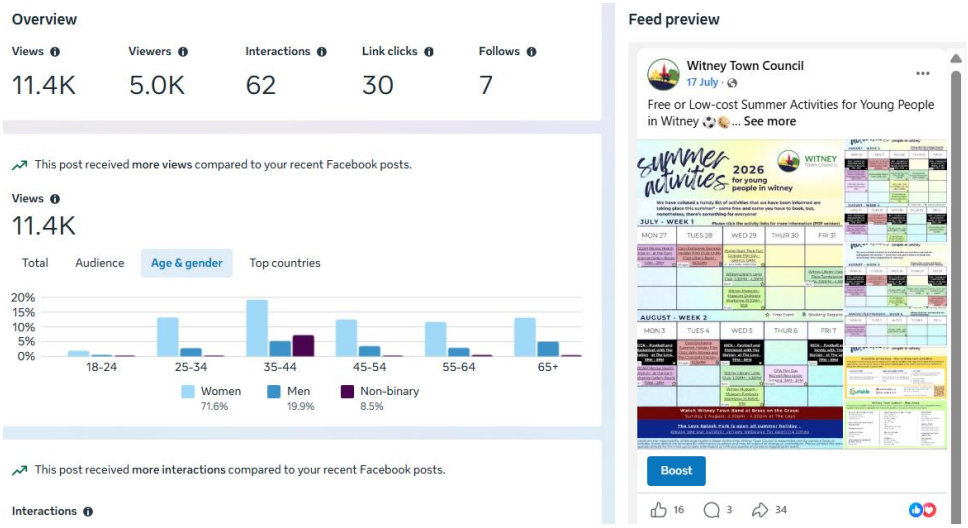
- Screenshots from Social Media Analytics
- Comparison of Witney Town Council Social Media Posts: 2026 and Previous Years
- Comparison with Other Councils' Summer Activity Posts in 2026
- Complimentary Comments from previous years
- Conclusion

Screenshots from Social Media Analytics

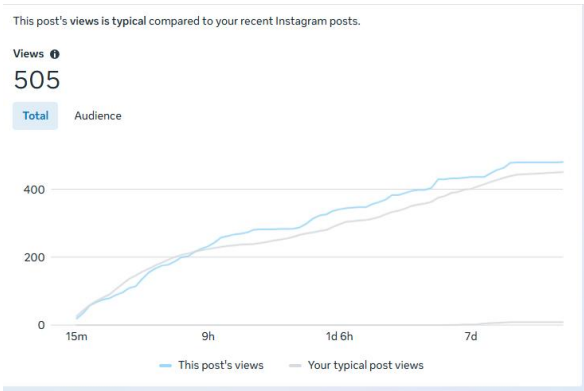
2026 Posts (Reach/Link Clicks/Shares/Views)

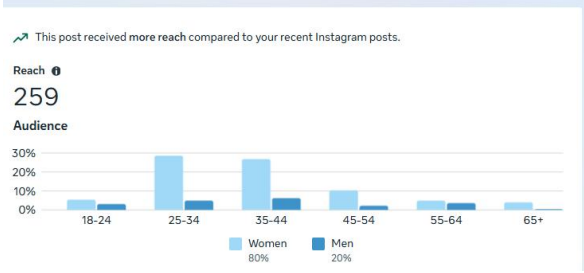


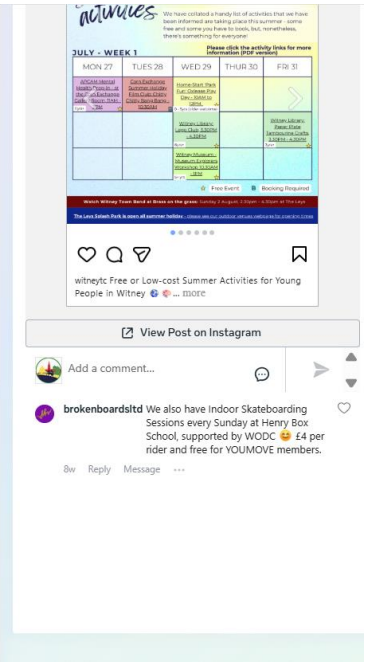
2026 Facebook Post Analytics + Demographic



2026 Instagram Post Analytics + Demographic







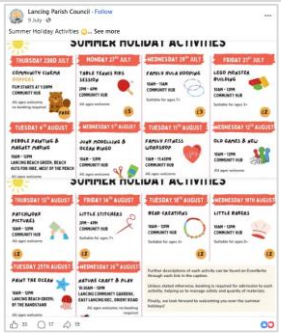
Comparison of Witney Town Council Social Media Posts: 2026 and Previous Years

Year	Number of posts (fb + ig)	Total views*	Shares on initial Facebook post
2026	3	12,978	34
2025	5	13,670	25
2024	1	Unknown	43
2023	1	Unknown	24

*Includes follow-up promotional posts. The average WTC post on Facebook receives approx. 4000 views. *23/24 views are unknown due to a change in 2025 on how Meta calculates analytics*

Comparison with Other Councils' Summer Activity Posts in 2026

All posts below were published in July 2026.

South Derbyshire District Council	**Lancing Parish Council**	**Dunstable Town Council**	**Calne Town Council**
11 shares (population approximately 100,000)	19 shares (population approximately 20,000)	9 shares (population approximately 40,000)	19 shares (population approximately 20,000)
			

Only a limited number of comparable council posts featuring a summer activity timetable could be found.

Complimentary Comments from previous years

2025 From: **The Family Ticket**

- "@**Bicester Town Council Events & News** Look how helpful this is. 👀hint hint"

2024 From **Lyn Mahoney**

- "Useful and good to see free things too"

Conclusion

The audience was predominantly females aged from their mid-twenties to mid-forties. This profile broadly aligns with adults of parenting age and suggests that the content successfully reached people likely to be seeking affordable activities for children and young people within their households.

Overall, the available comparison indicates that Witney Town Council achieved stronger engagement with its summer activities list than the other councils reviewed. With this level of engagement plus capturing a demographic the town council sometimes find difficult to engage (25-45), it would be safe to assume these posts are worth putting together and publishing in future years.