


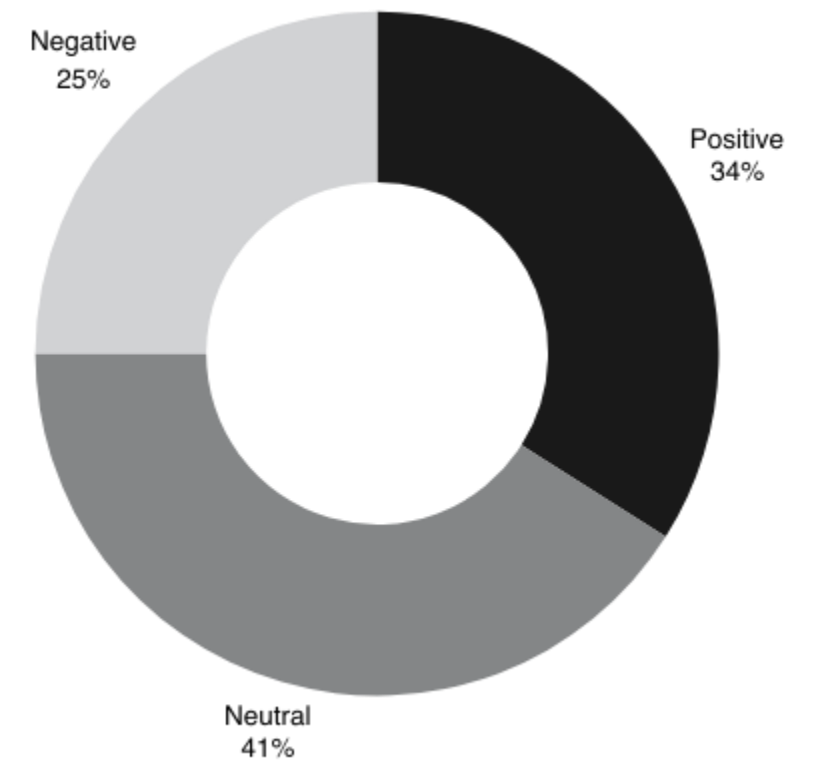



# COMMUNICATIONS MARKETING AND BRAND

|   |                              |                 |              |                   |
|---|------------------------------|-----------------|--------------|-------------------|
|  | Proactive media relations    | <b>75%</b>      | Yearly total | <b>73%</b>        |
|  | Reactive media relations     | <b>25%</b>      | Yearly total | <b>27%</b>        |
|  | Advertising Value Equivalent | <b>£591,194</b> | Yearly total | <b>£6,753,793</b> |

## March 2024 Social media sentiment



**51**  
Press releases and holding statements



**22**  
Media enquiries / filming requests



### Top publications by volume

|                          |    |
|--------------------------|----|
| Express & Star (Wolv)    | 70 |
| Birmingham Mail (eClips) | 42 |
| Birmingham Mail          | 40 |
| BBC WM                   | 6  |
| BBC                      | 4  |

@WalsallCouncil  
Total followers

**110.2k** ↑  
Mar 2023 - 64.9k

@WalsallCouncil  
Total engagements

**62.1k** ↑  
Mar 2023 - 44k

@WalsallCouncil  
Total impressions

**885k** ↑  
Mar 2023 - 628k

Videos: long and short-form

**30**

|                              |                                      |
|------------------------------|--------------------------------------|
| Inside Walsall news articles | <b>57</b>                            |
| Total Inside Walsall visits  | <b>160.7K</b> ↑<br>March 2023 - 151K |
| Total homepage visits        | <b>95K</b> ↑<br>March 2023 - 76K     |

# CONTENT SHOWCASE - MARCH 2024

## Social media highlights

### Top Facebook post



### Top Twitter/X post



### Top LinkedIn post



## Press and media highlights



## Tobacco Control Campaign



4.84k impressions | 387 engagements | 316 clicks

### Top culture and heritage post



# CONTENT SHOWCASE - MARCH 2024

## Marketing and brand highlights

- Launch of Walsall Arboretum’s 4 May celebratory event campaign
- Train advertising campaign for The New Art Gallery Walsall seen by an estimated 100,000 people across Birmingham, the Black Country and Staffordshire
- We are Walsall 2040 roadshows took place throughout March visiting key destinations across the borough
- Launch of branding for the new Senior Managers’ Space
- Created a series of four new Teams backgrounds

## Inside Walsall highlights



## Income generation

- First of our new outdoor advertising locations out to tender which will close early in April
- Reviewing sites on key highways to identify locations for the next set of outdoor advertising opportunities
- Roundabout advertising now 55% sold with most contracts 2-3 years in length, securing long term income for the Council.
- Shared learnings and insight at the cross council income generation group