SOCIAL MEDIA PLAN 26/27

SUMMARY

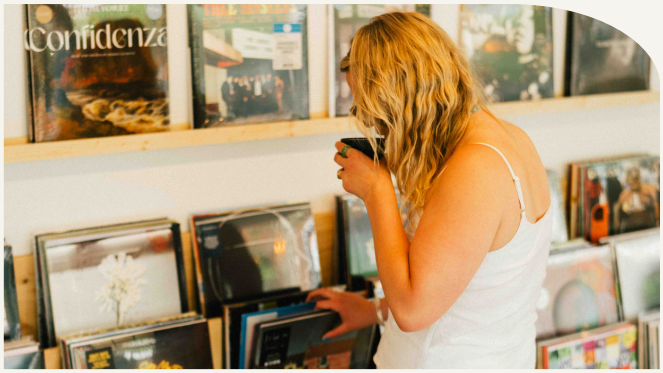
InExeter has established itself as a key voice in the city, bringing local businesses to the forefront of people's screens. The organisation's largest audience is on Instagram, with over 16.8k followers, followed closely by Facebook at 13.1k. In 2025, InExeter also strengthened its presence on TikTok, with an increasing number of posts gaining traction and a steady rise in followers. Alongside these platforms, InExeter continues to build its business voice by engaging with stakeholders and local businesses on LinkedIn.

STRATEGY

This year, InExeter positions itself as a city influencer across Facebook, Instagram, and TikTok. The organisation is already well-established among other city-led platforms, consistently showcasing local events and businesses. The next step is to tap into the influencer space by introducing a more personal, narrative-driven approach - the kind of storytelling that builds loyal, long-term audience engagement. This can be achieved by focusing on three key areas:

1. PEOPLE BEHIND BUSINESSES

In 2025, InExeter invested in filming equipment allowing for more interactive interview style videos to be filmed. The audience don't want to be sold things, they want to be entertained and informed. One way of doing this is to tell the stories behind businesses and the people that make it so special.

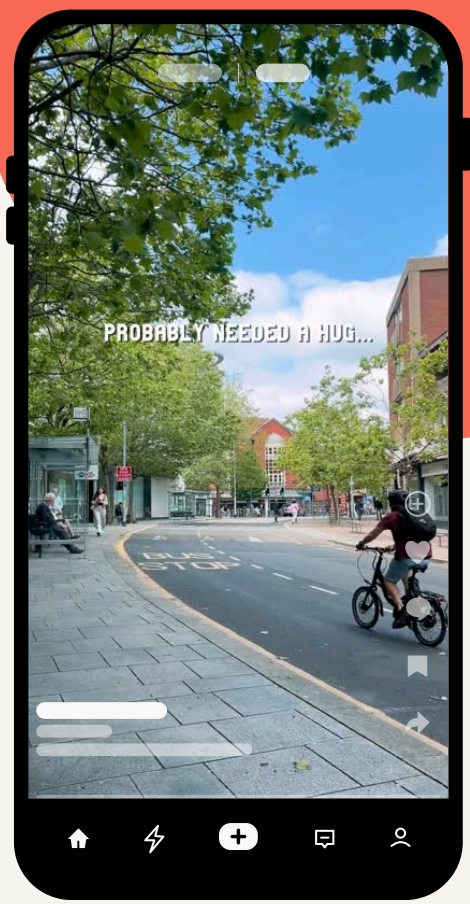


2. WHAT'S HAPPENING IN EXETER

Without a doubt, some of InExeter's most engaging posts are the lists and guides that help people explore the city. These often include features such as Valentine's gift guides or round-ups of places to add to a "try next" list. Building on this, InExeter will transition from the monthly moodboard to a monthly "What's On" post to highlight everything happening across the city. During key dates and major events throughout the year, such as June Boom and Christmas, additional themed lists and guides will be introduced to support these moments.

3. TRENDS IN AN INEXETER WAY

On TikTok and Instagram Reels, it's important for InExeter to follow relevant trends to reach a wider audience and keep the audience entertained. These trends should always be adapted in the InExeter way, as shown in the new series started in January - "Travelling Around the World Without Leaving Exeter" series inspired by a popular London-based TikTok. Consistent cover pages, fonts, and tone of voice help maintain brand identity, and any trends followed should remain positive and supportive of local businesses.



In addition to this, InExeter will be working with more influencers in the new year to help tap into a wider audience and new demographic.

LinkedIn will continue to be used primarily for Business-to-Business communications, with InExeter updating stakeholders and businesses on milestones and recent activities.

InExeter's social media strategy focuses on consistent, positive promotion of the city and its businesses. In 2026, platforms will increasingly prioritise content that drives meaningful engagement - such as saves, shares, and comments - rather than simple likes. It is therefore important that InExeter continues to share content that encourages people to save posts for later and share them with friends and family as ideas for things to do together.

SHARE YOUR NEWS AND EVENTS WITH US - WE'D LOVE TO HEAR FROM YOU!

info@inexeter.com

@in_exeter

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