

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 14th March, 2016

Present: Andy Parker, John Phillips, Matthew Nuttall, Tina Heathcote, Charles Jolly, Janet Miller.

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

Janet wrote and distributed the March newsletter.

1.2 Tina suggested a special transport conference edition of the newsletter featuring reports written by John, plus a video synopsis of the event. Andy agreed to attempt this if time allowed.

2. WEBSITE

2.1 Hosting

Andy reported that he had had to use Matthew Morgan to re-register the website at a cost of £30 to ensure that it was functioning at the time of the transport conference as otherwise it would have lapsed four days before the event. However, it would only cost £10 to register the domain name with Vidahost. Team members who use the site's e-mail addresses would be guided through the process of re-setting them when the domain swapped over. Andy and Matthew Nuttall to oversee the transfer.

Tina's suggestion that re-registering the currently unused %org.uk+domain name be reviewed was accepted as a precaution against confusion if someone else took it over when it lapsed.

2.2 Structure

Janet has decided to alter the Town Team site so that it points to the new Buxton Market CIC website instead of having its own page.

After a discussion on how and where supported projects which are not under direct Team control should be referred to on the Town Team website, it was agreed to ask the directors for a policy on closing reports for all such projects to provide clarity on their status.

It was agreed that the Comms committee should carry out a six-monthly review of all web pages, starting at the next meeting.

2.3 Analytics

Janet commented that it was encouraging that the latest data showed that most users were real people and not bots.

3. DATA STORAGE

3.1 Email Storage

Andy said those who use the site's e-mail need to back up their messages before the domain name transfer.

3.2 Photo Storage

Janet is preparing outstanding Spring Fair pictures for uploading.

4. SOCIAL MEDIA

4.1 Facebook

The page now has 935 likes, an increase of 23 since the last meeting. Tina suggested a news release when the 1,000 like milestone was reached.

Matthew said an attempt to register Facebook likes on the Spring Fair and Buxton in Bloom pages automatically as likes on the main Town Team page had been blocked by Facebook software because multiple users were discouraged under its policies. It was agreed that Matthew, Janet and Janine compare notes on how to increase likes by adding them in as administrators for the various pages and report back.

4.2 Twitter

Janet said the Team ought to be tweeting, but it was difficult to keep it up. It would have been good to have tweeted during the transport conference, for example. Matthew said he would look into ways of improving Twitter use. Janet offered to send him all the media documentation.

4.3 Instagram

See photo storage.

4.4 YouTube Channel and Videos

Andy agreed to look at putting videos of the taxi driver, the transport conference introduction and the Guides presentation on Youtube.

4.5 Streetlife

No activity.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

The Buxton Advertiser had used the Martin Cassini release as its front-page lead.

5.2 Media Plan

John to write releases on Buxton in Bloom, the Garden Trail, student activity for Spring Fair and a promotional story about the General Meeting.

6. ANY OTHER BUSINESS

There was no other business.

7. NEXT MEETINGS

12th April, 2pm.

4th May 10am.

John will arrange a room in the Dome.

JP

15/03//2016