

## **COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 4 May, 2016**

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

### **1. INTERNAL COMMUNICATIONS**

#### **1.1 Newsletter**

Janet is in the process of writing the May newsletter.

### **2. WEBSITE**

#### **2.1 Hosting**

The new changeover to a new host company had gone well. Matthew agreed to help re-set e-mails following the transfer.

Tina suggested that if the directors@ address should be axed if it was not being used.

It was agreed to review the website at the next meeting.

#### **2.2 Structure**

Andy has found a new page-builder programme which will help to make the website more effective.

#### **2.3 Analytics**

The Buxton on the Move report attracted 146 unique users within two days of being put on the website, most of whom stayed on for at least five minutes . which demonstrated a remarkable level of interest.

Matthew reported that traffic on the website in the week of the Spring Fair had increased from 312 previously to 1,191. He has volunteered to investigate a way of developing links with other websites which would be mutually beneficial.

Andy will look at a link which will enable Town Team events to be automatically shared with people's personal smart-phone and tablet calendars.

### **3. DATA STORAGE**

#### **3.1 Email Storage**

Nothing new to report

#### **3.2 Photo Storage**

Janet will upload Spring Fair pictures after the event.

### **4. SOCIAL MEDIA**

#### **4.1 Facebook**

The last Facebook post received 377 views.

#### **4.2 Twitter**

Matthew said the Spring Fair had attracted 435 followers. Janet said that three University students had done an excellent job of tweeting at the Spring Fair. It was resolved that John should send a note of thanks to their tutors. Charlotte Hardern, for example, had generated 10,500 impressions on the day.

#### **4.3 Instagram**

Matthew will check how to gauge Instagram analytics.

#### **4.4 YouTube Channel and Videos**

John to look into which transport issue to be followed up first, and liaise with Andy over putting a relevant video on Youtube when a release was issued.

#### **4.5 Streetlife**

One mention of the Spring Fair noted.

### **5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS**

#### **5.1 Recent Releases**

The Buxton Advertiser had used the Spring Fair map and a variety of releases in the last month. Moorlands Radio had featured an interview with John re: the railings and the Town Team in general.

#### **5.2 Media Plan**

John to write a release about the flowerpot men and the open gardens, and liaise with Tina over a transport story once meetings with High Peak Council had ended.

### **6. ANY OTHER BUSINESS**

Andy was unanimously elected Chairman, and Tina was thanked for her sterling work in the past.

### **7. NEXT MEETING**

**13 June, 2pm**

John will arrange a room in the Dome.

JP

04/05/2016