

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 6TH JUNE 2014

Present: Andy Parker, Janet Miller, Tina Heathcote

Apologies: Emily Markie, John Phillips, Tezz Honeyford

1. BTT WEBSITE IMPROVEMENTS

Andy has changed the theme to one which allows three featured photo 'posts' across the top - currently Academy of Urbanism, Christmas Crawl and Spring Fair; agreed good to have strong images at the top. They need regular updating, first two should be replaced with the Big Spring Clean (railing clean photo) and either ATCH award, Artisan Market, Talking Signs or Buxton in Bloom depending what we have a good photo of. Janet will let Andy have 2014 images of Spring Fair.

Clicking on the link only takes you to the post (ie the photo and caption) Andy will see if it is possible to add a link to the relevant page from there.

Project pages have also been rearranged with Spring Fair etc moved to 'Achieved'. A new page needs setting up for the ATCM Town Team of the Year.

2. TALKING SIGNPOSTS ROTA

Andy had experimented with adapting a hotel booking in system as a way of people volunteering for shifts on the rota, but it is complicated and unwieldy. Also considered use of Google Docs (now Google Drive) but that requires all participants to have a gmail account. After much discussion we decided that using Doodlepoll will be easiest, Tina will set this up.

3. SOCIAL MEDIA

3.1 FACEBOOK

The page now has 367 likes, an increase of 50 since the last meeting. Not much has been posted in the last couple of weeks, agreed we need to add the Artisan Market, the Railings Cleaning video and the ATCM award. Janet will set Andy up as an editor so he can post things direct.

3.2 TWITTER

The Spring Fair account <https://twitter.com/BuxSpringFair> is still attracting followers (101 now) even though nothing has been tweeted since the Spring Fair. Janet will give Andy the access password for this as well. Agreed we should set up a more general @TownTeamBuxton account as soon as possible, but think we have to use a different email address - if so it can be set up from the communications@ one.

3.3 INSTAGRAM

The Buxton Spring Fair account has 58 followers. Janet has the user name and password for this and will copy to Andy. Nothing has been added since the Spring Fair, this needs doing as we do have quite a lot of photos and need to get them seen.

Andy will set up an Instagram feed to the website.

Agreed we need to set up a more general account for non Spring Fair photos as well.

4. EMAIL SYSTEMS

The ideas@ address has been redirected to Dick Silson, and the communication@ one to Andy; Janet will send a test email to both of them to make sure they are working.

Philip has requested a treasury@ (or similar) address be set up for him. Andy will check what the limit is on addresses, we will discuss how many and what sort are needed at the next meeting.

5. IMPROVING INTERNAL COMMUNICATIONS

No progress with John's Publisher based newsletter. Three email 'newsletters' have been sent out since the last meeting however, using colour and small images to make them more visually interesting. Janet and Tina will ask the Ideas Group for feedback on these.

6. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

Regular features in both Pure Buxton and Buxton Advertiser.

7. OTHER PUBLICITY OPPORTUNITIES

Andy will try and get to the Artisan Market on Saturday to take video footage..

8. NEXT MEETING

This will be held on Friday 11th July at 10am, John will be asked to book a room in the Dome and advise.

JCMM

08Jun14