

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 10TH DECEMBER 2014

Present: Andy Parker, Janet Miller, John Phillips, Tina Heathcote

1. INTERNAL COMMUNICATIONS

1.1 Presentation to Ideas Group

The main outcome was that members are happy with the newsletter and other email communications, but that we should consider making changes to the website.

1.2 Emails

Andy will set up a new springfair@buxtontownteam.org email address.

2. WEBSITE

2.1 Structure

Agreed the main purpose of the website is information for non-members or people who are considering joining us. The left hand column with links to the different member area pages could therefore go. Suggested instead we should have a prominent 'Join Buxton Town Team' button, as well as links to the Facebook and Twitter pages, also possibly a shortcut to the upcoming meetings.

It was agreed we will have an in depth review of the overall structure in the new year.

2.2 Hosting

The cost for hosting the website was authorised for two years from February 2013, time therefore to review the situation and make recommendations to the Directors for the future.

The advantage of using Matthew as host is that the support is there when needed, albeit this is required less often that it was at first. On the other hand he is more expensive than some other hosts might be; the site has been temperamental at times especially with uploading pictures; emails are all automatically deleted after a month so there is no permanent central record of discussions and resolutions. Noted that the Musical Society, who are also with Matthew, have recently transferred over to his own server from a subcontracted one, and the site has been working better since then.

Agreed that Andy will discuss with Matthew regarding the cost, transferring servers and what arrangements can be made for storing emails; accepted that there will have to be a limit on the total amount of data stored. Directors to be informed that it is under review.

3. SOCIAL MEDIA

3.1 Facebook

The page now has 511 likes, an increase of 55 since the last meeting. There was another surge in interest with the second Save Our Crescent campaign, which very quickly reached over 5,000 people. Other posts have been popular as well, the most recent Artisan Market post reached over 1,000 people.

One recent comment appeared to be an attempt to insert advertising into the post, with links to an insurance website. Deleted twice, Andy will look at blocking the account from posting anything in future.

There is an outstanding action on Janet and Andy to work through the list of liked pages and 'unlike' them all.

3.2 Twitter

TownTeamBuxton: Andy has tweeted about various things - the Crescent, snowbirds, Artisan Market and bulb planting. We now have 40 followers.

BuxSpringFair: noted that someone has been tweeting from this about the Artisan Markets, and it wasn't us - presume Emily, Janet will check. This feed now has 161 followers. Agreed we need to put out a Save the Date tweet soon for Monday 4th May. Once we have a student team for the Spring Fair Janet will get them tweeting.

Outstanding action on Janet and Andy to sort out our two Twitter pages following each other.

3.3 Instagram

Still just the BuxtonSpringFair page, which hasn't been used recently. Janet will ask a student to take this on once we have some on the Spring Fair team.

4. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

John met with Jonathan Dodds, who is very happy to publish our contributions, and has used everything we sent in. Noted though that there have been a lot of organisational changes, meaning for instance that the Buxton Advertiser letters page and community pages are now covered from Chesterfield.

Suggested that as the Peak Advertiser are distributing in Buxton again we should send press releases to them as well, John will follow this up.

5. ANY OTHER BUSINESS

5.1 Save Our Crescent Campaign

Reviewed what we did in support of the HLF funding bid: press release published in Advertiser; two Facebook posts (both of which reached far more people than any previous post); two Tweets; large posters up at the

site; emails to members. Result was over 100 letters of support to Richard Tuffrey, as well as something like 750 Facebook Likes. And of course HLF agreed to the extra funding.

5.2 Vox Pops Project

So far 35 interviews have been filmed and are being edited and analysed. We now have permission from the University to interview at the Dome, Andy and Tina will arrange to do this as soon as possible.

6. NEXT MEETINGS

To be arranged.

JCMM

10Dec14