

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 10TH MARCH 2015

Present: Janet Miller, John Phillips, Tina Heathcote, Charles Jolly

Apologies: Andy Parker

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

The monthly newsletter to members still seems to be working well.

2. WEBSITE

Janet has added more new pages, otherwise topic held over to the next meeting due to Andy being absent.

3. DATA STORAGE

3.1 Email Storage

Held over to the next meeting due to Andy being absent.

3.2 Dropbox

Not yet done, Janet to pursue with Helen.

3.3 Photo Storage

Problems encountered trying to upload photos to the Flickr site, to be raised with Andy.

John will contact Tam and ask for her photos of the conference on disc.

John will ask Advertiser to put out a call for photos of the town for Vision Buxton to include in the town guide.

4. SOCIAL MEDIA

4.1 Facebook

Statistics circulated. The page now has 566 likes, an increase of 22 since the last meeting. We are beginning to understand better how to engage people's interest. The Spring Fair event page has reached 8,000 people. Outstanding action on Janet and Andy to work through the list of liked pages and 'unlike' them all.

Janet to post about the conference report and general meeting.

4.2 Twitter

TownTeamBuxton: We now have 116 followers, an increase of 12 since the last meeting. Andy and Janet have continued to tweet about various things.

BuxSpringFair: This feed now has 202 followers, an increase of 11 since the last meeting and students are tweeting reasonably regularly; this will increase as the fair approaches.

4.3 Instagram

Two students have taken this on and have started adding new photos.

4.4 YouTube Channel

No news from Andy re setting up a YouTube channel. We have the footage from the Conference, Andy is liaising with students Ian and Chris re editing it.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

Good coverage in Buxton Advertiser on the conference, and also a recent article about the spring fair.

Outstanding action on Andy to upgrade John's access to the website so he can take responsibility for the press releases page; John will chase Janine for copies of all the Buxton in Bloom press releases.

5.2 Media Plan

A report on the two litter picking walks has gone in, will hopefully be in this week ie 12th March.

John will draft a release advertising the general meeting and launch of the Conference Report, as a way of encouraging attendance, to go in 19th March. Tina will check that Vision Buxton don't have any issues with us doing that.

Agreed we will then aim for coverage of the spring clean and railings clean on 26th March, report of the general meeting etc on 2nd April.

6. ANY OTHER BUSINESS

6.1 Scrap Book

This was on display at the Conference, John will keep it updated.

6.2 Vox Pops Project

Tina and Andy will get back to doing interviews in the spring.

7. NEXT MEETINGS

Tuesday 23rd April at 10am

Tuesday 19th May at 10am

John will arrange a room in the Dome.