

## COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 11 April, 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 April newsletter. It was agreed that the next newsletter be delayed until after the Spring Fair unless its production was useful in terms of last-minute appeals for help etc.

1.2 The suggested special transport conference edition of the newsletter featuring reports written by John, plus a video synopsis of the event had not been produced due to time constraints.

### 2. WEBSITE

#### 2.1 Hosting

The re-registering of the domain had taken place, and e-mail addresses needed to be swapped over, but Andy and Matthew would oversee this.

Matthew reported that Google analytics showed that there was a general upward trend over the year, and that 80 per cent of traffic had been new visitors. It was felt that Facebook posts and tweets to drive new visitors to the site should mainly be diary dates, events and reports on people carrying out projects.

Re-registering the currently unused %org.uk+domain to be kept on the agenda for review.

#### 2.2 Structure

Nothing to report.

#### 2.3 Analytics

Matthew reported that traffic on the website had been increasing over the previous six-week period, rising from about 130 to the upper 200s a week.

### 3. DATA STORAGE

#### 3.1 Email Storage

Nothing 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 had been 20 people a day looking at the Twitter account, rising to a peak of 469 after the last time the Team Tweeted.

#### 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 Guidesq presentation on Youtube.

#### 4.5 Streetlife

Brief flurry of activity about the new rail sidings which produced more heat than light.

### 5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

#### 5.1 Recent Releases

The Buxton Advertiser had used the Transport Conference reports on p1 and a double-page spread.

#### 5.2 Media Plan

John said the Advertiser was using the Spring Fair advance piece in the next edition, and the double-page map the issue after. John to write releases on the opening of the new market, the rail cleaning and the flowerpot people.

John to pick out themes from the Transport conference report for press releases to be timed with videos already prepared.

**6. ANY OTHER BUSINESS**

There was no other business.

**7. NEXT MEETING**

**4<sup>th</sup> May 10am.**

John will arrange a room in the Dome.

JP

13/04/2016