

## COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 11<sup>TH</sup> JULY 2014

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

**Apologies:** Emily Markie

### 1. WEBSITE AND SOCIAL MEDIA

#### 1.1 Website Developments

Problems with incorporating images have been resolved - they must be uploaded (not copied in) and there is a limit on the number of pixels as well as on file size. Correcting past errors involved a lot of work and Alan Thompson complained because he was being notified every time a change was made. This is a hangover from the original communications group; Andy will check that no-one else is receiving the notifications, it was agreed they should go to just the four of us plus Charles.

It was agreed the images on the front page should be updated to feature Buxton in Bloom, Talking Signposts and the George Street panels. Andy will investigate the best way for us to share photos among ourselves, whether via Instagram, Flickr, Dropbox or something else.

It was agreed that project proposals and closing reports should be accessible from the public area of the website, Janet will attach these to the project pages, and also the management accounts to the CIC page. The question was raised as to whether anyone looks at the website; Andy will contact Matthew and discuss use of Google Analytics to monitor site visitors.

Data protection requirements for the website were discussed. It was agreed that this is not a major concern, as the only information stored on-line is a person's name and email address, but the three site administrators (Andy, Janet, Roddie) do need to ensure they have strong passwords.

#### 1.2 Facebook

The page now has 388 likes, an increase of 21 since the last meeting. There have been a lot of posts in the last month, but we are at a loss to understand why some posts (eg the meal at Chippy's Place) are so much more popular than others.

#### 1.3 Twitter

The Spring Fair account is still attracting followers (now 115) even though nothing much has been tweeted since the Spring Fair. Andy will set up a general @TownTeamBuxton account using the communications@ email address, and link it to the Facebook page.

#### 1.4 Instagram

The Buxton Spring Fair account is still open but nothing has been added since the Spring Fair, Janet will try to do this soon. Andy will set up an Instagram link with the website.

It was agreed we should delay setting up a general Town Team Instagram account until we have someone to manage it for us, as photos are easily posted on the Facebook Account for general sharing.

### 2. EMAIL SYSTEMS

We now have six town team email addresses set up: communications@, directors@, ideas@, signposts@, townteam@ and treasurer@. It was agreed that as a policy we should not have personal town team emails, but restrict them to functions, so emails can be dealt with by different people as appropriate.

Andy is in contact with Matthew regarding ensuring that the @buxtontownteam.org.uk domain is also registered to us, with an automatic redirect to @buxtontownteam.org.

### 3. IMPROVING INTERNAL COMMUNICATIONS

Still no progress with John's Publisher based newsletter, and using photoshop was not any easier.

In the meantime Janet has been sending out email 'newsletters' at the start of each month. The June Ideas Group was asked for feedback on these, but most people could not even recall having seen one! It was agreed we needed feedback from our target audience before doing any more work to improve these. Two suggestions were made:

(i) We ask for the special topic at an autumn Ideas meeting to be Communications; a presentation about the different ways we communicate, how team members can access these and contribute, and ask for feedback and suggestions for improvement.

(ii) We conduct a member questionnaire, asking how people want to be communicated with and what involvement they want. Tina will produce a first draft for discussion.

It was agreed that before this we should ask an expert to talk to us about Facebook, Twitter and Instagram, to ensure we are getting the best out of them. Janet will ask Jennifer Lim if she could do this, at one of the next two Communications Group meetings, failing that John will ask a colleague at the University.

### 4. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

We had good coverage in the latest Pure Buxton, with a page on the Artisan Markets and another on the Serpentine and the George Street panels, plus a half page on the Buxton Spa Prize. There have also been

pieces in the Buxton Advertiser covering Buxton in Bloom, the ATCM awards and the Artisan markets. It was agreed we were due another meeting with Jonathan Dodds, John will arrange this.

Upcoming events include the Buxton in Bloom competition and the Grand Unveiling of the George Street paintings. John will draft a press release for the latter and check that the Advertiser will be attending. John will also draft a piece about the planting at the back of the Springs Shopping Centre. Tina will check what press releases are being planned for Buxton in Bloom. Andy will make a video of the George Street Unveiling, and see if the Advertiser can use it on their website.

#### **4. ANY OTHER BUSINESS**

##### **Talking Signposts Rota**

The use of Doodlepoll to organise the rota is working well, and is essentially self-managing, with most people finding it easy to use. It was suggested that the comments section can be used as a discussion forum for sharing experiences and ideas.

Janet will send both Tina and Margaret the link to the signposts@ email so they can check for any messages.

#### **8. NEXT MEETINGS**

The next three meetings will be on:

Friday 22<sup>nd</sup> August at 10am

Friday 19<sup>th</sup> September at 10am

Friday 17<sup>th</sup> October at 10am

John will book rooms in the Dome and advise.

JCMM

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