

## **COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 14<sup>TH</sup> OCTOBER 2014**

**Present:** Andy Parker, Charles Jolly, Janet Miller, John Phillips, Tina Heathcote, Paulius Jakuitis

**Apologies:** Emily Markie

### **1. WEBSITE AND SOCIAL MEDIA**

#### **1.1 General**

Paulius is a student ambassador at the University, and was attending the meeting to advise on social media; he also has experience in marketing and advertising. He is Lithuanian, and has lived in the UK for 3 ½ years, now in Derby but actively involved in Buxton, including arranging student discounts with local retailers.

#### **1.2 Website**

Andy has set up use of Google Analytics to monitor site visitors. There is a mass of information, for instance visitor profiles, though we are unsure how accurate this is. Most of our visitors appear to be national rather than local, aged under 35. Most only look at one page, this is not necessarily the home page. There was a marked increase in visits from 29<sup>th</sup> September onwards, we have no idea why this should be.

It was noted that if you google 'Buxton', the Town Team does not appear (or not high on the lists) but if you search for 'Town Team' we are in the first few entries. If we want to appear higher on the lists then keywords are important, but links were other reputable sites possibly more so, we should try to set up more of them.

There is an outstanding action on Janet to add links to project proposals and closing reports to the public area of the website.

#### **1.3 Facebook**

The page now has 414 likes, an increase of 13 since the last meeting. There were no posts in the last three weeks while Janet was away. The meaning of the statistics was discussed; 'reach' is the number of people on whose wall it appears, this increases every time someone actually views the post (apparently it then appears of their friends' walls) and more so every time it is 'shared'. We are still unsure why there is such a variation, but it seems that the first few words are important, as well as having an attractive graphic. Posts that encourage debate and discussion are also effective, and time of posting may make a difference.

It was suggested that 'tagging' people in photos was also a way to spread the reach, but agreed we should never do this without first checking that the person concerned is happy about it. It was also suggested that having well-known people with a large following would help. Noted however that some posts are simply advisory, eg about meetings, and not aimed at large numbers of people.

It was noted that the page seems to have 'Liked' a large number of other pages, and that this amounts to an endorsement by the Town Team. We are unsure how this has happened, but agreed as a policy we should not do this. Janet and Andy between them will work through the list and 'unlike' them all.

#### **1.4 Twitter**

Paulius advised that very few young people use Twitter, it is more a business to business tool, and indeed most of our followers are businesses, so it is a good tool for reaching them.

Agreed it makes sense to keep up both the Town Team account and the Spring Fair account, but they need to follow each other - Janet and Andy will arrange this.

Noted that any tweet is now automatically posted on Facebook.

#### **1.5 Linked In**

We do have a Linked in Page but haven't looked at it for a while, Janet will circulate the link.

#### **1.6 General Reach**

It was suggested that most visitors to the town come from the north, west and east, and that we should therefore try to extend our reach south into Derby, by following businesses in that direction.

### **2. VOX POPS PROJECT**

The project was approved last month and Tina and Andy have been collecting interviews. So far they have recorded 31 (with a slightly lower number of refusals), which is 1 ¼ hours of footage, with a very interesting range of views and comments. They will be out again later this week, and will also want to visit the University, John will arrange permission.

It was agreed that a regular post on Facebook and/or Twitter, once or twice per week, would attract regular followers, the best time for this would be in the months leading up to the Buxton Conference. It was also suggested that we should film the Conference, with excerpts from this being posted afterwards.

### **3. INTERNAL COMMUNICATIONS**

#### **3.1 Member Survey and Presentation to Ideas Group**

The draft survey was discussed and a number of amendments and additions agreed. Andy will revise and recirculate the link. It was agreed that we should go ahead with a presentation to the 10<sup>th</sup> November meeting

(assuming the chair does not have an alternative plan) and aim to get the link to the survey out as soon as possible so the results can form part of the presentation.

### **3.2 Newsletter**

Janet will draft the next newsletter shortly, with a view to getting it out earlier than usual, so people have time to complete the survey before the meeting.

## **4. PRESS RELEASES AND EXTERNAL COMMUNICATIONS**

John has volunteered to keep a file of press cuttings.

Outstanding action on John to arrange another meeting with Jonathan Dodds.

## **5. NEXT MEETINGS**

The next meeting is:

Tuesday 4<sup>th</sup> November at 10am.

John will book a room in the Dome and advise.

JCMM

15Oct14