

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 15TH JANUARY 2015

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

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

The monthly newsletter to members seems to be working well, at least as regards content. John is still working on suitable software to improve presentation.

1.2 Emails

The new springfair@buxtontownteam.org email address has been set up, Janet will check with Matthew that she has the right passwords to download mail to her computer.

2. WEBSITE

2.1 Hosting

The website has been transferred to Matthew's own server, and upgraded to the latest version of Wordpress - Andy thinks it is functioning better but will keep it under review.

2.2 Structure

The links to the different member area pages in the left hand column have all been deleted. Previously suggested we could replace them with 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. Andy is looking at different templates to see if there is anything more suitable. Agreed that a scrolling picture at the top would be good. The loop could include 'News Flash' posts about anything important we want to tell people about - Andy will investigate if these can be set to delete after a particular date, so they can be used for upcoming events. Various new pages need to be added for the new projects - Buxton in Bloom 2015, Litter Picking Group and so on, Janet will arrange. The in depth review of the overall structure was postponed to the next meeting.

2.3 Google Analytics

Andy is setting up a Town Team gmail address so that analysis of web traffic can be seen on the dashboard.

3. DATA STORAGE

3.1 Email Storage

The problem of emails being automatically deleted after a month was discussed. The reason for wanting to keep them is for traceability, and to have an independent record if anything happened to an individual or their computer. It seems that to be stored forever they have to be downloaded somewhere - space can be had for £10 a year per email address, this quickly becomes prohibitively expensive if we have a lot of different email addresses. An alternative might be to have them all copy automatically to a free address such as gmail, but this would only apply to incoming emails, not to emails sent out in the town team's name.

Agreed that Andy will ask the CVS if they have a cost effective solution or other advice to offer, and prepare a short report for discussion at the next meeting.

3.2 Dropbox

Helen H has suggested setting up a Town Team dropbox where the master contacts list and other key data can be stored; the link would only be given to those who need it and the files would be password protected. It was agreed that this would be a good idea, and Andy suggested storing the backup copy of the website there as well. Janet will liaise with Helen.

3.3 Flickr Site

Andy has re-sent the link and password, all of us to upload whatever photos we have so available to all. We will need to look into using albums and tagging so as to make photos easy to search for. It was suggested we should run a mini training session at some stage, possibly for the Ideas group.

Copyright of photos was also discussed, Andy will look into what the options are to credit the photographer. If not possible we will just advise contributors that we cannot guarantee their images won't be used elsewhere.

4. SOCIAL MEDIA

4.1 Facebook

The page now has 529 likes, an increase of 18 since the last meeting. Janet has been keeping a log of likes on a weekly basis since April and presented this as a graph, it was agreed this was a useful addition to the analysis. Agreed she should add a figure for people engaged as a percentage of people reached, as a way of assessing the impact of our posts. A spike of likes in July was noted, Janet will check what triggered this. There is an outstanding action on Janet and Andy to work through the list of liked pages and 'unlike' them all.

4.2 Twitter

TownTeamBuxton: We now have 69 followers, an increase of 29 since the last meeting. Andy has continued to tweet about various things, agreed Janet should copy any Facebook posts to the Twitter feed, apparently if they are too long it will cut them short and provide a link to the Facebook page - experimentation needed!

BuxSpringFair: This feed now has 172 followers, an increase of 11 since the last meeting. Emily's latest post was at new year reminding people that the BuxtonTownTeam feed is no longer active, Andy responded telling people that the TownTeam Buxton one is! Janet will put out a Save the Date tweet soon for Monday 4th May, and then recruit a student or two to tweet about the Spring Fair after that.

The two Twitter pages are now following each other. Discussed allowing students to tweet from TownTeamBuxton as well as BuxSpringFair and agreed not appropriate, and neither would automatic re-tweeting be (even if possible), Andy or Janet will have to retweet as necessary.

4.3 Instagram

We still have just the BuxtonSpringFair page, Janet hopes to recruit a student to take this on soon.

4.4 YouTube Channel

Andy went to the free seminar YouTube for Businesses, found the speaker excellent and picked up some useful tips. Agreed he will set up a YouTube channel, with all our videos on it, and a link from the website.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

The Litter Picking Walk release went out and there is a piece in the Advertiser this week. John also drafted one summing up what the Town Team did in 2014, it got lost waiting for approval and is no longer relevant. Noted the press release page on the website is out of date, not all recent items are up there; agreed John will take responsibility for this page, he will chase Janine for copies of all the press releases she has done for Buxton in Bloom, Andy will upgrade his access to the site.

5.2 Media Plan

Discussed timing of press releases. We will want a major feature about the conference immediately after it takes place, with a small 'lead in ' piece the week before - John will draft something for submission in time for the 19th February edition.

Other releases likely to be coming up soon include the various student projects, spring clean, spring fair, Buxton in Bloom and possibly more.

6. ANY OTHER BUSINESS

6.1 Scrap Book

John is still working on this, it was agreed it needs to be available for the Conference on 25th February.

6.2 Enquiry from DGLC

Roddie had an email from Communities.gov.uk via the ATCM, asking about our clean-up projects which Andy and Janet answered between them. We have no idea why they are asking!

6.3 Vox Pops Project

Interviews at the Dome will be done soon, meanwhile the team are working on edited and analysing what we have so far, ready for the conference.

7. NEXT MEETINGS

Tuesday 10th February at 10am

Tuesday 10th March at 10am

Both in the Dome, John will arrange a room.

JCMM

19Jan15