

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

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

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

Nothing to report, still going out monthly.

2. WEBSITE

2.1 Hosting

Outstanding action on Andy to write a closing report, including the recommendation that we continue with the current arrangements but that these are reviewed again at the end of 2017.

2.2 Structure

A number of the agreed changes have been implemented - a site map has been added, also links to Twitter, Facebook and You-Tube, the wording on the members pages has been changed.

Still to do:

New pages needed for Ashwood Park and Talking Signposts - Janet

Photos for 'Who We Are' page, possibly biogs - Janet

New page for the Ideas Meeting, with comments open, and invitation to contact ideas@ - Andy

Andy is still investigating whether a direct link from front page photos to the relevant page is possible.

3. DATA STORAGE

3.1 Email Storage

Outstanding action on Andy to investigate and draw up a draft advisory note.

3.2 Photo Storage

The Flickr site is still not working as it should, Andy is investigating, Janet to try uploading some of her photos.

4. SOCIAL MEDIA

4.1 Facebook

Statistics circulated. The page now has 733 likes, an increase of 15 since the last meeting.

Reach has settled down since the spring clean and spring fair peak, for most posts is 3-400.

Currently plugging Buxton in Bloom, alongside updates on Ashwood Park, we need to promote Talking Signposts as soon as the Doodle Poll has been set up (action on Andy).

4.2 Twitter

TownTeamBuxton: Now 176 followers, up 11 since last meeting.

BuxSpringFair: Now has 306 followers, an increase of 13 since the last meeting.

4.3 Instagram

The daily site now has 117 followers, 2 more than last month.

4.4 YouTube Channel and Videos

Outstanding action on Andy and John to go through the Conference footage and sort something out from it.

Work on the video about Ashwood Park also outstanding - Andy and Tina are working on the script. Also suggested a video of Talking Signposts in action would be useful.

4.5 Streetlife

It seems to be picking up a bit, agreed we should post events eg Ideas Meeting up there.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

Coverage in the Buxton Advertiser about Buxton in Bloom.

Derbyshire Life feature on Spring Clean and Spring Fair is due out early July.

John has updated the press releases page on the website and posted the ones from the last twelve months, unsure if they are all there (including Janine's Buxton in Bloom ones), John will check.

5.2 Media Plan

Plan is: the Buxton in Bloom Run in the Pavilion Gardens, for this week 18th June; talking signposts for 25th June issue, calling for people to join the rota; report on Buxton in Bloom judging day (8th) for issue 15th July; Buxton in Bloom prize giving early August; Ashwood Park some time, possibly re open volunteering day.

5.3 Issue Column

Noted that the Advertiser has a new Issues Column, and are looking for articles, ideally controversial topics.

6. NEXT MEETING

Tuesday 21st July at 10:00am

Tuesday 11th August at 10:00am

John will arrange a room in the Dome.