

## COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 19<sup>TH</sup> MAY 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

The project to set up the website authorised expenditure for the first two years, this has now run out. The cost is £11 per month plus £36 a year to register the domain name. It was agreed that while it would be possible to find a slightly cheaper host, the additional level of support we get from the current host is worth the extra cost. Andy will write a closing report and include the recommendation that we continue with the current arrangements but that these are reviewed again at the end of 2017.

### 3. DATA STORAGE

#### 3.1 Email Storage

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

#### 3.2 Photo Storage

Andy has sent round instructions, user name and password for access to the Flickr site, all of us to look at this and check if there are problems uploading photos. Agreed once any issues resolved Janet will include a call for photos in the next newsletter, Andy can then send instructions on how people can contribute theirs. Noted that if people have their own Flickr account all their photos feature in the listings, which is not ideal, Andy will investigate.

### 4. SOCIAL MEDIA

#### 4.1 Facebook

Statistics circulated. The page now has 718 likes, a massive increase of 132 since the last meeting. The Spring Fair event page reached nearly 12,000 people before the event, Andy's video of the fair reached nearly 20,000 people and has been 'viewed' over 9,000 times - though the number who have clicked on it and actually watched it is a lot less.

Noted that 'perceived wisdom' is that the current norm is to reach 6% of your 'fans' (ie those who have liked your page) and this is steadily dropping, the implication being that paid reach is essential; by contrast we regularly reach 30-40% and often exceed 100% through people sharing.

Agreed we need to do some serious plugging of Buxton in Bloom over the next few weeks, alongside updates on Ashwood Park, Talking Signposts etc. Janine has been reminded that the parallel Bloom Facebook page needs to be closed.

#### 4.2 Twitter

TownTeamBuxton: Now 165 followers, up 28 since last meeting.

BuxSpringFair: Now has 293 followers, an increase of 51 since the last meeting.

#### 4.3 Instagram

The daily countdown took place, the site now has 115 followers.

#### 4.4 YouTube Channel and Videos

The YouTube channel has been set up. Andy and John will go through the footage from the Conference and sort something out from it. Andy is also planning videos about Ashwood Park and the Serpentine site.

#### 4.5 Streetlife

The rate of posts seems quite slow, it does not appear to be taking off very well.

### 5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

#### 5.1 Recent Releases

More good coverage in the Buxton Advertiser mainly about the Spring Fair, but there has been an article about Buxton in Bloom as well.

Derbyshire Life will be doing a feature in the next issue, about Spring Cleans and Spring Fair.

Outstanding action on John's to update the press releases page on the website, and post the ones from the last twelve months, including the ones Janine has done for Buxton in Bloom. This is urgent!

#### 5.2 Media Plan

Plan is for an update on Buxton in Bloom as soon as possible and make sure they have included the entry form; Buxton in Bloom again for 11<sup>th</sup> June (only 2 weeks to enter); talking signposts for 25<sup>th</sup> June issue calling for people to join the rota. Suggested use a picture of the hoardings hand prints for the first Bloom release. If possible pictures of people building flower pot people to accompany the later one.

## 6. WEBSITE

Some time was spent looking at the website and reviewing how we can make it more interesting and accessible. It was agreed that the target audience is people who want to know about the Town Team in general terms, and that the Facebook page is best for immediate news. Noted that the Google Analytics measure of numbers of visits to the site is probably mainly data mining rather than real people.

A number of improvements were agreed:

- New front page photos - Ashwood Park and 'Wanted' Talking Signposts poster

- A Site Map in the left hand side bar - Andy will sort parenting so they come up in a logical order -

- projects to be described as 'Active' or 'Completed' and be in caps - JOIN US! Also in caps - titles need sorting to specify year for repeat projects

- Facebook and Twitter links could also go in the side bar

- Members only pages greeting to be more welcoming for people not logged in, link to membership

- The 'Archived' page is redundant

- Forum to be retained - it is not used normally but can be useful for specific member discussions

- 'Who We Are' page needs photos - consider link though to biog and 'in action' photos

- New pages needed for Ashwood Park and Talking Signposts

Also to consider:

- It may be possible to have the latest Facebook post on the front page - but it will quickly be out of date

- Could we have the next Ideas Meeting as a regular feature - or have its own page? - then can invite people to suggest Ideas or topics for future meeting focus

Also agreed the link through from front page photos needs to be as direct as possible, Andy will look to see if there is a theme that allows links direct to the relevant page.

## 7. NEXT MEETING

**Monday 15<sup>th</sup> June at 9:30am**

John will arrange a room in the Dome.

JCMM

21Apr15