

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 14TH APRIL 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

Seems to be behaving better with new server and we think all the spurious question marks from the transfer have been removed. The new control panel also has a lot more analytical information which Andy will investigate. Re layout, agreed half a day review after the spring fair - main topic for meeting on 19th May.

3. DATA STORAGE

3.1 Email Storage

Unsure if the email system has also been transferred to the new site, Andy will check. Some possible solutions discussed, also the potential to use Dropbox, with appropriate security, for email storage as well as files eg contacts list. Andy will investigate further and draw up a draft advisory note.

3.2 Photo Storage

Problems encountered trying to upload photos to the Flickr site, Andy will look into it.

John will contact Tam and ask for her photos of the conference on disc to save downloading individually.

John will ask Advertiser to put out a call for photos of the town for Vision Buxton to include in the town guide.

Also discussed idea of a photo competition, calling for photos of the town in different seasons. Would have to be clear re ownership of copyright. More thought needed.

4. SOCIAL MEDIA

4.1 Facebook

Statistics circulated. The page now has 586 likes, an increase of 30 since the last meeting, plus a lot more people engaged. The Spring Fair event page has now reached nearly 9,000 people. Reach for most posts is consistently around 300 people.

Agreed to do a special push on the Spring Clean, lead up and after - need stills and video, Andy will sort.

Then a real push on Spring Fair posts, daily basis ideally.

All the liked pages have now been 'unliked'.

4.2 Twitter

TownTeamBuxton: Now 137 followers, up 21 since last meeting. Andy and Janet have continued to tweet about various things.

BuxSpringFair: This feed now has 242 followers, an increase of 40 since the last meeting; students now tweeting regularly as the fair approaches. Janet to send Andy the log in details.

4.3 Instagram

Students have added new photos and are doing a daily countdown. Janet will send Andy the log in details so he can link with the Twitter and Facebook accounts.

4.4 YouTube Channel

No progress on setting up a YouTube channel. We still have the unedited footage from the Conference, no joy getting students to edit it, Andy and John will extract the most useful bits and sort something out.

Suggested use some of Tam's photos to illustrate where footage of people talking not good enough. Also suggested we could include some of the vox pops. Also reminder that we want to use the vox pops on the Facebook page at some stage, once conference video done.

4.5 Streetlife

Very new in Buxton, but growing (over 300 users to date) and so far discussions haven't degenerated into just moaning about what other people should do. Query about the Spring Fair responded to and the questioner has booked a stall. Can register as an organisation, set up a page, an event etc, but not sure re differentiating between the individual and the organisation, Andy is investigating. Also not sure whether possible to use photos and video.

One down side is that you only get a very short time to edit posts, then they are fixed.

Agreed we need to encourage individual use and try to keep discussions positive. Meanwhile investigate and review at the next meeting.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

More good coverage in Buxton Advertiser on the conference, and the launch of the report at the general meeting. Latest Pure Buxton also full of various Town Team projects.

John's access to the website has been upgraded, he will take responsibility for the press releases page and post the ones from the last twelve months, including the ones Janine has done for Buxton in Bloom. This is urgent as people are picking up on press releases for last year's events, not noticing the date.

John will also follow up on Janet's email to project managers requesting press releases go through him so we have a record and co-ordinate them properly.

5.2 Media Plan

Plan is for Spring Clean and Railings clean to be covered on the 16th April.

Janet to send John press release for the Spring Fair to go in ideally on 23rd, with more the following week including the programme of events.

6. ANY OTHER BUSINESS

6.1 Scrap Book

John is keeping it updated.

6.2 Buxton Carnival

Discussed as a good way to engage people who may not know much about the Town Team. Agreed a float too complicated, but a group on foot, dressing up to enact our various projects (polishing railings and signs, sweeping up, barrowloads of plants and flowerpot people, bottle bunting etc) plus the banner, could work.

Agreed we will raise it at the next Ideas meeting.

Vox Pops Project

Tina and Andy will get back to doing this soon.

7. NEXT MEETINGS

Tuesday 19th May at 9:30am - focus on the website

John will arrange a room in the Dome.

JCMM

23Apr15