

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 21st JULY 2015

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

1. INTERNAL COMMUNICATIONS

1.1 Newsletter

Newsletter still going out monthly as a straight email. Discussed whether to review the idea of making it more eye-catching with embedded graphics, John will ask how the University one is done; agreed not worth a huge amount of effort, especially as uncertain how something would look on Tablets or smartphones.

2. WEBSITE

2.1 Hosting

Outstanding action re a closing report, including the recommendation that we continue with the current arrangements for review at the end of 2017. Andy will endeavour to produce this before the Directors' Meeting next Tuesday.

2.2 Structure

A page has been added for Talking Signposts. Still outstanding:

New page for Ashwood Park - 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 will keep in mind having a direct link from front page photos to the relevant page, but it seems Wordpress is not really set up for this.

2.3 Analytics

Statistics for the 7 weeks from 1st June were checked; the site has been visited by 1620 people! Further delving, however, showed that a large proportion of these are either unknown location or based in the US, so possibly automated searches, only 40 were listed as from Buxton, with a few more from areas close by. Of the 'real' visitors it appears that they look at several pages, and spend a reasonable amount of time on the site; this confirms the website is best used as a reference source, with the Facebook page for immediate communication about what is going on.

3. DATA STORAGE

3.1 Email Storage

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

3.2 Photo Storage

Outstanding actions on Andy to investigate why the Flickr site is not working as it should, Janet to try uploading some of her photos.

4. SOCIAL MEDIA

4.1 Facebook

Statistics circulated. The page now has 757 likes, an increase of 24 since the last meeting.

Reach is generally very good, two recent posts reached well over 1,500 people, because of sharing, and level of engagement is reasonably steady at between 10 and 20%. Level of engagement does appear to have some correlation with the number of posts.

Noted we need to promote Talking Signposts, and Janet will check with Claire what promotion she wants for Ashwood Park.

4.2 Twitter

TownTeamBuxton: Now 193 followers, up 17 since last meeting. This in spite of there having been no tweets since the Spring Fair, action on Janet to remember to do Twitter as well as Facebook!

BuxSpringFair: Now has 315 followers, an increase of 9 since the last meeting, again in spite of no tweets.

4.3 Instagram

The site now has 125 followers, 8 more than last month, again with no activity since the Spring Fair.

4.4 YouTube Channel and Videos

Andy produced a short video for the Serpentine Open Day, but will make a longer, better one soon. Andy has also started filming for the Ashwood Park video. John is going through the Conference footage to identify useful bits, either visual or vocal - agreed this is still worth doing especially if we at some stage plan a follow-up conference, or set up a project on a specific issue eg traffic.

4.5 Streetlife

Reminder we should post events eg Ideas Meeting up there.

5. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

5.1 Recent Releases

John has issued four press releases recently, and will put them up on the website shortly. The Buxton Advertiser continues to cover most things. We didn't feature in the July Derbyshire Life, maybe the next issue?

A comment from the Ideas meeting was that we should have more about upcoming events that people might want to join, as well as reporting on past events; John will see what he can do, by reading notes of meetings and picking up on things.

Suggested a feature about Friends of Buxton Station would be good, John will contact Dave Carlisle.

5.2 Media Plan

Plan is: Talking Signposts and Buxton in Bloom local competition awards for next week's issue; FoBS some time after that; possibly then Ashwood Park, John will contact Claire.

6. ANY OTHER BUSINESS

6.1 Tour of Britain 11th September

It transpired recently that the tour will take in the town centre after all (HPBC lobbying apparently) so more than likely the Town Team will organise something in collaboration with other groups. Aim is for a planning meeting next week, Janet will post the news on Facebook, and after the meeting if a project is developed, include in the next monthly newsletter.

6.2 Membership of Communications Group

Nic Barfield has expressed an interest in joining us, Janet will include him in the circulation and invite him to join us at the next meeting.

7. NEXT MEETING

Tuesday 11th August at 10:00am

Thursday 3rd September at 10:00am

John will arrange a room in the Dome.

JCMM

22Jul15