

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 2ND SEPTEMBER 2014

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

Apologies: Emily Markie

1. WEBSITE AND SOCIAL MEDIA

1.1 Website

Currently the images on the front page are Buxton in Bloom, Talking Signposts and the Artisan Market. Andy has set up a Flickr site, action on all of us to upload suitable photos to it.

Both recent videos (Artisan market and George St panels) are on the website, as are the management accounts and annual report to Companies House. Outstanding action on Janet to add links to project proposals and closing reports to the public area of the website.

Discussed the need for the members area, as it is very little used, but agreed we need to retain it as some things eg notes of meetings and scrutiny group reports, do need to be accessible, but not in public domain. Outstanding action on Andy to discuss with Matthew use of Google Analytics to monitor site visitors.

1.2 Facebook

The page now has 401 likes, an increase of 13 since the last meeting. There were fewer posts in the last month, but looking back over the last two months, noted that the videos do seem to attract more views than other posts. Janet will add a post about the new proposals for the Nestle site as well as more promotion of the Artisan Market.

Suggested that to increase views the George St panels video could be posted on the Community School and Buxton & Leek College Facebook pages, Andy will investigate.

1.3 Twitter

Andy has set up a general @TownTeamBuxton account using the comms@ email address, and has sent out the first tweets. Discussed who we should follow; the problem is that the way to get followers is supposedly by following others, but if we follow a lot of accounts Andy then gets an awful lot of irrelevant tweets.

1.4 Improving our Understanding

There was no response from Jennifer Lim. The University have taken on an ex student who is expert on social media, John will try and arrange for him to come to our next meeting. It is possible it might also be useful for him to come to the Ideas meeting in due course (see 3.1).

1.5 Measuring Impact

Given our time limitations it is important that what we do has real impact - the difficulty is to know what that is. Both Facebook and Twitter provide good data on how many people see each post, hopefully google analytics will do the same for the website; but how can we know if viewing is translated into real action, for instance someone actually visiting the Artisan Market? We don't want to be wasting time communicating for no benefit, but trying to measure impact could also be time consuming - discussion left unresolved.

2. EMAIL SYSTEMS

Correction from last month - the six town team email addresses are: comms@, directors@, ideas@, signposts@, townteam@ and treasurer@. The pilotgroup@ address has been deleted. Andy is still working on getting automatic redirects from any emails sent in error to @buxtontownteam.org.uk.

3. INTERNAL COMMUNICATIONS

3.1 Presentation to Ideas Group

It was agreed that we were not yet ready to talk to the Ideas Group about communications, and should ask for this to be scheduled in for the 10th November meeting. Also agreed that it would be useful to conduct the survey beforehand, and find out how members (and possibly others) engage with our various methods of communication now. The results can form part of the presentation in November. Tina, Andy and John will develop the survey and will meet on 23rd September to draw up suitable questions.

3.2 Newsletter

Janet will draft and send out the September newsletter tonight. Agreed should include update on projects; information on the next Ideas meeting; call to the Artisan Market and help on the Town Team stall; ideas for winter decoration, help needed; new proposals from Nestle for the use of their Station Rd site.

4. PRESS RELEASES AND EXTERNAL COMMUNICATIONS

Some coverage in Advertiser in the last month, but no record kept.

Agreed there should be a press release go out re the University survey and our recommendations for the location of the Artisan Market, John will prepare a first draft and send to Roddie for his input.

Outstanding action on John to arrange another meeting with Jonathan Dodds.

5. ANY OTHER BUSINESS

5.1 Vox Pops Project

The idea initially was for the Buxton Conference (if this is agreed), to do video recording of people saying what they think about Buxton - visitors, residents, businesses, students etc in various parts of the town. Agreed it would also be a useful survey of how the town is viewed, and possibly also what improvements people want to see, and that edited clips could be used on website, Facebook and Twitter, to illustrate particular topics. Possible also that it could be repeated at future dates to assess how views change. Agreed that even though no financial implications it should be put to the Ideas meeting and then Directors as a formal project for approval, Tina will draft a proposal form. Janet will provide permission form for participants to sign agreeing to the clips being used.

8. NEXT MEETINGS

John is no longer available on Fridays, so all the agreed meeting dates have been changed. Meetings will now be:

Tuesday 14th October at 10am

Tuesday 4th November at 10am.

John will book rooms in the Dome and advise.

JCMM

4Sept14