

COMMUNICATIONS GROUP - NOTES OF THE MEETING ON 5th APRIL 2017

Present: Andy Parker, Janet Miller, Matthew Nuttall, Tina Heathcote, Joe Dugdale

Apologies: John Phillips

1. NOTES OF THE LAST MEETING

Notes of the meeting on 6th March were agreed as a true record.

2. INTERNAL COMMUNICATIONS

2.1 Email Addresses

Outstanding action on Andy to send details of the scrutiny@ email address to Charles, Derek and Joe.

2.2 Newsletter

The April newsletter went out on 31st March.

3. DATA STORAGE

3.1 Dropbox

Outstanding action on Andy to look further into security and data protection issues.

3.2 Flickr Photo Storage

Janet has uploaded a lot more of last year's photos, into new albums, the Spring Fair photos still need to be included. Andy is investigating how other people's photos eg Richard's can be transferred into our albums.

4. WEBSITE

4.1 Structure

Janet created new pages for the Railings Clean, Buxton in Bloom and the Open Gardens Trail, with new front page graphics for the first two. She will feature the Open Gardens Trail and the Boundary Walk Grand Opening on the front page once the Railings Clean and the Spring Fair have been and gone.

Andy is still investigating how to link the pages to Flickr albums.

4.2 Security

Noted that other Wordpress sites have been taken down due to hackers getting in and adding malicious content. Vidahost do automatic backups for us; suggested we should perhaps do our own as well. Noted also that we need to keep abreast of Wordpress updates and check the plug-ins. The impersonation messages when logging into the email system is due to a certificate mismatch. Matthew will look into all this further.

4.3 Members' Area Access

The members' area exists for transparency and accountability, but if members rarely go there, the Directors to be asked to confirm they want to retain it. Outstanding action on Andy and Janet to check all members have been issued with user names and passwords.

4.4 Analytics

Analysis for the first quarter discussed. A total of 3070 page views, 1564 front page views, the most viewed page otherwise was the Spring Fair. Newsletter page views were up 96% on Q4 2016, views of the calendar page also saw a big increase.

5. SOCIAL MEDIA

5.1 Facebook

Likes have increased to 1328 (up 20). The crocus video and working in Ashwood Park in the blizzard both got a good response.

5.2 Twitter

Followers have increased to 447. Janet will send Matthew the log in details for the Buxton Spring Fair Twitter account so he can monitor this. Outstanding action on Janet to make the new twitter icon an exact square.

5.3 Instagram

Nothing to report.

5.4 YouTube Channel and Videos

The Rotary Club linked to the You Tube version of the crocus video, and have commented favourably.

5.5 Streetlife/ Next Door

Agreed Next Door is not a useful communications forum, to be taken off the agenda.

6. PUBLICATIONS AND PUBLICITY

6.1 Policy and Management

The revised procedure has been agreed by the Directors. Andy will ask John Estruch to send it to all the project leaders when he next contacts them for updates.

6.2 General Town Team Leaflet

These have been printed and are being distributed around town.

6.3 Flags, banners etc

Outstanding action on Andy and Tina will look at designs and costs for flags.

7. PRESS RELEASES AND MEDIA PLAN

The Garden Trail and the Crocus logo have been covered by the Advertiser and Pure Buxton.

The most urgent project needing promoting is Buxton in Bloom. Andy will remind John of press releases for this and for other topics on the plan.

Major publicity drive for the Boundary Walk Grand Opening will follow, Tina and Janet met Janette Sykes earlier and are hopeful that Marketing Peak District will agree to promote it.

Tina will adjust the media plan from last month and circulate.

8. ANY OTHER BUSINESS

8.1 Videos

Andy was asked to do a video for the Open Gardens Trail on 11th and 12 June, also for the Boundary Walk Grand Opening on 17th June.

8.2 BTT Identity

Agreed that the changes to the shadow people are an improvement, Janet will provide new versions of the individual and grouped figures for use in publicity materials from now on. At some stage we will need to look at changing eg letterheads, and also the figures wherever they appear on the website.

9. NEXT MEETINGS

Dates agreed as follows:

Thursday 4th May at 10:00am

Monday 5th June at 1:30pm

JCMM

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