

Communications Officer Report

November 2022



Channels of Communication:

The CSCC Mailing list continues to be the main mechanism for communication with members.

Comms via the mailing list are generally sent out using MailChimp, allowing a reasonable level of data to be collected about engagement.

Formal comms are followed up with posts on UKCaving and Facebook.

The Facebook page continues to be used for sharing relevant content from other sources.

Newsletter Content:

Thanks to the usual suspects for their contributions to the Newsletter. If others have news or items of interest that can be included, please don't be shy.

Newsletter Format:

MailChimp is used for production of the Newsletter.

As has previously been noted, MailChimp does not allow for permanent archiving of the newsletter directly on the website, I have therefore added it manually to the website, by copying across the content and formatting as a web page.

As previously, there have been calls for a printable version. As it is formatted for web-reading (continuous scrolling without page breaks), significant re-formatting is required to make a decent printable document and this needs doing manually.

As a result, I have had to format the Newsletter three separate times.

1. MailChimp for initial issue
2. CSCC Web page
3. PDF Document for printing

Personally, I believe there is a benefit to using MailChimp, as it allows a nicely formatted document to be read directly in the body of an email. This makes it that little bit simpler for someone to read, without having to click to open an attachment, or to visit a separate web page. These small benefits are likely to increase the number of people who bother to read it.

I also believe that there is a benefit to having a copy on the website and if this is going to be there it might as well be properly formatted for web-reading.

However, I do not think re-formatting to PDF for printing is a sensible use of time. Since the layout for printing needs to be page by page and the layout for web-reading does not have page breaks, this will always be a manual task to get something half decent and I do not think it is fair to ask a volunteer to do this for virtually no gain, given that the only mechanism for distribution is online.

Communications Officer Report

November 2022



Newsletter Engagement:

As ever, it is abundantly clear from the MailChimp data which clubs forward the newsletter to their members and which do not.

My thanks go to those club reps who have made the tiny effort of hitting the forward button, resulting in the following readership:

Hades	114
Cheddar	53
MNRC	69
BEC	128

It is extremely disappointing that so many of the other club reps see so little value in the newsletter for their members that they don't bother to send it on.

I accept that it is not the most exciting publication in the world, or even in southern caving (there are some excellent club journals out there), but it does contain some useful information for southern cavers and is a small reminder of some of the things being done by the CSCC on their behalf. After the effort made by volunteers to produce it, is it so much to ask for club reps to forward it on to their members?

Logo:

Thanks to Cookie for refreshing the CSCC logo, which is now in use across our various online platforms.

Peter Hall
Communications Officer