

1. Newsletter:

Hopefully everyone has seen the newsletter that was produced ahead of this meeting. Going forward, it is my intention to produce a similar publication a week or two ahead of each quarterly meeting, to remind members what we are up to and encourage attendance and participation in the upcoming meeting.

I am keen that the newsletter includes a synopsis of, or headline from each of the officers reports, and I will therefore be encouraging officers to prepare their reports in plenty of time to include. As a slight aside, I do not want the newsletter to become a glorified meeting agenda, reproducing every report in full, which would risk reducing the readership significantly. Those who wish to read the full reports will no doubt do so anyway via the website and I would like to keep the newsletter slightly lighter reading for those who may otherwise not follow much of what the CSCC is up to.

I would also encourage club reps who receive the newsletter via the mailing list to share it with their club members. Statistics from the mail provider show that when publications are forwarded to a club mailing list, the readership increases drastically, so club members are actually reading what we produce, if they are given the opportunity to do so.

2. Social Media:

In brief, it seems the CSCC still does a lot more than is reported or communicated to the membership through more informal social media channels.

In order to build and maintain engagement with our membership, it is important for them to see that we are actually doing things that benefit them. To this aim, I would again like to strongly encourage those undertaking activities for the CSCC to take a camera, take a picture and send it to me, with a few words about what has been done. Little and often; it needn't be a big chore.

As it stands, the vast majority of content shared via our Facebook page is re-posted content from others. We are currently producing very little original content and the only way this will change is if people doing work for CSCC report it at the time, so it can be shared. I feel this is key to improving engagement.

3. Should CSCC use UK Caving?

At the last meeting the Chairman cut off a heated exchange and requested people return to the next meeting with the views of their club members to enable a dispassionate discussion and consensus to be reached.

As Communications Officer, I wish to make the following observations:

1. Our target audience is southern cavers; this includes cavers visiting the south from other regions.
2. We will never reach our entire target audience through a single channel of communication.
3. To reach as much of our target audience as possible, we need to use a range of channels.

4. UK Caving sees a lot of traffic from a readership that is almost entirely part of our target audience.
5. By posting from a named CSCC account, we would clearly separate official CSCC communication from the personal contributions of someone who happens to be a CSCC officer.
6. By using a CSCC "board" our posts would be filed neatly in one place, preventing them getting lost among other discussions and allowing our target audience to quickly look up relevant posts.
7. There is no drawback to using a named CSCC account or a CSCC board to post notifications from the CSCC.

I Would also like to draw some parallels with Facebook (which we do use with a named CSCC account/ dedicated CSCC page):

1. Lots of our target audience don't use Facebook.
2. Some of our target audience are banned from Facebook.
3. Some of our target audience refuse to use Facebook because of disagreements with the ownership.
4. Some of our target audience don't use Facebook as a result of bullying received on Facebook.
5. The owners of Facebook may have social/ political agendas that we do not agree with.
6. There is lots of junk posted on Facebook that is irrelevant to the CSCC.

In light of the above, there is a clear benefit to the CSCC in using UK Caving as one of several channels of communication and there is no reason not to use UK Caving, that could not be equally applied to Facebook, which we do use.

Peter Hall
CSCC Communications Officer