**Promotion & Website report to the Board 18th November 2021**

1. **Apology for absence.**
   1. Firstly my apology for absence, a rescheduled hospital appointment (was the 27th Oct!).
2. **2022 Deadlines[[1]](#footnote-1)**
   1. I remind the Board that after nearly 30 years of running the website (and over ten since taking over from Derek Cobby as PRO) I am getting very stale with regard to promotions and ideally we do need new blood with new ideas. **Sadly there are no volunteers coming forward,** I have already expressed a wish to stand down no later than next August, I will be 70, so this issue of succession is on-going and increasing in urgency.
   2. I may continue as a Director beyond that point but do wish August 2022 to be a final peg-point with regard to the PR role. It now needs someone with a far greater knowledge of how to manipulate all aspects of social media than I possess. The last course that I attended with updates regarding social media was spring 2015, an eon away from today’s webspace. We use Zoom, Twitter & Facebook, the latter especially is now seen as old hat and avoided by younger users. Just some of the more recent developments are listed below[[2]](#footnote-2):-
      1. TikTok
      2. Whats App
      3. Instagram
      4. YouTube (as an influencing tool)
      5. Facebook Messenger
      6. Weixin/WeChat (NB plus some other apps related specifically to Chinese content)
      7. QQ
      8. Snapchat
      9. Telegram
      10. Pinterest
      11. Reddit
3. **Promotion generally**
   1. As we agreed at the last meeting (Min 5.1.1.1 refers) that attending large shows is not cost effective I will draw up a schedule of advertising options plus local events to circulate separately once I have time to assess what is likely to be actually running in 2022 and the likely costs. The biggest constraint is that, with some notable exceptions in the NE & NW, a mixture of (a) no local membership support and (b) no Centre activity to encourage new blood recruitment outside the existing “hot” areas even if promoting to a new area.
   2. The significant problem currently with adverts is that until we get a live on-line sales presence/on-line shopping cart our adverts have to refer to cheques. The need to pay by cheque just make us look old and staid. Sales of our three book titles are still trickling in but they are not currently covering the cost of the adverts!
4. **Website - action  0721/1**
   1. Despite emails to Chris Truswell asking for updates on progress (most recently on 26 Sep and 11 Oct) he has not replied. I have, as a consequence, nothing further to report other than that I am undertaking basic maintenance, i.e., keeping the meetings calendar current and updating the Photograph Collection page for new lists. etc. The other section that needs a short-term rebuild is the Membership & How to Join section ready for new recruits during 2022 but that should be via the addition of a Wordpress Membership App in conjunction with the rebuild so we can accept on-line joining fees etc.
   2. **PayPal and urgent action required:** This has become extremely urgent now as on 31st October the Treasurer advised us the option to pay via PayPal is now a workable option.

John New – Promotions Officer - 31 October 2021.

1. See also point 1.6 of my last Website Board Report re 1 Jan 2022 deadline for cessation of website work. [↑](#footnote-ref-1)
2. Source with some quantifiable numbers –

   https://www.dreamgrow.com/top-15-most-popular-social-networking-sites [↑](#footnote-ref-2)