

Social Media Report October 2019

Considering the low hit rate on our web site I have made the web site primarily a place for safe keeping of minutes, reports and correspondence. To ensure this is safe I have actioned a weekly backup of the site and installed an anti-spam add-in.

Our main form of communication to members is by MailChimp and we will restrict mailout to meeting notifications in the first week of the month and only post important emails at other times.

Our second level of communication is via Facebook which is popular with some members and has a larger reach than MailChimp.

I propose to keep my reporting on our web page to a minimum, reporting only on issues or changes to the web site. I will not report on MailChimp activity unless I'm requested to as all members get a copy of this anyway.

My reports will mainly focus on our Facebook page because that goes out to people who don't necessarily attend meetings and these people give valuable feedback on our operations.

Facebook Summary

For some reason the posts reached is up by 123% to over 1000 people. Also the post engagements are up 123% to 153 people.

The posts with the highest engagement are Naomi's Posts on the macron on Māpua (350 engagements) and subsequent photo of Harvey Ruru and the kids and the meaning of Māori words; Tim's post on Mapua car display and the post on "Small Houses" initiative.