Social Media report June 2020

Some major changes have occurred in response to issues we have had with our social media.

1) We have updated our Facebook guidelines in response to some quite personal attacks on the 5G network. Essentially our Facebook page is about discussing ISSUES, not personalities. The updated guidelines to go in our operational manual will be in this month's reports.
2) We have produced guidelines for Mailchimp mailouts so that members do not get bombarded with emails that are incorrect and then need to be amended.
3) We are exploring the development of a searchable Māpua and Districts Community Directory web page. See Community Transport and Wellness report.
4) We are considering incorporating an environmental resources web page in our web site and may develop a Māpua historical web page also.
5) We will be using ZOOM in conjunction with people coming to the Hall for our monthly meetings. This will require an update to our mailout membership list so only paid up members are able to use the ZOOM link. This will be a trial run to see how effective it is.


Monthly Facebook engagements:

Kai kitchen collective is open again = 315, Grossi Point discussion paper = 285, Mapua Drive to Te M Māmaku Drive pathway = 294.

Again set up a ZOOM meeting for Tasman Community to use.

Mailchimp mailout to members who have not yet subscribed for this year.

The MDCA LTP draft submission to TDC was posted on a website for comment. We were not able to pick up the number of engagements to this because we used Mailchimp to directly link to that document.


Mailchimp guidelines

Once Mailchimp has been posted it cant be retracted. We want this medium to be effective and not bombard members with email. Mailchimp has a feature that allows a Test mailout to be sent to select people before the Mailchimp mailout is sent to all members. We should be using this effectively. So here are the draft guidelines I would like to propose:

Draft Mailchimp Guidelines.

1) No Mailchimp mailouts other than monthly MDCA meeting information to go out in the week before the monthly MDCA meeting unless urgent and specifically approved by the Chairperson.
2) Mailchimp mailouts to be kept at a minimum at other times. All Mailchimp mailouts to be approved by the Chairperson.
3) Test Mailchimp mailouts to be sent to the Chairperson (to check content) and the Social Media Exec. member (to check links) before the mailout goes to all members. If the Chairperson or Social Media Exec. member does not respond to the test mailout within 24 hours then the mailout can be sent provided it has been properly tested.

4) Mailchimp mailouts to be brief.  If longer information needs to be distributed, then the longer document to go onto our web site (ourmapua.org) and a link to be made within Mailchimp to the document.
5) The approved Mailchimp template with the MDCA logo and blue background to be used.

Facebook guidelines are still being worked on.  Will be part of next months social media report.