

Communication Report 2019

As reported last year, the Communication Role is not simply about the Dynevor Revisited website. The ODA uses a number of tools to communicate with existing and potential members to ensure that we remain an active association; the following are all fundamental to this process:

- <http://www.dynevorrevisited.org.uk/>
- Facebook
- Mail Chimp

It is important to recognise that different age groups may use different types of communication tools, with younger Dy'vorians preferring the more instant communication offered by Facebook, while others (with more time) may prefer to investigate all that a full website or archive has to offer.

The Dynevor Revisited website is seen as the 'shopfront' of the Association and Social Media provides a useful means to encourage people to window-shop and then learn more about what makes Dynevor and its members so important.

For these, fresh content needs to be generated on a regular basis in order to encourage ongoing engagement with the association and its events, while also reaching out to encourage new membership.

Unfortunately, with such a small group of contributors to our communication platforms, engagement is static at best. This may be seen in the following figures:

WEBSITE VISITORS

	2017	2018	2019 (ytd.)
TOTAL	9056	6998	2707

There is a wealth of Dynevor-related information on the website. Our numerous Images paint a fantastic picture of the past and our present activities but, without new blood and more regular input from others, it will continue to lose "visitors" and not evolve as we would hope.

FACEBOOK

This is a far less formal channel of communication and is followed by many who are believed to be potential members. However, conversion to membership remains a difficult task for our Membership Secretary who has spent much time "private messaging" newly identified facebook users.

Last year we made a concerted effort to gain engagement with Dy'vorians via Facebook and, with SW, ST, PS and I posting regularly, we were able to gain engagement at an average of 306 per post.

Currently, however, with irregular posting, we are only now achieving 250; the exception to this was when we posted WalesOnline.co.uk's article "The vanished Swansea school with a quite remarkable list of former pupils" (25 February 2019) on our FB page and reached 832 people!

MAIL CHIMP

This is still an effective means of delivering targeted messages to members, Emails are now being sent to approximately 420 per campaign. Over the last 12 months, 22 mailings have been despatched and the "Opening Rate" is 56%; the opening rates vary between 44% and 68%, depending on the level of interest in particular events.

WEBSITE ARCHIVE UPDATE

Recognising that interest in the Association may be declining, it was agreed in 2017 to develop a new website which offered more of an archive function for future use by Dy'vorians and social historians alike.

The development work has taken slightly longer than anticipated, but it is pleasing to report that the end is now in sight. There is a further meeting shortly when the final format/layout of the site will be agreed and to confirm that all material on the current site has been identified so that no content is lost to the Archive during the final transfer operation. It is anticipated that the new website archive will become live later this summer.

CONCLUSION

In conclusion, it is vital that all 3 types of communication are maintained in the future ... even though it may occasionally mean that some members are getting the same message several times.

As is often the case, however, more people are needed to keep these channels "alive". If there is not more involvement on the part of younger generations to develop and better use these important communication tools, then the ODA will stagnate rather than continue to evolve.