

Communication Report 2018

Overview

The Communication Role is not simply about the website. The ODA uses a number of tools to communicate with members/potential members to ensure that we remain an active association. The following are all fundamental to our activities:

- The Dynevor Revisited Website
- Mail Chimp
- Facebook/Twitter

For these, fresh editorial has to be generated regularly in order to publish content which is of interest to all. All of these tools allow the Association to reach out to members and potential members and encourage ongoing engagement and interest in our events.

Over the past 12 months, we have undertaken a review of the key purpose of the Dynevor Revisited website and the Communication & Website role. It was concluded that the current MODX-based website and Content Management System (CMS) was not sufficiently user-friendly to allow Committee Members to manage online content and that its primary use is evolving ... into providing an archive of Dynevor School records, publications and memorabilia for future generations to access when researching social history.

NEW WEBSITE

As a result, three providers of website services, including our current provider AW Graphics, were asked to quote for a new website and to provide ongoing digital support. We asked that the website be based on a simpler-to-use CMS, which would allow for proactive development of the Association's archive.

Tony Wright of AW confirmed that he had been unaware of the amount of effort required to manage ODA matters and stated that he would not wish to take on the responsibility of meeting the Communication & Website specification; he was happy to carry on, however, as/is.

The second potential provider, John Ashley, also commented on the size of the website and, after indexing it, suggested that WordPress (WP) would greatly help in making the site easier to use and manage.

Lance Webster of Riddler Webster Ltd. (RW), the third candidate, recommended retaining the current website as an 'Archive', but being maintained by A.N.Other. He then proposed the creation of a new website based on Adobe Muse, but this would have resulted in the need for us to maintain two websites. A totally new website was also proposed by RW, but the cost was prohibitive.

Ultimately, John Ashley was selected due to his experience with "Archive-type websites" and competitive quotation; the Dynevor Revisited website will be reconstruct using WP and its less demanding content management system.

During the bidding process, it was identified that the current MODX CMS offered 'great customization abilities' and 'high-scale security', but 'If your coding skills are limited, your MODX website will suffer.' This helps to explain why we have had to rely on third-party support to ensure the smooth running of the website.

It was also discovered that "MODX claims 16,866 installations in the past ten years", whereas "WordPress has at least 24 million sites worldwide". It is believed that WP will allow us to be far less

reliant on others to manage the website in future and will also make it easier for our successors as the Association goes forward.

SOCIAL MEDIA

Over the past six months, we have also taken a far more proactive approach to Social Media, recognising that younger generations are more likely to use these easy to access and faster communication tools. Four Committee Members now operate on a weekly rota to post new content on Facebook (FB) and encourage interaction with those who use this site. There is a large pool of Dy'vorians whom we are not currently reaching and Social Media has been identified as a route to attracting potential new members.

Posts to date on Facebook have confirmed that there is value in engaging via this route and the figures below indicate the scale of "Reach" being achieved. FB is capable of reaching a large number of Dy'vorians, the majority of whom are probably not members of the ODA and would not normally be contactable by us. While the content of posts may appear sometimes simplistic, the goal is to encourage engagement with the ODA and reach a wider audience. Ultimately, it may provide the basis for the creation of Dy'vorian interest groups.

FACEBOOK IMPACT

		REACH	LIKES	COMMENTS	SHARES
02.02.18	Rugby Question (MD)	293	3	24	3
08.02.18	Dinner ladies (x 2)	583	13	83	7
09.02.18	Rugby Question (LB)	372	6	27	1
14.02.18	Ivor Tuck photo	242	9	12	3
16.02.18	Gym/Metalwork Room	255	5	21	3
19.02.18	Ganges Weather	306	25	35	4
20.02.18	School Bus Routes	485	9	47	3
21.02.18	Link with Dynevor?	385	22		5
22.02.18	Dy'vorian Footballers	353	7	51	1
28.02.18	School Uniform	242	6	15	2
01.03.18	St David's Day Eisteddfod	219	8	31	2
05.03.18	What Do at Lunchtime	401	6	24	2
07.03.18	Favourite Teachers	516		57	3
12.03.18	Favourite Games	269	5	21	
14.03.18	School Plays	259	1	9	
17.03.18	Swans in the FA Cup	224		18	1
19.03.18	Homework	236	2	5	
21.03.18	Musical Memories	273	6	20	1
26.03.18	TV Adverts	217	5	21	8
28.03.18	Holiday Jobs	454	6	35	1
31.03.18	April Fool's	168	5	4	
04.04.18	School Trips	431	6	19	3
06.04.18	Spring School Closures	236	8	4	
09.04.18	Man Engine	130	4		
11.04.18	Favourite Clothing	101	1	5	

Finally, it is interesting to study monthly Visitor numbers to our website over the past year. On average, there were 25 visitors per day to the website in 2017, while in 2018 there have been 30 – an increase of 20%. Over the first 3 months of 2018, however, there has been an increase of 38% in the average number of visitors compared with the corresponding period last year. Some of this increase is no doubt attributable to our efforts on FB.

WEBSITE VISITS

2017	UNIQUE WEBSITE VISITORS
January	628
February	656
March	638
April	530
May	681
June	515
July	631
August	1016
September	971
October	1038
November	968
December	784
2018	
January	809
February	1118
March	734

The ODA provide a means for keeping past pupils and staff of Dynevor School in touch with one another and to share memories of time spent at the school. The Dynevor Revisited website is seen as the ‘shopfront’ for the Association and Social Media provides a useful means to encourage people to window-shop and then learn more about what makes Dynevor and members so important.

The Communication & Website role, which is seen to be one of engaging Dy’vorians with the Association, is too broad for one person and, therefore, **others are asked to come forward to collaborate on this challenging and interesting work.**