

Web Team Report BSFG AGM 2023

Websites

As much as possible we attempt to maintain our two websites (BSFG – <https://bsfg.org.au> REB – <https://reb.org.au>) to reflect the activities of BSFG and its action groups. Please contact Peter Maddock or Bev Lee if your group wishes to have or update content on the web.

We have been renewing the BSFG Pro Weebly account biennially which is due for renewal on 1 November 2024 and will cost \$322 AU for two years.

The REB Basic Weebly account has been renewed annually and while there was some interest in merging with the BSFG website, despite raising this option a few times at AGM and committee meetings there has not been a directive for us to do this.

It is worthwhile considering renewing REB for two years. The REB website has been receiving more unique visits over recent months than BSFG website. The annual renewal due on 20 June 2023 will be \$143 (\$286 over two years). The renewal for two years is \$179, a saving of \$107.

Websites

Snapshot 30 days to 9 May 2023	Unique visits (re email address)	Page Views	Average Pages per visit
BSFG	218	536	2.35
REB	367	566	1.49

Social Media

We continue to maintain social media accounts on Facebook, Twitter, and Instagram, with a focus on the BSFG Facebook Page, to which Wendy Baker and Karen Nankervis also post on occasions.

Social Media

Stats	BSFG		REB	
	Likes	Followers	Likes	Followers
4 May 2023				
Facebook	436	526	96	106
	Followers	Following	Followers	Following
Twitter	126	102		
Instagram	205	263	96	166

It would be true to say that posts are rarely, if ever, liked, or shared. There is usually a greater response to posts about local events/issues.

Posts on BSFG/Action Group events reach a wider audience when they are shared by members and supporters. We will be working on ways to increase the numbers liking and sharing our posts over the coming year and would appreciate your support via the sharing of Facebook posts if you do have a Facebook account (and 'liking' Instagram posts if applicable).

Web team member Karen Nankervis has taken up of sharing our posts on the Benalla Community Noticeboard. However, this has proven challenging at times as recent sharing of some BSFG events at the Uniting Church were considered by one of the Noticeboard Admin unsuitable for the Church venue and posts were removed. Despite being reassured that the Church agreed to these events.

People often speak about social media with high expectations that it will perform miracles. This has not been our experience to date (at times it seems hardly worthwhile), however and our social media accounts do appear to engage slightly different audiences. We know they reach more people than respond and hope to increase engagement as estimated in likes this coming year. With an estimated average of 1 like per post, this should not be too difficult!

Other - Canva

Over the past year we have begun to use Canva Templates on our website and social media accounts, a communications initiative of Rachel De Summa and Louisa Marston. The Food Coop Opening Dates template designed by Lou has been received well on social media and been refined slightly following input from Suzanne. Rachel used Canva extensively in promoting Empathy Café events.

Other - Slack

During the BSFG Review there was some discussion of using Slack for communication within the group. Is Slack still an option for the group?

Conclusion

Direct emails to members and supporters and regular Ensign articles are clearly the 'marketing strategies of choice' of BSFG. Our websites and social media accounts are complementary assets – they are resource hubs including rich local content for people and organisations (including funding bodies and media) interested in BSFG and sustainability, REB, and renewable energy.

Our current strategy is therefore to provide updated information on our websites and via social media which reflects, draws upon and supports the information sent out through BSFG's main communication channels – direct emails to members and supporters and articles in the Ensign.

Peter Maddock and Bev Lee