

MGCC South East

Web Master's Report 2020, Tim Morris.

2020 has been a year when many aspects of club life and, indeed, life in general has turned to the Internet. That has made the club's internet presence even more important in communicating with Members this year. Most of us are now familiar with Zoom or other face to face software with our families, work and clubs. Indeed, this year's AGM will be held on Zoom and most of the committee meetings and many natter meetings have been held this way too. We are all growing more familiar with the digital world.

It was a year of change for the Centre's web team as well. Ben Hill stood down as webmaster during the year and many thanks must go to him for maintaining the website in the past. I was asked to take on the centre's digital presence with Jon Gallop, who gives a younger person's perspective to social media.

My own experience in the field includes developing my own personal website and an MGOC one in the early days of such things and then moved to developing a website for the MGF Register as well as social media pages. More recent experience includes developing and maintaining the Brooklands Members website and increasing their presence on social media which I still run for them.

We took over from Ben in August as the first lockdown eased and have been busy developing the Centre's presence since then. At that point the Centre had a website, Facebook and Twitter page. This has now been augmented by a second FB page and Instagram. The purpose of social media and the website is three-fold. Firstly, as a resource for existing members to interact with the club and to this end a new Facebook "Chat" group has been set up for Members only. Secondly as an advertisement for potential new members to see what the club is all about and hopefully join up. Thirdly to act as a repository for club activities, this AGM is a good example where all the AGM papers are available to view online, indeed the AGM itself is being held digitally on Zoom. Results and photos of competitive events and social reports can also be stored and viewed here with links to our social media.

The website and social media are designed to make members feel inclusive and they run alongside another digital tool – the email newsletter run by Ray and William. An archive of those can be found on the website too.

For 2021 we hope to continue to encourage members to interact with us on social media and develop further the website with some more original content provided by members.

The website is doing well with over 3,500 visits in 2020 with a marked increase in August when it was revamped. It's now running at around 550 page views a month. 65% of visitors are male and from the UK and they spend an average of 2 to 3 minutes on the site each visit. Most of the referrals to the site come from Facebook with some from the MG Car Club's website and our Twitter feed. The majority land on the front page and read the news items with some moving to the events calendar and natter details.

Our Facebook main page has 157 followers with an increase of over 100 this year. The chat group has 112 members. That is all less than 10% of the Centre membership so there are inroads to be made here. Twitter has 67 followers and Instagram 170, again more work to be done here in 2021.

To summarise, the Centre is now digitally present with all these methods:-

Website – www.mgcce.co.uk

Facebook public page – facebook.com/mgccse

MGCCSE Chat Group – a private group of the above

Twitter – twitter.com/mgccse

Instagram – Instagram.com/mgccse

Email Newsletter – sent to all members with email addresses with an archive stored on the website.

We are all looking forward to resuming our club activities later this year and that, of course, will also give us more to report on and post about to fill our social media, website and newsletter pages.

Tim Morris, Jan 2021.