**2023 MGCCSE AGM WEBMASTER’S REPORT**

I initially came on board the committee to help grow and define the Centre’s internet presence. Prior to 2021 the centre had a Facebook & Twitter page and website but it was fairly low key and not much was being posted. The first job was to create an Instagram page which is a growing medium at present and to add a chat group to Facebook. The idea behind that was to create an area where members only could post about their MG/ Centre experiences whereas the main public facing page is curated by the admin only. The website was migrated to a different server and is now built in Wordpress using FastHosts and regularly updated. The addition of a YouTube channel in May last year has created a lot of interest and is, without doubt, our most exciting and fastest growing area on social media.

So, let’s look take a look at our internet presence and some headline figures at the end of 2022.

1. **Main MGCCSE Website**

The year saw a record number of visits since the site’s first full year in 2018 – 12,690 visits – an increase of some 7% on the previous year. Already this year it has over a thousand views which puts it on course to exceed that figure in 2023.

Most of our hits are coming via search engines with Google topping the list. Facebook is the next most popular referrer with a good proportion coming from the MG Car Club main page.

The most popular page is, unsurprisingly the home page – this is where all the latest information and posts are displayed. After that visitors view the events list and then the natters list. More surprisingly the most popular post of 2022 was for the Firle Hill Climb, which we didn’t actually go to as it was cancelled!

For the future I hope to populate the site with more MG articles for added interest and to explore the possibilities of an online shop/ booking system for sundry items and events.

1. **3Ace Clothing Store Website**

The MGCCSE clothing store was a new venture in the second half of 2022 and is still finding its feet. The idea being to make it easy for members to buy their branded clothing items online and delivered to their door. Previously items had to be purchased at the handful of shows we attended or by ringing up the regalia officer. Whilst it has not resulted in large sales at present we hope that it will gain some traction throughout 2023.

The store is run by Ace Embroidery so there is little maintenance for us now that it has been set up other than choose the items for sale and the prices!

1. **Facebook Main Page**

This page is our main social media window to the public and members. At the end of 2022 we were approaching 400 followers – that is a 34% increase over 2021. With growth at that rate we can expect around 550 by the end of this year. Postings include a regular SEMG Sundae picture which keeps the page active when there is not much happening in between!

The Facebook unique reach has been 5634 for 2022 – meaning that that number of Facebook accounts have viewed our content at least once.

Our audience is mainly males (M 89.7% F 10.3%) aged 45 plus (peaking at 65plus) with the majority, nearly 90%, based in the UK and the top locations for viewers being London, Worthing and East Grinstead.

Top performing posts have been the MG K3 at Brooklands NYD at the beginning of this year with a reach of 1412 compared to an average reach of 159.

Aims for the future are to continue the growth of the main page by posting more content – this is our social media shop window.

1. **Facebook Chat Group**

This group was set up an online area where members can post about their MGs, ask questions and general MG chit chat. It has not taken off as well as hoped, perhaps because you have to actually register to be accepted on it. Currently we have 144 members which is up from 128 at the beginning of 2022 – a 12.5% increase.

We will keep this page running as a service to members but it would be great to see more posting content on to it

1. **Instagram**

Instagram is part of Facebook and it can be run from Meta Business Suite meaning you can post on Facebook and Instagram at the same time, which has been happening. It makes it easier to maintain using this crossover.

The page has grown in 2022 to 332 followers from 292 at the beginning of the year – a 14% increase. The unique reach is 635 which, whilst not as large as Facebook, is growing well.

The demographics are different to Facebook with a younger audience beginning at 18yrs and peaking at 24-35yrs – the over 65s are the smallest category here. The male/female split is almost the same as Facebook but the location of those viewing is different with only 51.5% in the UK. The US, France, Germany and Saudi Araba make up the remaining. Top towns for viewing are Croydon, Worthing and Jeddah!

Whilst Facebook has a wider spread of overseas viewers Instagram has a larger number in less countries.

What does this mean for the future – tailoring content more for younger people and those overseas perhaps?

1. **YouTube**

This is a new channel set up in May and by the end of the year had achieved 11,018 views with over 600 hours of view time. By the end of the year we had over 80 subscribers and now (by February) we have already reached the milestone of 100. Subscribers are important as it gives us more exposure to the YouTube audience. Each video viewed brings the MGCCSE to the forefront as all are branded, as is the channel itself. Whether that converts to members is unknown although I have recently spoken to someone who is joining because of watching one of the videos!

The channel now hosts 38 videos mostly of original content. A great source of material is via BrooklandsMembers.tv where I work with Mark Jarman in creating content for Brooklands and also specific MG related items.

The most viewed video of the year was Bob Zanetti’s MGA Twin Cam with 2334 views followed by John Langford and his MG Magnettes with 1553 views. The videos are mainly viewed in the UK and the U.S and 98% by males aged over 55yrs..

The future is for more content to be added as this is the only way we can keep visitors returning. The channel can host videos by members as has been demonstrated by Will Opie and John Morgan recently as well as content created or edited by me and BMTV. We want to keep to original MG content to make the channel as unique as possible and draw people to the club.

1. **Twitter**

Twitter has the lowest following of all our social media and consequently is not used so much. The page has 77 followers which is not much of an increase on the 71 at the beginning of the year. It may be a lack of posting on here that is not attracting more views or that our members simply don’t use Twitter.

At present we will keep it going but we’ll continue to monitor it carefully.

1. **Mailchimp E-Mailing**

The final Internet based system is Mailchimp, an e-mailing system. All our emails are stored securely here and this is where the mailings to all members are generated. The main usage is to distribute the quarterly newsletter which is created by Will Opie and Ray Ruffels. It relies on content from members, the committee and group leaders and all contributions are always welcome. It runs alongside the monthly printed Safety Fast column and frequently expands on some of the items mentioned there. It is a useful way to reach most of the membership (80% have given their email addresses) and as well as the newsletter interim messages are sent usually advertising events coming up.

We have 1117 email subscribers which is added to or subtracted from using the membership details from Kimber House. It only goes to members. On average 49% always open the email, 28% sometimes do and 22% rarely do. Considering that all our MG Car Club members you may have expected that to be higher. On average last year around 62% of the emails sent were opened and 38% of those clicked to the Newsletter. There is room for improvement but the figures have remained steady at this level and there are other ways members can view it – via the website and by group leaders forwarding it via email.

1. **Natter/ Wanderer Groups**

Group leaders also communicate individually in other ways with their groups – via email, whats app etc. These are circulated only amongst their individual areas. None use social media.

**Conclusion**

We have nine means of internet communication with eight run by the Centre and one by local leaders plus we have the printed Safety Fast column, written by Ray and Will, which is the only medium sent to all members.

The overall communications reach has consequently increased over the last year and we are reaching many more members (and non-members) than we have been previously.

Reach is important so if you do visit any of our social media please like, follow or subscribe or write a comment. All these help our google ratings and point more potential members to the MGCCSE.