**MGCCSE on the Web**

It’s the end of year internet round up so let’s jump in with the big success story of the year….

**YouTube Channel**

There has been an astronomical increase in views of our You Tube channel over the last year! They have risen to nearly 61,500 views of one or more of our videos in the lifetime of the channel. The number of videos on the channel has increased to 66 and is rising all the time – the latest is from the VSCC Driving Tests a couple of weeks ago (MGs Only!).

The number of subscribers has also gone up to 328 – another big increase and a reminder to hit that subscribe button when you view our videos – the target is 1000 – will we ever get there? We have 1,400 or so memberships in the South-East so it’s not impossible and there are probably non-members subscribing too.

Our most popular video (Bob Zanetti’s Twin Cam MGA) has recorded 18,000 views of which the majority (35%) are from the U.S. where the Twin Cam has a big following. That is way above the second place which is Will Opie’s MGB Rebuild with 7,500 views – but it is catching up!

That is interesting in that it is not a self generated video rather one made by a member. Which is a good point to make as we are always looking for content. Social media is a voracious consumer of content and always needs to be fed – do you have some video of events, restorations, jobs on the MG that could be turned into a video for the channel? If so, then please get in touch with the Channel Director (always like a new title!) Tim at [chair@mgccse.co.uk](mailto:chair@mgccse.co.uk).

**Website**

Next in the list of success stories is the website which has increased visits by 22% to nearly 16,000 in 2023. This means members are using the site a lot more and it is the best place to find out about events. The events page is the most visited after the home page with most visitors coming from search engines but our Facebook page and the main club’s website are also top referrers.

There are some new pages coming to the website – we are taking a look at the club’s history and whilst there are some member’s memories already on there we are interested in your memories of the club, particularly in the old days. Let Tim know if you would like to take part in the project.

**Facebook**

Facebook has been doing well with a 61% increase in follows to 644 and a 59% increase in subscribers (likes) by the end of 2023. Once again this is very good and it is a great place to find out what is going on as well as updating club news. We have been experimenting with AI as well and the current Christmas image is one such example - an MGB in the snow. They rarely get the MG badge right though!

**The Rest**

The rest of social media is not quite so good, whilst still showing increases they are not as dramatic as the above. The Club Facebook Chat group now has 155 members but is not used regularly. More postings and more interaction could make it an interesting place for discussion. Twitter is bumping along the bottom of the tracks with a small 6.4% increase and may well hit the buffers soon. Instagram is faring better with a 17% increase to just under 400 followers, so we’ll keep that one rolling along.

**How else do we use the internet?**

Well, there is the quarterly **newsletter** which is sent via **Mailchimp**. There is a link to click to view the main newsletter so don’t forget to click that button when you receive it. We also send out interim emails with any updates, particularly to events, between newsletters to keep you as fully informed as possible. You can see an archive on our website.

Then there is the **Ace Online shop**. That is the place to go for all your MGCCSE regalia needs. You can order direct from ACE and simply wait for your item to turn up. Each item is made on order so there is usually a longer wait for items to be delivered.

Don’t forget the **MG Car Club** main website too. There is a members area with all sorts of useful information in it including minutes of the council meetings – you just need to log in with your membership number. Many of the Registers have their own Facebook pages and/or websites too as well as the other centres in the country. Your club is large and spread wide so do take advantage of all it has to offer.

**The Future**

For 2024 we will be experimenting with online payments and booking forms for events in a bid to move away from bank transfers or sending cheques and printing lots of paper. Hopefully this will have two effects – make it easier for you to book and make it easier for the administration of the event. There will be some booking fees which go to the website to run the service but they are small and on balance, for the convenience, should be worthwhile. The first event to use this will be the MG100SE event in May and the Autosolo in March – although bank transfers will still be used there.

We have been using some AI imagery as illustrations on social media too although it has proved very difficult to get a realistic looking MG!

We will be looking at the feasibility of an online shop system to sell MGCCSE sundries that are not on the Ace Clothing Site.

Further growth is expected on both the YouTube and Facebook channels and will be looking to expand the digital team if we can. At present it is just me for all of it although John Morgan has recently become an admin on our Facebook groups. We do need someone to back me up on the website in particular which is more complex than the other social media channels. If you have any experience of Wordpress and websites then we’d love to hear from you.

Tim Morris

Webmaster / Social Media