



Internet & Communications 2025

Social media - @mgccse

Website - mgccse.co.uk

Online activity is increasingly important to the Centre and to that end 2025 has continued to show improvements in many areas but there has been a decline in Website and YouTube views, believed to be due to the MG100SE effect distorting the 2024 figures.

Website

Firstly, the website is still the hub of the Centre's online presence. It is solely managed by me at the moment but Philip Rousell-Smith has dipped his hand in and hopefully this year he'll work out a bit more of the internal machinations of Wordpress. It is important that we have at least one other person familiar with how the site operates.

The site received 17,700 views in 2025 which works out around 49 hits a day. That is down on 2024 which received 23,863 views. The reason for that drop may be because of the activity and interest around MG100SE waning last year. Activity was certainly much higher than average in the first five months of the year leading up to the event with what was effectively an MG100 sub site running. 2025 is an improvement on 2023 so may be recording more realistic levels without the MG100 blip.

It may be interesting to note where our visitors are coming from – by far the majority are from a google search (2628) followed by Facebook (1746) but then it drops dramatically to Bing and the MG Car Club website itself with around 260 each. Referrals from the MotorsportUK websites were also notable and have increased showing our grassroots motorsport push is gaining traction. The other visitors are mainly from direct links – ie: from the newsletter/ Spark.

There are costs involved in maintaining the website in such things as the Fasthosts Internet provider, WordPress usage, Cloudflare, URL ownership and so on.

Social Media

We now operate mainly on Facebook but also on Instagram and YouTube.

Facebook continues to grow with just under 1400 followers now. It is the quickest and easiest way to get a message across to the membership – however we don't know how many of those 1400 are actually members! I would encourage members to "like" our Facebook page as that is often where things appear first.

The Members only **Chat Group** is faltering – it is actually down one member on last year's figure at 162 members. There is not as much interaction as had been hoped for from members. How do we encourage more use?

Instagram continues to grow with just under 500 members at the end of 2025. Regular monthly SEMG Sundaes have been posted here and on the main Facebook page. It is a way of keeping the pages moving and active for the algorithms!

YouTube

The YouTube figures are strong with 15,189 views in 2025 and an increase in subscribers to just under 500. However, that is down on the 2024 figures. The same reason as the website could be

relevant in the greater activity for MG100SE. There has been an increase in the number of videos but that too has slowed and could be another reason for lower views. Again, there has been about 200 hours less viewing time as a result.

Views are important as are subscribers as they all affect the algorithms which influence where the videos are seen and promoted. More subscribers and more views mean more users are exposed to the videos. There were 187,300 impressions on the site resulting in 8,400 views and 429 hours viewing time. Some 75% of these impressions came from YouTube recommending the channel to other users.

The videos are a good marketing tool with all of them begin branded and an invite to subscribe and join the club.

There were a couple of interesting historic videos last year. One was a recording of George Eyston speaking and the other featured Graham Robson talking about the T-Types. Both recordings needed a fair amount of work to enhance them, particularly on sound quality, and graphics added. The video of Bob Zanetti's Twin Cam still romps ahead on viewing figures approaching 25,000 views now. It is still the top view by a long way in 2025 with the "MaGnificent MaGnettes" and "MGF subframe Change" coming second and third.

Moving forward I hope the channel will continue to grow and should breach the 500 subscriber mark in 2026. But it is all dependent on content and I need to increase the number of videos produced – that's where the members come in – if there are any members with videos of events or historic archive items (such as the George Eyston one) then please get in touch even if they are in segments or need some work – I would love to host them on the channel.

MailChimp

Mailchimp is the tool used to send out emails to members. We are currently carrying out an exercise to check the subscriber list which was recently found to have some 300 emails of current members missing. We also need to weed it of expired memberships. John Morgan is doing this work which initially resulted in the addition of those members which took us over the 1500 subscriber mark. That is significant as it took us into the next price bracket and we are now paying some £450 a year to use it. We hope that cost will be covered by the offer of advertising in Spark and we already have one advertiser helping us out – thanks Church Square Autos.

The open rate is stubbornly static at around 60%, however that is above the sector average and not all email opens are recorded, particularly from Apple devices.

With a large number of members we have to use a mailing system as any normal domestic system would soon be blacklisted for spam as well as being extremely time-consuming.

Mailchimp has been maintained solely by me up to 2025 when John Morgan began to learn the system. He is now helping out on checking the mailing list and also sending emails for his own natters through the system.

Communications

Generally, member communications are carried out online – the emails, Spark, social media etc. Spark has been a success and is attached to an email quarterly and another innovation last year was a "bookshelf" on the website containing all editions which can be opened in flipbook style. Will Opie compiles the printed Safety Fast column and is also editor of Spark (see separate report) – Safety Fast is the only method guaranteed to reach all members, mainly in printed form but also, increasingly, in digital form – the Centre has around 150 digital only members.

Centre emails are run through Fasthosts and each committee members and natter leader has their own mgccse address.

Little Box Office

This is, perhaps, more for the finance section but the Little Box Office is another internet based tool. LBO are the online partners of the MGCCSE and handle the credit/debit card bookings for us. They in turn are linked to Stripe for payment facilities. The system is quite complicated in the back room but is the simplest way for members to pay online, which is increasingly, a matter of course now for customers online shopping. We still retain a cheque/ bank transfer facility but that is no longer the preferred method for payment. Of course, there are fees involved and these are absorbed into the price you pay for events. I principally maintain the site from a user point of view and add new events for booking. The Treasurer also has access to check monies coming in and can operate the site.

Conclusion

There will no doubt be more technological advancements to deal with as we face the future. AI is one of those areas rapidly improving and you will see some of our advertising in particular using AI imagery in the future. Indeed, we did start using it in 2025.

Updates to Wordpress caused a bit of a hiccup during the year and I thought we might have lost the site at one point when it all went down, however it was just me being impatient after a major update! However, it did highlight that my knowledge of Wordpress and the internet structure can only go so far and there is a possibility that expert help may be required at some unknown point.

The experiment with Little Box Office seems to be reasonably successful and most members seem to use it when paying for events. We will continue with this method and absorb the fees in the price of any event so it is a flat rate. Bank Transfer or cheques will still be an option for those members who have difficulty.

There is a good advertising opportunity for traders in Spark and we hope to engage some more to cover the increased costs of Mailchimp. If you, or you know of any company who might like to advertise please get in touch with our treasurer.

Meanwhile I would like to see more activity in the FB chat group, encourage members to send in videos for us to host on YouTube or even make bespoke films to broadcast, increase our Instagram postings and continue with regular FB main page postings – but much of what we do on the Internet relies on content, and regular content as well to feed those hungry algorithms and spread the reach of the MG Car Club South East as far as possible.

Tim Morris, Internet & Communications February 2026