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<http://www.bsrlm.org.uk>

Online Communication Coordinator's report 2016-17

The new BSRLM website was established in 2016 under the expert stewardship of Alison Clark-Wilson. Alison's expert oversight of the development of the website has resulted in a new-look site which has received very positive feedback from members and others. This year has seen a gradual handover of the website from Alison to me and I would like to extend my gratitude to Alison for the advice and support she has provided.

Our website providers, Bowler Hat, continue to play an essential role in maintaining and developing the website and addressing any issues or problems that arise in its use. They now provide a monthly report to me and the treasurer on the level of support provided. The following improvements have been made to the website during 2017:

- The introduction of a new BLOG section on the website - so far there are 3 blogs posted by BSRLM members.
- The establishment of a system for emailing members from the website which allows us to communicate with members more effectively than the previous system (using Nottingham Lists).
- The introduction of a new facility that enables us to survey members' opinion on particular issues (as used to gain feedback on proposed constitutional change at the 2017 AGM).
- The addition of galleries to the events page that enables us to upload pictures from BSRLM Conferences (and other events).
- We have registered for Google Analytics reports, which provide us with a useful picture of the traffic on our website.

There are some issues with the website that we are continuing to try to resolve including the accuracy of membership details held in the database (particularly postal addresses) and how to export these (for the purpose of sending copies of the RME journal).

I have continued to maintain an active Twitter account (which I took over last year) which we use to publicise BSRLM events, other events and news items of interest to members. Up until 3rd

November 2017, a total of 1113 tweets have been sent from the account and we have 866 followers.

Pete Wright, Nov 2017