

Communications and Marketing Management Report

December 2014



Newsletter

The second newsletter for Allenton Big Local is due to be published at the end of January 2015, for distribution through schools, libraries and other local outlets. However, as yet, we still need a 'big news story' for the front page. If the development of the community hub at St Martins can be agreed, then this would make a great headline. For this reason, I propose that we hold back on the publication of the next newsletter until we have made a decision on the community hub and are in a position to publicise it (or not). I anticipate this will mean a distribution of the newsletter at the end of February.

Media group

Following discussions with Imogen Snow from Merrill Academy, we have agreed to change the format of the media group sessions to monthly workshops. The first monthly workshop began in December with a visit from Joey Severn, a Senior Reporter with the Derby Telegraph. Joey gave an interesting talk to the students on what it is like to be a journalist and how he finds stories to write about. He also explained the various career routes into journalism, which will hopefully inspire some of the students to explore this further.

Blog posts and social media

Since the last report, regular website updates have continued, as well as communications in the form of blog posts and social media (see below).

Activity since 1 October 2014	
Blog posts	6
Tweets and retweets	18
Twitter followers	331 (19 new since last report)
Facebook posts	5

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Website

The Allenton Big Local website now contains lots of information and it will be well worth reviewing its layout over the coming months. I will take the opportunity to ask for feedback on the site during one of the media group sessions and try to streamline the navigation of the site to make it easier for visitor to find information.

Report prepared by Jane Bettany, Guidemark Publishing, 20.1.15