

NRRC Exec 29-04-24

Social media report April 24

Dan Armstrong

Complete revamp of all online platforms - currently the online presence of NRC is generally quite dated. The website is located locally on Colin's computer, making it difficult to get access to for making regular updates, moving to an online platform is something that has already been discussed. It is the most efficient method of management.

When comparing websites with the Northwest and Yorkshire regions our rowing related content just needs to be transferred over but I would suggest that we are going to need a library of high-quality photos to go alongside a new platform.

With regards to our three social media platforms going forward I would suggest that Instagram be used for promoting clubs, events and results (images included). Facebook be used for providing more detailed information regarding things such as event posters, NRC meetings and coaching courses. X (Twitter) be used to provide racing related updates such as times and finish positions (no images) in real time. In order to increase interaction with our platforms we need to be releasing regular content.

Once format is agreed upon would like to do a 'preview' of all the local clubs and post them out via Facebook and Instagram. Happy to discuss with committee what information we would like to include.

To make it easier for clubs to let us know what they want our help with promoting, a Microsoft form could be used to allow them to submit information and pictures to us for us then to post via our channels. It is possible to set a Microsoft form to send an email alert every time information is submitted, the hope would be that this notification would prevent any submission from being missed and allow us to create a steady stream of content.

A news section for pieces that require more detail, located on the website but advertised via Facebook and Instagram. Examples would be to provide more detailed race reports and detailed club fundraising/outreach programs.

To allow local events to be covered we could introduce club take over days, when we allow members from the hosting club access to the Instagram account so they can post real time updates. Happy to discuss viability with rest of council.