

## Communication Officer's report for St Edmund's Parish AGM on Sunday 8 July 2018

The parish communications team consists of Helen Kirby, Mary Kirk and me. We have the responsibility for maintaining the parish website and for passing on any news items and stories that the diocesan communications officer may find interesting enough to include in the diocesan newsletter or on its website. The three of us meet every 3 months or so to review what has happened with the website and to make plans for its development. Mary and I meet more frequently to divi-up the regular tasks; to resolve any problems and to fine tune the way articles and information are accessible to you and others.

We are conscious that the website has a dual purpose – to provide you, the parishioners, with information and insights on many of the activities that are happening or have happened in the parish. It is also a window into the parish for others whether they are in other parishes of the diocese, in other dioceses in the UK or other countries around the world. During the year we have changed the software that collects information about visitors to the site. This indicates that around 500 visitors access it each month. Intuitively, this is a more realistic figure than that given by the software we had been using. As you would expect, the majority of the visitors are from the UK. Others, for example, live in the USA, Australia, the Philippines, Ireland and India.

The collection and storage of information about visitors to the site was brought into sharp focus in May with the introduction of new requirements – GDPR was in the news for weeks around trigger date of 25 May. Reassuring guidance from the diocese and its insurers has meant changes to the website have been minor. For example, we have removed the option to post comments about web pages. There may be a few more changes in the next couple of weeks to make sure that there is no possibility of the site failing to take account of these new requirements.

In October we conducted a survey to discover how you were using the site, if at all. Responses from 54% of the those attending Mass showed amongst other things, that over 50% look at the website at least once a month and the most visited pages were the interviews and blogs, the list of times of Mass, the latest news and the calendar. Whilst none of this is surprising, it is reassuring to those of us who work to keep the site up to date and varied. It also stimulated us into trying new features on the site. These were the quiz at the start of advent. It wasn't attempted by many and no doubt the prize winners were pleased about that! Some people had reservations about the vox pop, photos of you having written your ideas about Lent on a whiteboard. However, it proved popular. Doubly so, a few weeks later when you were asked to write down your feelings about Father Charles, to coincide with the celebration of the golden jubilee anniversary of his ordination. It is something we shall try again later in the year.

If you have any thoughts or ideas about the website please let me or one of the other team members know. We are keen to establish a good balance for the site between being a noticeboard and a magazine.