



## WEBSITE & SOCIAL MEDIA OFFICERS REPORT – February 2017

- 1) Website is running well, with **15,510 visitors** since we re-vamped the site on October 1, 2016 (As of 7/2/16) – almost **4,000 visitors month**. Previous statistic was **155,374** since November 2010 – which works out at almost **2,100 per month**. Therefore, we've seen a significant increase in traffic.
- 2) Statistics on website are fully up to date and are updated almost daily with results and stats. If anyone believes I've made an error please get in touch as it can be easy to misread the scoresheets (as I have done a couple of times! But I'm happy to see that people are looking at the stats!)
- 3) I'd like to thank all teams for being so consistent and quick with sending in MVP pictures for Facebook and scoresheets for the website. Only a few games have not had MVP pictures.
- 4) Facebook page is not utilised as a marketing tool as much as it could be. Although the 'People Reached' this season is averaging at around **1,500 a week** compared with around **100 a week last season**. Each individual post averages around **600-800** people reached this season compared to around **10-50 people** reached on average last season. However we can increase this even more.

It would be more effective if teams 'shared', and individuals 'liked' posts. Every 'like' by individuals has a chance to show up on their friends' newsfeed, enhancing the reach.

More importantly if players who were MVPs were tagged on their pics, this will then mean the post comes up in their friends' newsfeeds and will reach many more people.

An example of this is that Celts V Mold on 24/11/16 reached **831** as I was Facebook friends with both players and could tag them in the photo. Cheshire Brewers v Mold 1/2/17 without tags reached just **269**, as I could not tag either player. If teams could do this it would be beneficial.

- 5) Junior team's results are presented in a poster every week but gets very little support in terms of 'likes' or 'shares' by clubs and individuals. These are time consuming to complete so we will need to see an uptick in support if they are to continue. They could be a great tool to promote the league. Again, a very simple task of tagging would be very effective here.
- 6) A big push by teams to tell all senior and junior players to 'like' the Facebook page would be great.

**If anyone has any suggestions of how to improve either the website or Facebook page please get in touch.**

Diolch - Aled & Lesley