

## Website and Media Report



During 2021 the Society website at <https://www.stratfordsociety.co.uk> was substantially updated and expanded to include:

- Reorganisation of the events pages to group meetings by year
- Separate page for each event with title, abstract and speaker biography
- Introduction of a News page with monthly updates
- Additional topical pages under the 'What We Do' menu
- New Spine Walk page optimised for display on mobile phones
- Updated President's Message and Chairman's Message
- Improved online member's application form with more ways to pay
- Formulation of GDPR and cookies policies for data protection.
- New Publications menu with books, articles and maps in 15 categories

The website currently receives over 3,000 hits per month, i.e. about 100 per day. It also receives several enquiries per month via the online Contact form.

All zoom meetings were recorded and an edited version of each presentation was placed on the Society's YouTube channel at: [https://www.youtube.com/channel/UCQQRX1gQCPLNreOIB7NTk\\_PQ/videos](https://www.youtube.com/channel/UCQQRX1gQCPLNreOIB7NTk_PQ/videos) Some of the videos have had a large number of views, notably 732 for the Marina (October, Neil Warren) and 234 for the Old Tramway Revived (April, Andy Fincham). The channel currently has 17 subscribers.

The Historic Spine leaflet was updated and a QR code added to link to the Spine Walk web page. It is being sold to visitors through the Tourist Information Centre at Bridgefoot.

A notice of each meeting has been placed in the *Stratford Herald*, followed by a report on the meeting in the following week's issue. This was done earlier in the year by Wendy Knott, who then handed over the role to Helen Elliott.

Communication with members was done throughout the year from [stratfordsociety@gmail.com](mailto:stratfordsociety@gmail.com) using email addresses stored in the Google Contacts database.

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