

## Publicity Report



During 2022 I have attended the Society's meetings and prepared 10 press notices and reviews for the *Herald*, and recently also for the Facebook page, via John Freeland, who is its administrator.

We do not have accurate statistics about the effect of this publicity, but we do have some evidence from people that they have been to meetings and joined the Society as a result of reading the articles.

It would be helpful to the Society if we could routinely ask visitors and new members about how they learned about the Society. The question could be asked on the membership application form.

The Facebook page is being used increasingly to advertise the Society and has over 500 followers. Social media are increasingly used by younger people in particular (although Facebook has a slightly older demographic profile than other channels) and the Society will have to consider how best to use these media to attract members in the future.

It might also be helpful to place the articles on the Stratford Society's website to inform current but fewer active members and potential members about the talks and show them what they are missing.

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