

Publicity report for 2019



Hi all!

BWI usually keep pretty busy, and as many of you know, 2019 was a particularly busy year for what was a very small committee of three people across five positions.

The blog started strong in 2019, but tapered off a little towards the end of the year. There were eight blog posts in total, four of which were contributed by members. The lack of blogs was mostly a time issue: many writers were happy to contribute to the blog if asked, but with other committee obligations, there often wasn't time to chase the content. The overall lack of time also resulted in fewer social media posts, so our average views were at around 55 per post (down from the 70 to 110 reads in 2018). With that said, the competitions page has been incredibly popular, averaging around 200 views per month over the last six months.

The newsletter stayed as a fortnightly newsletter (one typically in the first week of the month, and another in the week before the upcoming members' night). It continues to have open rates of around 35%–40%, with the first email of the month typically having higher opens. Click rates vary between an average of 5% to 10% for the main newsletter. We currently have 567 subscribers on Mailchimp and 110 subscribers to the Competitions Newsletter.

There were unfortunately a few missed emails this year, which was an important period of discovery for the complex relationship between competitions and publicity. Specifically, it's crucial that the flash fiction parameters are communicated in a timely fashion across all channels, otherwise submissions and voting suffer. We also saw fantastic results with the SCSSC, however, which shows that when we have a few more bodies around (thank you Irene and Zoe!), we know what we're doing.

There has been no activity on our Twitter account other than automated messages, and we're at 647 followers (up from 640).

Since moving our website in June, we have averaged 41 people per day visiting (up from 23 people a day), with over 1500 hits in September and October (in the lead up to the SCSSC).

As of the 4th of February, we have 810 Facebook followers (up from 663 last year) and 715 likes on our page. Our posts are typically reminders about events, competitions and meetings, but other content is always received warmly.

We have achieved excellent results with a small committee this year, but slowed growth shows the importance of consistent communication with not only our membership, but also the broader Ballarat community. I believe we are in an excellent position for a fresh Publicity Officer to hit the ground running and take advantage of the tight community that Ballarat Writers Incorporated have built.

Rebecca Fletcher, BWI publicity officer