

Ballarat Writers

Publicity Officer Report 2023



An interesting year under a new chair has gone well, despite a few hiccoughs with the Publicity officer's tech and internet access.

BWI WEBSITE: The BWI website has been updated as frequently as the hiccoughs allowed. Viewer stats have remained steady. The most traffic in 2023 was to the Southern Cross Short Story Competition page (attracting interest from the USA thanks to Reedsy listing our competition), followed in order by the home page, 'Other writing opportunities', and 'How to Write a Short Story'.

Some old blog posts are still being looked at, and it seems worthwhile reviving a practice of publishing blogs, perhaps on a rolling basis from a core group of six writers, something like that?

The newest change to the site is the addition of a Members' Listing page, and it's great to see what members are achieving.

BWI NEWSLETTER: The newsletter continues to get a great read rate consistently in the 45-52% range. A switch from Mailchimp to Sender as the mailing app has been relatively painless, thanks to the Chair for finding Sender (although it's a terrible name for an app) and it's easier to use. There might be an issue with the Hotmail domain, to be confirmed. Subscriber numbers have been steady (mid 600s) for all of 2023, however there was a noticeable drop between sending the first and second emails of January, which I'm looking into. The read rate remained steady, so we can possibly put it down to housekeeping:

September 28 2023	680 delivered	235 read
January 5 th	638 delivered	266 read
January 25 th	536 delivered	280 read

Of the 536 sent most recently, 107 failed to deliver, so when we clean out the expired data the read rate is an amazing 65%.

FACEBOOK: Facebook has been fun this last 12 months, with some laughs as well as useful connections with other Ballarat Region groups and organisations. Stats for the last 28 days show we have 1104 followers, with post reach at 915 and post engagement at 469; reacts are at just under 200. Four new 'page likes' this month, huzzah!

User profile continues to be around 80% female to 20% male: higher than the national average for Facebook, and age range of our female visitors is fairly evenly spread across the ranges from 25 to 65+, this is slightly heavier in the older age groups than the national average for Facebook, but 40% of our audience is aged 35-54 and over 50% live in the Ballarat region (86% live in Victoria). Not that all our members are (or need to be) on Facebook, but this is a useful guide for planning. Or maybe it's just the superior quality of the memes :hem, hem: ...

TWITTER/X remains mothballed due to time poverty and the continuing uncertainty about it being a nice place to play. The newsletter is automatically published on our X account but that's all. Do not mention Insta or Tiktok.

Pam Swanborough
Publicity Officer