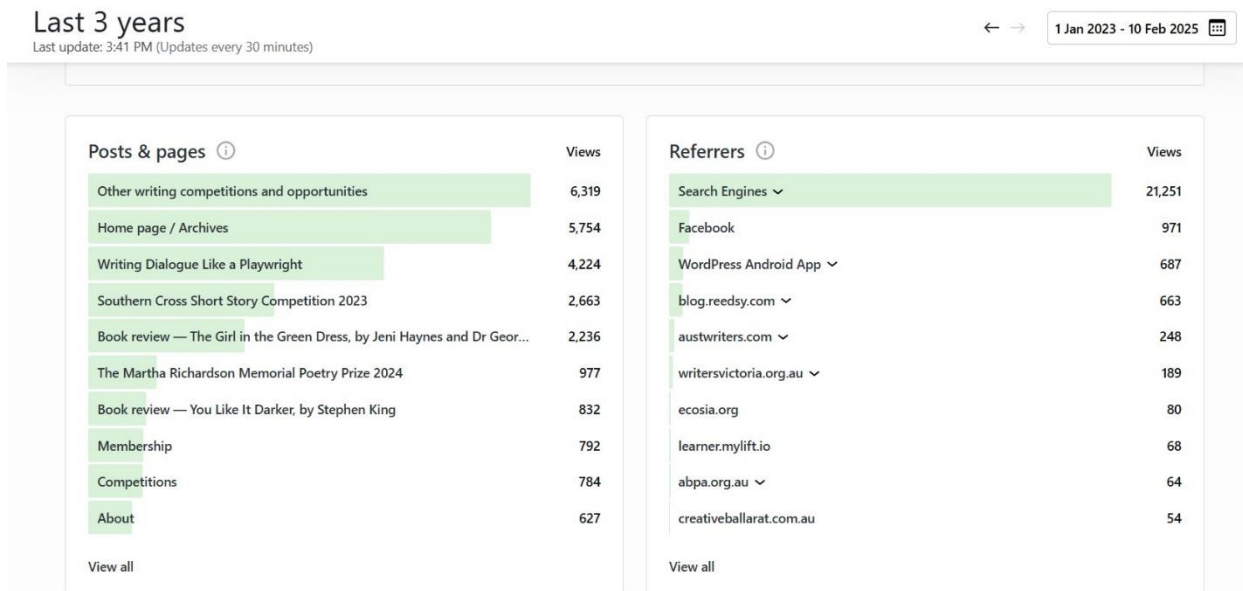
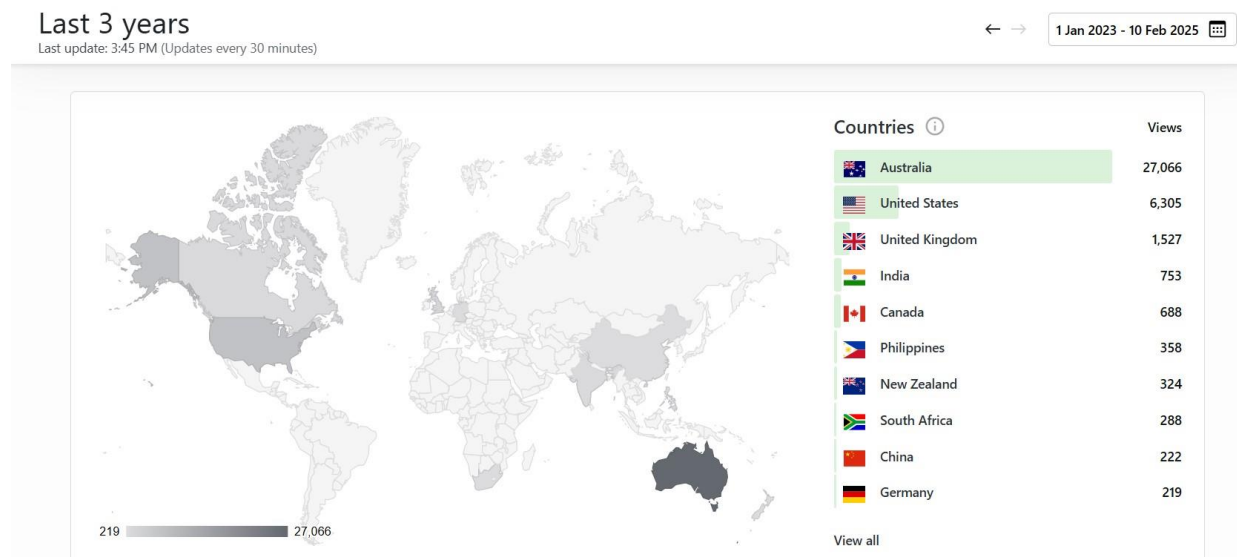




Interestingly, one of the most popular posts was about writing dialogue as a playwright, and that is a requested topic for a sub-group and for a workshop.



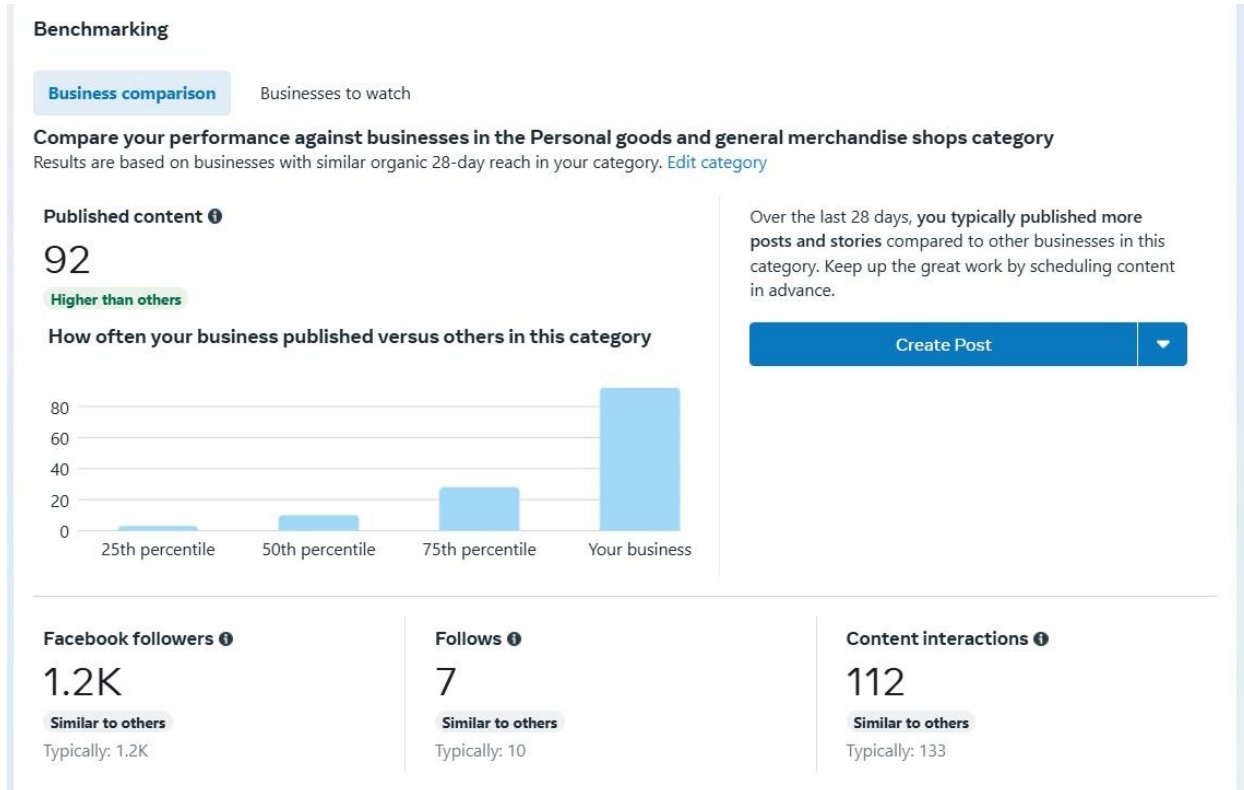
Our visitors come from almost every country, but the most prevalent are



- Facebook and Stats

We have 1,197 followers at present.

I have been posting almost every day since last February.



Sadly, Facebook won't give me the total posts for the year, but we are posting more often than some 'comparable' Pages.

Our reach has increased as follows:

	<b>2023</b>	<b>2024</b>
Interactions	2.3k	2.8k
Link Clicks	289	877
Visits	2.7k	5.1k
Follows	120	126

The aim is to share funny, feel-good and interesting memes/posts, helpful articles from other sources, competitions and calls for submission, details of our social evenings with an invitation to attend, details of our competitions and winners. All designed to be useful and/or entertaining to other writers, so that we become a place to return to often.

- Newsletters and stats

We are now sending the newsletter to members and subscribers on the penultimate Wednesday of the month, to allow for a reminder of our social night on the last Wednesday of each month.

There are currently 160 people on the subscriber list, after a cull from over 600 in April 2024. We now have an open rate up from about 40-50% to around 60-70, with a click rate of about 10%.

The newsletter includes a variable image header, a prominent meeting reminder, details of any special events and contests, lists of local opportunities and also of contests and calls for submission, information about our regular gatherings, and a link to join for prospective members.

- Issues to address in 2025

The job description is under review and will be finalized by the next committee. Minor changes are required only.

Updating the website will need to be planned when time and budget permits.