

Report from VC Comms Diana Catton

Now that the degree was finally finished this week, I shall be able to devote some of my energies to this role.

I have looked at the various platforms GLD use and feel that more can be done on each of them, and we need to ask members actively to contribute rather than wait for input. George asks for contributions but we need commitments from members as well.

Currently communications emanating from GLD are on various platforms – the GLD website, the LibDems website, Challenge magazine, the newsletter, Facebook, Twitter and Instagram. There is also a YouTube channel.

The website is currently a Prater Raines site and any member wishing to post on it has to go via George as there is quite a learning curve associated with it. By the Autumn it is hoped that the site can be navigated to a Wordpress platform, at which point posting will be easier. In the meantime, it is hard to make the site as dynamic as we could wish it to be.

The last VC Comms asked Laura to take over the newsletter, and during correspondence it was identified that many members have never seen it. Simon sends it out, and we need to make sure that his database reflects all the membership. Laura wants the newsletter to have a wider reach than the GLD membership and I agree that this is a good aim. To this end, Laura has engaged with others via her own 6000 strong network on Facebook and has gained interest from Extinction Rebellion and the Green Party amongst others. We are in broad agreement that we should try to find points of common interest with other green thinking people whatever their political background, so it was thought this particular communication would be via a new website. Now the thinking is moving towards having an open page on the existing website via a sub-domain, and Laura is just waiting for this to be made available so that we can reach out to this wider audience. In the past the newsletter has not appeared on the website.

Anybody can post to the Facebook group, and Veronica is a regular contributor. We could perhaps get her to write articles on specific topics and we shall look into this.

Oliver looks after the Twitter account and is also engaging the Young Liberal Democrats.

A range of topics has been suggested for the various communications media and over the coming month these will be put into shape and members asked for contributions on those themes. This month for example is Veganuary, and I am writing an article on its history and on veganism in general. We also want to review the images on the website to make them more attractive and draw people in.