

What Current Channels of Communication & Engagement are available?

	Method of communicating / engaging	Strengths	Limitations	Audience	One-way or Two-way	Notes / Ideas	Actions
1.	Gazette	Reaches all members	Slower to reach overseas members	All members Now available online so easier for IT users to access and especially beneficial to overseas members	Mainly one way but members can submit their modelling articles for publication and submit letters about modelling topics	Letters go to Mail Van for Gazette Gazette Extra carries 'excess' articles / material People retain Gazettes more than Guild News, so it is a longer-term resource	Ensure members know that letters to Gazette are about modelling and that they are aware of the Gazette archive and Gazette Extras
2.	Guild News	Reaches all members	Slower to reach overseas members	All members Now available on- line so accessible quicker but so much 'News' is sent out in between Gazettes via email, posting on the Forum and updates on the Website that the quarterly Guild News is often a compilation of recent news updates	Mainly one way but letters can be published, and clubs send their news into the editor.	Could Guild News be more frequent? This would reduce bulk emails in between the quarterly publications and could feature more immediate news & topical items. Rather than creating something new, we should try to increase the number of members signed up for News Alerts	Letters to Guild News (Mixed Freight) are about non-modelling topics. Endeavour to increase the uptake of Guild News Alerts / Updates so that electronic news items can be circulated in between printed publications to those who want them

	Channel	Strengths	Limitations	Audience	One-way or Two-way	Notes / Ideas	Actions
3.	Website	<p>Our shop window.</p> <p>Available to all members</p> <p>Elements available to non-members</p> <p>First impressions are key</p>	<p>A lot of members do not realise what is available and stumble across content</p> <p>It needs to be more user friendly.</p> <p>Menus need sorting out</p> <p>At the bottom of the home page are the 'Latest' items but often missed because you have to scroll down so far.</p>	<p>A limited number of members access the website</p> <p>First port of call for non-members</p>	<p>Mainly one way but Forum is two way and there are other areas encouraging contributions such as sales and wants, events diary and 'Ideas' from members section.</p> <p>We record the biggest web impressions each month so can look at usage</p> <p>Viewers need reasons for returning to the website – make members aware of what is new.</p> <p>Visiting non-members may get frustrated if they can see things but not access them</p>	<p>Try to promote the reasons why sharing email addresses with us is beneficial</p> <p>? Have a 'did you know' IT topic in each Guild News? e.g. *Have you seen the product directory? *Do you know about sharing your modelling achievements on the Forum? *Do you know about the layout register?</p> <p>New area of home page that tells you what is located where. This can always be current even if an IT guide becomes dated</p> <p>Explore the idea of a free one-month trial of membership so potential members can 'see the website'.</p> <p>Do we need a members' area?</p>	<p>Basic website guide required.</p> <p>Also, consider a visual guide, like an interactive map on the site.</p> <p>Menus to be reviewed</p> <p>Review front page</p> <p>Review clubs and groups section - Encourage more club input.... Needs to be 'News Central for Clubs'</p> <p>Have a web team rep. at Guildex showing people 'how to'.</p> <p>'Show' the web content at regional shows</p> <p>Try to recruit a Web Content manager to support the IT team</p>

	Channel	Strengths	Limitations	Audience	One-way or Two-way	Notes / Ideas	Actions
4.	News alerts	These alert members to new items that are posted in between Gazettes & Guild News	Just over 500 members had signed up to News Alerts when the group reviewed this type of communication	Should reach all members with email but not many have signed up.	One-way alert This is predominantly for News items but could be used for other messages which a lot of our members would want to know	What do people use most? Email? WhatsApp? Instagram? There are generational issues, and the Guild has to keep up to date with these Could you opt out instead of opting in?	Members need to know that under GDPR, we have to opt in to email messaging. Awareness raising exercise being done via email and Guild News On 21 st January over 1500 members have opted in
5.	Front page banner	For important news items Brought in by the Kettering Review Group in 2018 for when we need to tell everyone really, important News	Ensures anything really, important is easily visible at the top of the front page of the website	Members Non-Members Traders Anyone who looks at the website	One way for website visitors Outward facing	Members get a news alert to say what is put into the top-banner, but all the things noted in item 4 apply	Front page images need to be varied. Front page under review

	Channel	Strengths	Limitations	Audience	One-way or Two-way	Notes / Ideas	Actions
6.	Front page 'Splash' adverts	Ideal for 'Evening With' adverts / virtual shows	Some may think they are too big	All readers of the website Obviously promotes what the Guild is doing and links to online registration or more info.	Anyone who visits the website One way Outward facing announcements	Should the splashes be smaller to free up space for other website images?	Would it be better to have an image on the front page which has a hyperlink to forthcoming events and the splash appears there to save front page space? Part of front-page review?
7	Younger member engagement	News and images specific for them are limited	Very few images showing younger people.	Explore what the under 21s and under 30s want	Nothing specific exists for them at the moment	Do we need a 'Young Members' Group?	Two young members met the C & E group and discussed how much they value support from other members online and at clubs. Being encouraged to participate in O gauge is a huge magnet. Virtual shows and You Tube are popular Images of younger modellers to be added to front page
8.	Letter	Reaches those not on email	Slower & more costly Especially slow for those overseas	Especially beneficial for members not on email	One way unless members are specifically asked to reply	We really need to encourage members to give us email addresses. By explaining how they will be used and that they will only be used if necessary	Be mindful of the cost of postage, envelopes, envelope stuffing and paper costs

	Channel	Strengths	Limitations	Audience	One-way or Two-way	Notes / Ideas	Actions
9.	Email	Instant (if people look at email regularly)	Not all members have one and others do not share their email address with us	All members who we have an email address for	Usually, one-way information but many members do reply if they have queries or are asked to	Some spam filters will put bulk emails into junk, and we do not know if they have been received or not Some people may not get regional emails if their postcode is in the wrong 'area'.	Members may need advice about email set up. Others may need to look at how to mark incoming mail as not spam. Ensure members postcodes are correctly allocated to the Con Reps
10.	Face Book groups & other social media sites	Instant. Reaches those on social media who do not look at email often	Not everyone uses or likes Facebook Messages disappear very quickly	Social media users Reaches a broader range of members and non-members Facebook, Instagram, Twitter, RM Web & Western Thunder have huge audiences	Two-way. Our FB page was one way and we got complaints so it was changed to a group and users can now respond. RM Web and Western Thunder are two-way We did not have Instagram but do now	Not many committees use social media It is mainly used for events but could be used for more Guild News Items	Discuss what other committees could publicise Share ideas with the marketing group Have a volunteer helping with social media publicity

	Channel	Strengths	Limitations	Audience	One-way or Two-way	Notes / Ideas	Actions
11.	YouTube	Excellent for sharing videos from the GOG and from Members. Accessible any time so good for sharing items of common interest.	There was a limited number of subscribers but, marketing has improved this to over 1000 Some people find accessing the Channel difficult	All ages and genders All over the world Members and non-members	Two-way. People send in content and the video is shared with many over YouTube.	Put an interesting video on the front page of the website and point people to our YouTube Channel more clearly? Explain what subscribing to YouTube means and explain that members who subscribe will get alerts about what is new.	Keep promoting that it exists and keep requesting new videos
12.	Railway Modeller & other national Railway magazines	Really good for the Guild profile to have regular entries Reaches a wider multigauge audience. Potential to influence gauge changers	Needs people to write articles / ensure regular entries from the Guild	Members Non-Members All ages All gauges Will reach much wider audience – younger and more diverse. Need to think about producing visually rich copy	Mainly one-way, outward facing but can be two-way of letters are received in response to our articles. Needs a media strategy, knowing deadlines for copy over the media year. When, what, why, where, to whom. What DPI format etc?	Have a regular GOG slot Ask editors to put our website link at the end of O gauge articles	Discuss ideas with marketing group Advertise for a press & publicity officer

	Channel	Strengths	Limitations	Audience	One-way or Two-way	Notes / Ideas	Actions
13.	Via Other societies e.g. 7mmNG Association / other Clubs	Really good for the Guild profile to have entries in other group's magazines or newsletters	We can offer free space in the Gazette	The audience is members of all organisations interested in 7mm modelling and other attendees at their shows.	Need to encourage more two-way sharing between societies and associations	The marketing group are exploring closer working relationships with other societies	Collaboration being discussed with 7mmNG Scale7 MIOG G1MRA Others
14.	Engagement face to face at our shows	Personal Interactions are always very useful	Ensure there is variety e.g. with layouts and demos rather than same faces	Members Non-Members All modellers interested in 7mm	Two way / interactive areas at shows	After Covid and two years without shows, it would be beneficial to make personal contact with members in the queues and in the refreshment areas so members get to share their views.	MC Members are keen to circulate at Shows and meet members post Covid
15.	Engagement via virtual events	Allows members who cannot attend shows to be exhibitors and show off their layouts or do a demo no matter where they are in the world	Not all members have IT or do Zoom	Members, non-members, and traders. Reaches many more people especially overseas Recordings can be 'viewed' at any time.	Some sessions are two-way discussions and interactive demonstrations. Others are videoed so one way	One big show per year to ensure those who cannot attend face to face shows have an event they can access One 'Evening With' Seminar per month	These will be ongoing at the request of members

	Channel	Strengths	Limitations	Audience	One-way or Two-way	Notes / Ideas	Actions
16.	Sharing of information and engagement via Con Reps	Welcome to new members / keeping in touch with clubs in their areas, attending multigauge shows and club events in their area	Not all areas covered Volunteer Con Reps cannot attend all the shows	All members in the Con Rep's area. Meeting non-members at shows and at Clubs	Two-way Engagement with and retention of existing members plus recruitment of new members	Consider - How can Con Reps 'meet' members during Covid	Con Reps are emailing members, attending small shows and trying to hold meetings via Zoom when possible. Meet the Con Rep sessions held at the virtual show
17.	Phone calls & 1:1 Zooms	Very important. Very personal. Has an impact especially if it comes from an influencer	Time & IT ability if Zoom is used	Anyone involved in the 'call' Enables a personal interaction.	Two-way	Sometimes a quick call or Zoom is easier and better than email. It is personal and allows you to see or hear responses.	Use personal interaction more often if appropriate
18.	Forum	Sharing of knowledge and opinions. Enables discussions. Encourages modelling by 'show and tell'	Limited number of users. Written messages can be interpreted in different ways	All members	Two-way discussions. Members can pick and choose which areas to engage with	Review the topic areas & special interest group topics. Do we need more areas? Encourage Private Conversation Groups if appropriate for special interest groups	Ensure members know it is there, explain the benefits, the topic areas etc..

	Channel	Strengths	Limitations	Audience	One-way or Two-way	Notes / Ideas	Actions
19.	Meeting notes	Informative. Ensure openness & sharing of facts	Some members are not aware where they are posted	All members	One-way information after meetings May encourage responses from members	Make sure all members know where to find the notes and when they have been published Should we be sharing more information such as this feedback from sub committees and plans for future ideas?	The Secretary posts in the Forum when Management Committee notes have been published. ? Add information about where to find meeting minutes in Guild News
20.	Via personal influence	Very important Role models and Influencers have an impact	Not sure that our members and volunteers appreciate how much they can influence potential O gaugers, traders etc	All people who interact with a vibrant, enthusiastic ambassador for the hobby / scale	Two-way. An influencer will be seen, have discussions with those interested in O gauge, be dynamic, inclusive and encouraging	Encourage members to be our ambassadors and encourage others, by showing those who are interested in 7mm modelling, what can be achieved and, teach those who are new to O gauge More trade liaison regarding new products and product standards	Message to Members in Guild News about how important their role is in sustaining the hobby
21.	AGM	Inclusive. Members can vote which means they participate in decisions about the business	Limited attendance	On-line voting in 2020 increased participation and this will continue Members can raise questions / request changes to the Articles	One-way during Covid Two-way when face to face Non-attenders can view the AGM proceedings on Zoom	It was suggested that we have a Q & A after the AGM by Zoom in 2021 because Guildex was again cancelled due to Covid but very few members attended Ideally it would be good to return to face to Face AGMs again ASAP	Face to face AGM planned at Guildex 2022. We should explore if we can stream it live over Zoom for overseas members and those who cannot attend?

