

Braybrooke village online presence report March 2018.

The purpose of the village online presence is to provide an interactive service for all villagers. The service is the provision of up to date relevant information, promotion of Braybrooke businesses, services, groups, clubs, providing a flavour of the village through information and events, and an environment for urgent notices to be read or posted. The service is delivered in the follow ways:

- a website (www.braybrooke.weebly.com) for general information,
- an events diary on the website,
- a Facebook page for announcements, events, image library, and general interaction between villagers (<https://www.facebook.com/BraybrookeVillage>) that feed onto the Notices page of the website;
- a news page on Twitter (<https://twitter.com/BraybrookeNews>) that also feeds onto the Notices page of the village website;
- an immediate response Twitter feed for reporting faults with any online tool mentioned (@WebsiteFaults).

The village online presence strategy is continuous development, so for the past 12 months changes have occurred continuously as villagers' requirements have become known and technology has developed. To this end, there have been some success and some ongoing issues.

Successes

The overall service has a 100% reliability rate meaning the service has been available 100% of the time.

Information is always up to date.

Google search results with the term 'Braybrooke' render 426 000 results. The village website is usually 3rd or 4th the first page so visibility is high.

The website has seen an 86.5% rise in new visitors who visit the website regularly.

58% of visits are from mobile or tablet. The website is now mobile friendly making the experience of interacting with the village more user-friendly and professional.

Most Braybrooke businesses, services, groups, clubs, update the upcoming activities on the village diary on the website themselves, though there are still a few who do not.

A local graphic designer, Saskia Everard, has provided the superb graphics to upgrade the look and feel of the village online presence.

Management is only required once a week as villagers now have tools to update their own information regularly

Ongoing issues

Lack of participation and interaction from villagers is an ongoing issue.

Only 52 out of at least 360 villagers follow the notices on the village Facebook page.

No villagers post notices or images on Facebook.

Very few Braybrooke services and businesses have submitted details for the business section of the website even though it is a free service.

No villagers have volunteered to contribute or become involved in the management of the website. Until villagers do so, decisions will remain with current management which, while technologically sound, may not accurately reflect the needs of the whole village.

The games page was underutilised so removed from the website.

The year ahead

Continuous service improvements will be made while active participation from villagers encouraged through regular announcements in the bi-monthly Gossip.

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