

## Digital Braybrooke 2018 report and 2019 strategy.

### Background

The Braybrooke online presence is a digital service for the community and visitors providing up to date relevant information, promoting community 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](http://www.braybrooke.weebly.com)) for general information,
- an events diary on the website,
- a Facebook page for announcements, events, image library, urgent notices, 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).

### 2018

2018 was about promoting Braybrooke digitally.

Successes are:

- The website receives around 350 visitors a week of which at least 150 are brand new visitors.
- The website generated around 23 village hall enquiries sent through the online form.
- Throughout 2018 weekly events occurring in Braybrooke were posted on FB by the Braybrooke Online management team which attracted some interest. As a result, the Braybrooke Village Facebook page has 101 followers, up from 52 last year, and interactions include important posts involving events notices, images, lost property, and security messages of break ins, car thefts, and home invasions.

However, ongoing issues are still the lack of participation and interaction from two thirds of the community. Current research on information security shows the main reason for lacklustre participation are distorted or outdated mental models which may limit online participation.

### The year ahead

So, the strategy for 2019 is to address current research and provide the community with a realistic, up to date perspective on technology so that stronger community security and

support can be provided by the community using existing online tools. To this end, a Tech session is being held in the village hall to facilitate these objectives.

Continuous service improvements will also be made in line with the 2019 strategy while active participation from villagers will continue to be encouraged through regular announcements in the bi-monthly Gossip.

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