

While attending as many local, group and National Plus events as I can since the NAGM it has given me the chance to try and review where we are and maybe more importantly what we are missing with Publicity within Plus as a whole (in my opinion).

I think it's fair to say that some of the much larger more thriving groups have a really good solid base of loyal members which is fantastic and have found and built on things they all really like doing together may it be walking/hiking events, meals out or breaks away together and other hobbies and this comes from a mixture of friends knowing new prospective people or a really good online presence as this seems to be the way things are nowadays-online and social media seems to be the main form of advertising which is somewhat a shame in my opinion as not everybody has access to computers or maybe wouldn't know what they wanted or where to look for a local social group to join or may even be too hard for them to reach out if they did.

A good example is Didcot for example that had a really strong membership based on a mixture of strategy gaming, theatre goers plus also meals out and days out to events and since Covid, people moving away and changing jobs etc some of the group's main focus interests have changed somewhat from the current group members and can only really comment from Didcot's experience so we have to look at alternative options to publicise with leaflets on notice boards, local fayres and then to learn how to publicise online as this could be easier for some people than it might others.

I would like to add is that there seems to be a real confusion with a National Plus website which could be a useful tool for advertising local and National events and important information if it was sensibly moderated and not sure if there is a National Facebook page as I can see online there are a few different group and area pages but unsure if there is a National Facebook page? Also if there is one or more than one National website (unless I'm mistaken of course) then could we somehow focus and try to have one and somehow build and add to this and try to make improvements where we can.

Am still trying to look into a more current National Plus contact directory and am still trying to arrange a suitable time to speak with an ex National Publicity Officer about previous useful information although as mentioned above it seems we are in a much more digital world now (and have been for some time) so some ways that might of been beneficial before may be different now and so we as a National body must constantly evolve which can be complicated as is easier said than done.

I think it would be good to look into introducing a Plus Social Media Policy where for example

If you use social media: adopt a social media policy so that you have internal controls in place that are appropriate, proportionate and are clear to everyone within the organisation using social media

- ensure you use social media only to help you achieve your organisation's purpose and in a way that is in your best interests
- comply with relevant laws and regulations.

Please see attached a template I have created as a guide for the National Publicity Officer role I feel is in line with what is currently required (or as close as I can see at least)

Look forward in speaking with you all at the upcoming NEC – Craig - NPO