

Social Media and The Wimbledon Society

How does WimSoc let our members and the wider public know about current issues, such as our representations on the Town Centre Plan?

This paper sets what we do at present and makes recommendations for how WimSoc can use social media to raise our profile, grow our presence locally and be a source of useful information about planning issues, events, the museum etc....

Present

The Wimbledon Society Twitter account @WimSoc has to date over 1,100 followers, comprising local individuals, businesses, councillors, MPs, numerous community-based groups, and other forums.

The @WimSoc following has built steadily over 2 years, with focus on:

- Well-planned content, promoting Wimbledon Society's Planning expertise, local history interests, and events, where possible
- Use of Re-Tweets and commenting, in order to give back to organisations, individuals and businesses relatable to the work achieved by @WimSoc
- Use of Re-Tweets and commenting, in order to give back to organisations, individuals and businesses that have a synergy, but not necessarily obvious connection, with Wimbledon Society. These can help to subliminally identify Wimbledon Society with learning, erudition, charity, sharing, business, history, arts, community, fun, and tolerance
- Use of Re-Tweets and commenting on those who have offered Wimbledon Society sponsorship in some form. These include Big Yellow Self Storage, Hannibal Brown, and Jigsaw Players' Concert Series
- Shoring up potential future favours – for instance the artist Sarah Manolescue, who has this morning offered to donate a painting to your fundraising dinner later this year (subject to hammering out details – more on that another time)
- Getting the name 'Wimbledon Society' out to people who would otherwise not hear of it.

What benefits does/may our Twitter feed bring WimSoc?

- Defines and delivers regular updates on key current issues for Wimbledon Society, as well as provides structured guidance on the style and substance of 'ad hoc' Tweets, and in addition mandates content suitable for Re-Tweeting. This would necessarily narrow what at the moment is a very generalised, unstructured approach, and instead offer greatly enhanced, suitably focussed and at times more technically interesting content – all the better to represent a Society that is an initiative-taker offering a wealth of professional know-how, skills-based experience, and community-oriented activism, plus solid local newsletter
- Presents guidelines on how to deal with the thorny issues upon which @WimSoc is occasionally asked to comment
- Provides the opportunity to tease soon-to-be-published articles in the newsletter, not only adding to content but potentially helping to garner new members. It also provides the opportunity to help with fundraising for projects such as the fountain, or development of the museum within a co-ordinated approach, where database, website (and to put the teased article on the Home page of the website, and -this would have the advantage of drawing traffic to the website. However, this would be best done once the website has been re-designed) For now it would be great to select a quote from an interesting article every quarter, and just tweet that., museum, newsletter, Twitter, Facebook etc. are working together
- Show that the Society is outward facing

Recommendations

1. Recommend that the following Social Media Policy is adopted and available on the website .

“The Wimbledon Society uses social media to keep our members, residents of Wimbledon and those interested in our local environment, history & planning matters apprised of our activities and events. We aim to be non-political.

Listed below are examples of the types of information we regularly communicate via social media:

** News about Wimbledon Society projects, events and meetings including those from similar bodies such as Residents’ Associations and others that we work with.*

** Our submissions on planning and environmental issues.*

** Museum of Wimbledon activities and events*

** Exhibitions and events organised by relevant local community organisations*

Tweets and posts about activities not organised by the Wimbledon Society does not imply endorsement of any kind.”

2. Set up a system of communication with key people/ committees to ensure that information for tweeting is available on a timely basis for Tweeters.
3. Consider using Instagram – used by younger people and is a potential source of new members.

To conclude it is important the majority of content needs to be directly relevant to what Wimbledon Society does, rather than content from the previous 2 years which has been almost entirely community-focussed.

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