

Publicity Officer AGM Report 2016/17

The publicity officer role has changed from when it was first started. At its inception it was a means to attract more people to our club.

Now, it has become unnecessary to do that as we are consistently running a waiting list and the role is now more about showing the world the wide reaching and adventurous nature of our members.

Another change has been in the world of social media. Our use of Twitter and Facebook, both our club members only page and our public page has increased greatly using these forums to share our successes and race reports. We have 657 people 'liking' our external facebook page and a huge 1101 twitter followers!

We have published an amazing 123 race reports on our website and shared on our social media platforms. They've been written by a huge variety of members and for all types of races from 5k to ultra marathons and of course our Harrier League cross country races.

The PO role nowadays crosses over with our webmaster role due to its more digital basis and I think this is something that we as a club need to consider from a division of labour point of view.