At last year's AGM I commented on how the web officer's role had changed over the years. We have Social Media, the e-mail list, online payment for the Willow Miner, Team App for bus reservations, and, the website. Committee and club members all need to muck in and do whatever needs to be done to run the club, according to time, skills, interest and ability.

Thankfully we're a pragmatic lot. We have a social secretary (Tim), transport secretary (Mark), GP data cruncher (John), and Chair (Jonathan), all mucking in on the tech jobs to carry out their roles that may arguably have fallen on the web officer as the tech guy. The boundaries are blurred. It's no place for a jobsworth.

Ever since the club has had a website, it has had, off and on, two web officers. There has never been a big distinction in the roles, but before me there was Colin Blackburn who designed the website and Shaun Roberts who did a lot of the day to day publishing and maintenance. Although the current website has my name as the publisher on most of the historic reports, credit to the publishing and formatting goes to my predecessors, Colin and Shaun. I have simply copied and pasted reports from the old website to the new one.

But technologies and habits change. This presents interesting challenges for me as a web officer. How to balance development, experimentation, innovation and progress on the website without making it an unmaintainable beast that only I have the know-how to operate. As Colin used to cheerfully say, you never know when the bus is coming. And development takes time, when there are reports to be published, Cross Country schedules to be tabulated, club records to updated and GP results and fixtures to be maintained. A large part of my job for the last couple of years has been working on my exit strategy. I'm not as engaged with the club as I once was, and I've tried to create a website that is not just unique to Striders, but also maintainable by anyone with reasonable tech skills. Migrating the old website to WordPress was a challenge, and I didn't want the distraction of too much democracy, and for the time of the move I was pretty happy to sail the ship alone.

At last year's AGM Anita Wright officially came on board as Deputy Web Officer. This has been a game changer. Anita's contribution in running the website has been enormous and has allowed me to concentrate on the rather dry areas of security, backups and development. Over the last year Anita has taken over the day to day running of the website; producing the yearbook (a huge job), publishing reports, promoting them on social media, and contacting the organisers of events to let them know of reports. She has brought long-overdue fresh ideas to the position. Anita has focussed on the publishing and editing of the website where I have concentrated on its administration. The 'deputy' web officer tag will now be dropped, and we shall both now simply be web officers, running the website between us as we see best in the interests of the club.

But a website is never finished. Facebook offers easy photo upload and instant sharing and feedback. The e-mail list used to be a reliable source of scandal and outrage, but nowadays it's as quiet as a mouse. Not everyone's on Facebook and not everyone is on the e-mail list. The website must serve as a reliable club archive and source of dependable information not just to club members but to the wider community. And it must also evolve.

Here's a few things we'll be trying out in the year ahead:

- Allowing comments on reports.
- Self-submission of reports
- Adding your own yearbook entry
- Contributing run routes

And here's how you can help:

- Quality Control – If you see something wrong on the website don't keep it to yourself. But don't waste time on it either. You can spare 30 seconds to copy the webpage address, note the error, and lob it to website@elvet-striders.uk
- Quality Control – so important it's worth repeating. No information is better than bad information. Older reports may be full of dead links but the GP and Cross Country Fixture schedules should be correct. If you see something wrong on the website, don't keep it to yourself. Don't assume we know. Tell us: website@elvet-striders.uk
- Send in a Report – 2018 seems to be the year of the epic. That's fine, but short is fine too. I'd love to have more Haiku! If you spend 5 minutes in a coffee break writing about a parkrun you did, we want that just as much as if you ran up Everest dressed as Spiderman. Share it with your club: website@elvet-striders.uk
- Try things out – We'll be experimenting more with submitting your own reports, race records, yearbooks, run routes, and anything else that occurs to us. Help us by trying these things out and letting us know what you think.
- Send in **content** - Have a look at the website and look at how much isn't there. If you want to write about track and field, mental health, nutrition, core training, how to run your first ultra, or anything else you think should be on the website, but isn't, send it in. The original website had an 'Elvet Eats' section (that perhaps needs revisiting for Harrier League bakes), and I recall causing some headscratching when I submitted an article on how to run a perfect 30-minute-pacing for the Durham parkrun. We administer, edit and publish the website, but the content of the website comes from the club.
- Send in old stuff – the website has records going back as far as the Durham Three Peaks in 1996. If you have any dusty archive material that you'd like to see preserved on the website, send it in. And if you want to reminisce on an old race, tell us about it. It's never too late to send in a race report.

website@elvet-striders.uk