

SACC Meeting June 2013

Communications Co-ordinator Report

Things fairly quiet, the website and emails from Lock are forming the backbone of the communications.

Lock and I have had preliminary discussions regarding making the website more of a “Blog”, i.e. pro-actively telling those that are subscribed when there is something new. This is a bit of a catch 22 – to make this work we need content to change. To get the content we need folk to submit information, articles etc. Until the content of the website is seen as a useful repository for all things Scottish motorsport folk won’t subscribe.

To move towards this model we need everyone associated with SACC to submit items for the website, this cannot just be down to Lock and I.

The same is true for Facebook and Twitter – content is king. Once the content starts to be generated then we have the potential to explore move communication channels fully.

Julian May

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