

# **2023 AGM - Communications Committee Report**

## **Director: Kerstin Auer**

This past year was about optimizing and elevating our communications within the Nicola Valley Community Arts Council, and with our members and the community at large. We focused on connecting community through the arts and making sure that information about the Arts Council and our programs is available and easily accessible for all.

A special thanks to the members of the communications committee - Sarah Molnar for her thoughtful input and connections within the community that help promote and further the work of the Arts Council; Jano Howarth for her expertise and experience and the many images she contributes for the NVCAC to use in our newsletters and social media; Marilyn Kelly for her enthusiasm and tackling the huge task of organizing our Shared Google Drives and thus establishing a solid foundation for all NVCAC communications.

### A few communication highlights from the year:

- We completed a major website update that now includes an event calendar filled with gift shop hours, programs, and special events; the event calendar is updated weekly
- We expanded our ongoing relationship with the Merritt Herald and are now featured in a monthly column called “Art at Heart” where our board members and artist talk about what art means to them and what place it has in their lives
- We began the process of establishing Policies and Procedures for all our committees to help with internal communication and facilitate greater impact in the work of each committee

### The work of the Communications Committee included:

- Send out a newsletter twice a month, with news from the Gallery, programs, and to introduce artisans and artists from our gift shop
- Monthly feature of both artisans as well as board members and artists in the newsletter and on our blog
- Consolidation of social media accounts for a better user experience, you can now find us @nicolavalleyartscouncil on both Instagram and Facebook
- We continue to work on our YouTube channel, promoting local artists and musicians (Bio Promo Videos)
- We continue to work with all local media outlets and publications to promote the NVCAC and are building a partnership with the City of Merritt to spread the word about the Arts Council and its programs
- Continue to optimize our website and provide a platform for local artists and artisans through our blog

**Media Statistics (as of August 2023):**

Instagram followers: 490 - engaging on average 600 people per month

Facebook followers: 1,062 - engaging on average 5,000 people per month

Newsletter: 615 - average of 50% opening rate

YouTube: 25 subscribers

Our website receives between 400 and 500 visitors a month, viewing between 800 and 950 pages. 48% of visitors are on mobile devices.