



Report on the results of the 2020 Newsletter/Social Media Survey

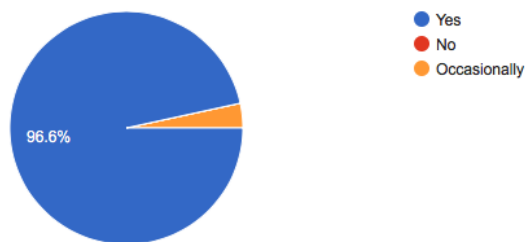
An email was sent to all members on 16 February with a link to the short on-line survey. The link was then posted on the Oxton Society Members Group Facebook page, and a reminder e-mail was sent a week after the first.

A total of **180** people responded to the survey. It is important to note that the survey will only have been completed by people who use e-mail and/or Facebook, and we know that there are a number of members for whom we have no e-mail address.

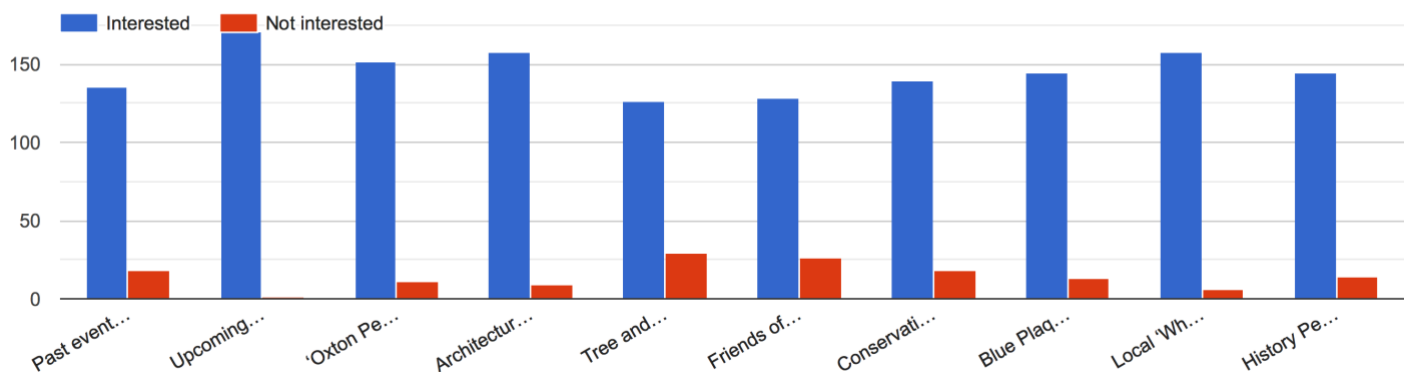
The results

Do you regularly read the Oxton Society Newsletter?

176 responses



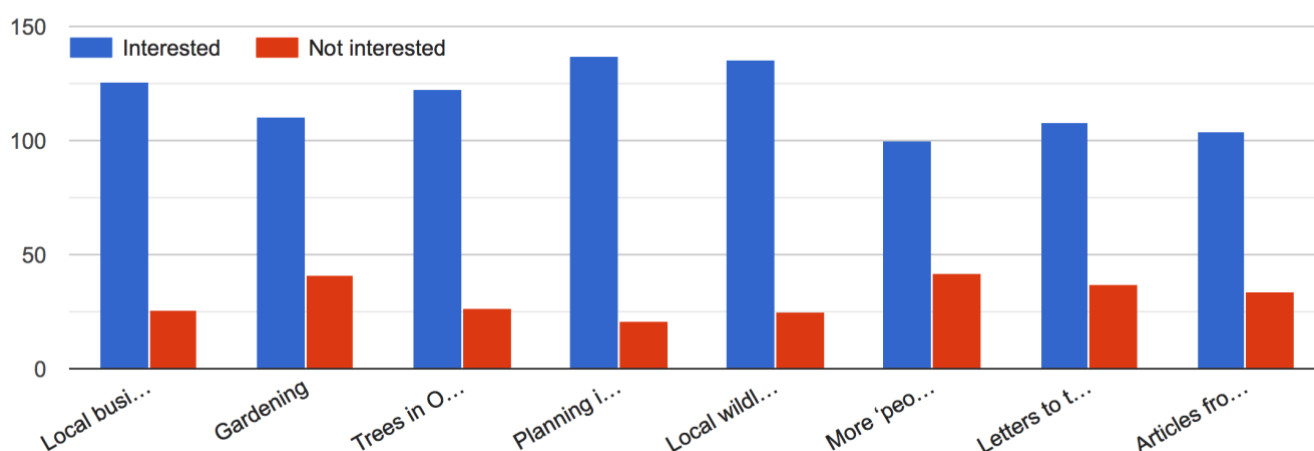
Which current features of the Newsletter are you interested/not interested in?



The full chart labels are:

Past Events, Upcoming events, 'Oxton People' interviews, Architecture articles, Tree & Planning applications, Friends of the Arno articles, Conservation Area Wirral articles, Blue Plaque articles, Local 'What's On', History Periodical.

Thinking about possible future content, would you be interested in features on any of the following?



The full chart labels are:

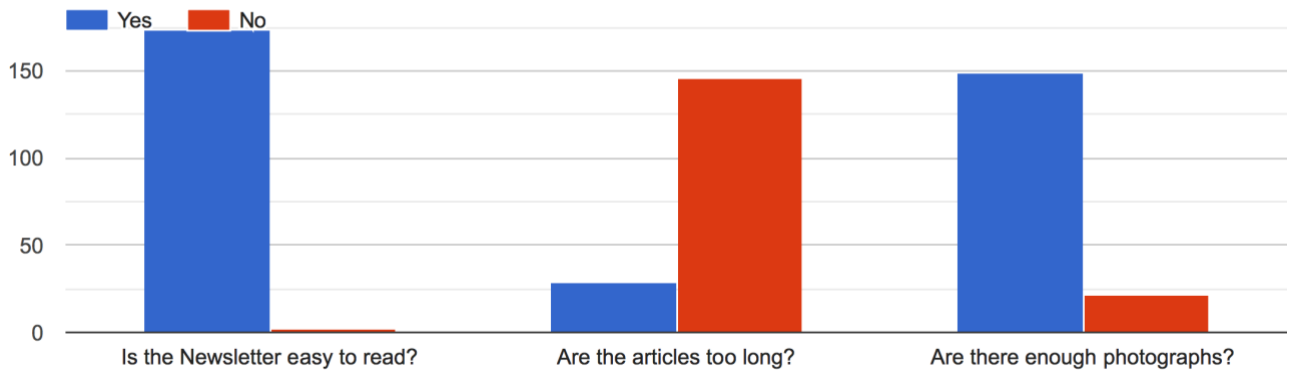
Local Businesses, Gardening, Trees in Oxtton, Planning issues in conversation areas, Local wildlife in gardens, More 'people-related' articles, Letters to the editor, Articles from the Society's archive.

Do you have any other suggestions for features that we could include in the Newsletter?

There were a lot of very helpful comments made under this section. Some common themes were:

- Articles on people who lived in some of the historic Oxtton houses in the past, their family lives and occupations. Someone suggested this could be like the BBC 'House through time' series, focussing on the occupants of a single house
- Features on the stone walls which are a beautiful feature of the village
- Environmental issues, such as wildlife in gardens, weed control, climate change
- Guest articles by Oxtton residents on topics they have a passion for
- More articles from the local community, such as local artists, local authors, local community groups
- Features on local businesses
- Gardening articles, especially written by those who participate in Secret Gardens

We would like your views on the current format of the Newsletter



If you answered 'No' to any of the above could you please expand?

Thirty people said that articles were the right length, two said they were too long. Several comments were along the lines of *'The length of article is not important if the content is sufficiently interesting'*.

Five people said they would like more photos, and a couple commented that photos need to be better quality.

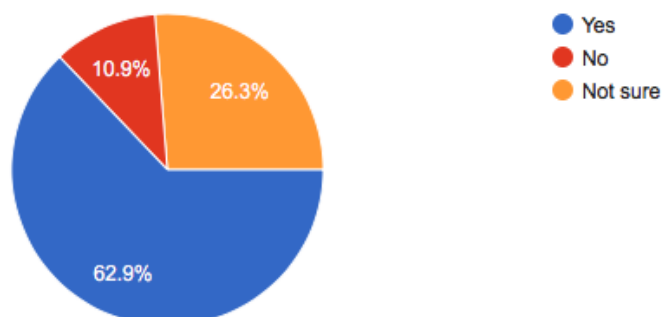
Other comments included:

'Varies from issue to issue but sometimes block of text need to be broken up by more photos. A picture can be worth a hundred words!'

'On many pages the text is broken by pictures and badly formatted making it hard to read, eg columns and no wrap around text underneath pictures'

At the moment the distribution of the Newsletter is to all members of the Oxtan Society, but the History Periodical is also sold through the Williamson bookshop. Do you think we should start selling the Newsletter as well, through village businesses ?

175 responses

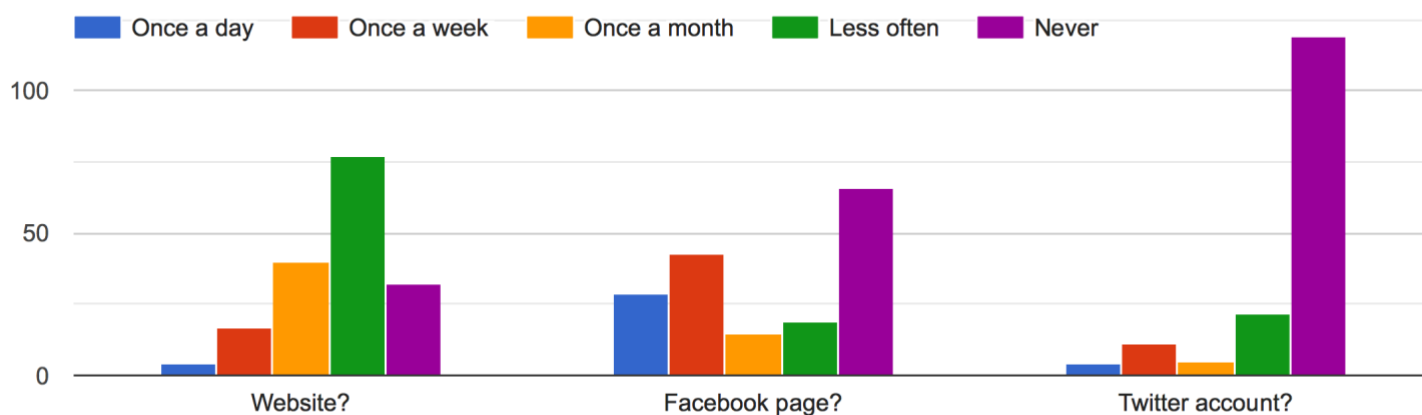


Do you have any other views you would like to share with us about the Newsletter?

Most comments on the Newsletter were extremely positive. People said that it is attractively presented, informative and covers a good range of topics. They said they looked forward to receiving it and were impressed with the amount of work that goes into each edition and thanked the team who produce the newsletter. However, there were a few negative comments – that the colour looks dated, that the current content looked tired and repetitive and that articles should concentrate less on past events and more on future news.

Several people commented that the Newsletter needs to go on-line as it expensive to print, and that they would be happy to get an e-mail telling them when the next edition is ready to read, and that this would also be 'greener'. Some also said that they are more likely to get their information about Oxton from Facebook, Twitter or the Society website. However, others wanted the printed version to stay and pointed out that although social media is significant this is not something that many elderly members have access to.

Oxton on Social Media - how often do you access our



Do you have any comments on our social media presence?

There were many comments about the Oxton Society Facebook pages. Some people were glad that the old Facebook page was closed and the new members only page opened, and that the issues of inappropriate comment and content had been resolved. But one or two people felt it was the wrong decision and that the old site was closed just when there was debate on a genuine issue affecting the village.

A significant number of people commented that they did not use social media at all and only used email, which is also illustrated in the graph above, although some said it was the best way to reach young people.

A couple of people said that we should be more active on-line, and there was a suggestion of also using Instagram for pictures

Do you find our Society emails useful?

176 responses

