

# **Royston Environmental Group**

## **Publicity Report**

**February 2024 to February 2025**



AND A SUSTAINABLE FUTURE

To be fair, I've not quite had the handle on REG's Social Media over this last year that I would have liked. However, I have been able to advertise upcoming events, post the odd item of interest and have continued to write "Be Sustainable" for The Listing every month without fail!

Our links with the local newspaper changed significantly after our highly supportive reporter left for pastures new and the contact with their pool has diminished. It is possible to send items to the Royston Crow, but whether or not they appear in print is now hugely dependant on other events across a much wider area covered by their umbrella publisher.

I had a chat with Cath Boughton, editor of The Listing, just before Christmas about the future of "Be Sustainable" as I was concerned that readers might find it too dry and repetitive. However, she was very keen for me to keep writing and happy for repeats of information on the basis that most readers have short memories. (I don't, which is why I was worried!) We do need to be cautious about using photos to accompany the editorial, so I would like to propose a seasonal photo bank on our website which members can contribute to and access for all sorts of REG-related promotions. These can then be used for social media and various articles, bypassing copyright law. The individual photographers will be welcome to watermark their images, but upload them on the understanding that we can use them for publicity purposes. I would welcome nature, craft, gardening, and seasonal food related images.

I have been looking at our most recent presence on Facebook. We currently have over 300 followers, which seems odd given our membership levels. (Please see attached images) Somehow we need to encourage these people to join us! Given that Johnson Matthey have been so wonderfully generous with their financial support, do we actually need to have a membership fee? Is this something that might be discouraging people from joining? It would be helpful to add an Instagram account, which tandems with Facebook and would boost our presence, and also consider joining LinkedIn. It may also be worth a small investment paying to boost some events on Facebook. I don't think "X" in the current climate would be a particularly good idea! However, I am not a natural social media user and if someone would like to take on that particular area of publicity that would be great!

Hopefully we can increase in numbers over the next year!

Alix Cooper, Publicity Officer

## Demographics

Lifetime

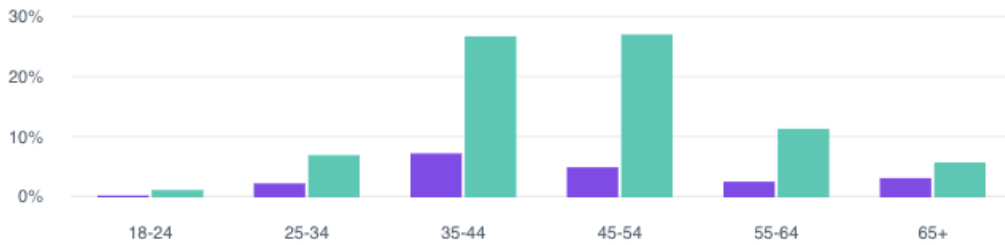
Followers ⓘ

369

### Age and gender

Men 20.90%

Women 79.10%



## Location

Towns/cities

Countries

Royston	237
Cambridge	13
Hitchin	9
Biggleswade	5
Luton	5
Saffron Walden	5
London	4
St Neots	4
Milton Keynes	3
Stevenage	3

## Notifications

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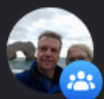
### New



Mayor of Royston and Ruth Brown like a photo you shared.  
4 weeks ago



Mayor of Royston shared your post.  
4 weeks ago



Now in Knebworth Environmental Group: "Phew! This is excellent news 😊..."  
8 weeks ago



tent\_share tagged you and 6 others in a post.  
8 weeks ago



The Listing mentioned you in a post.  
2 weeks ago