

Online Report to the January 2021 ACM

There have been many changes to the website as many of you may have already seen. From streamlining menus, finding out the most popular pages and getting more to be noticed, updating newsreels and just making it easier to navigate.

There's a lot of work still to do, mainly tidying up, but I am really pleased to see - despite the last year being quite different to any other I've experienced (or wish to experience again!) - lots of stories, photos and blogs of those who have been able to get out and about on the water.

I would love each and every one of you to help me promote the OGA, by sending me stuff I may not have seen which I can share on our social media channels and on the website. I don't mind if I receive the same thing 10 times, it's a great way to keep me and our followers in the loop. Please just keep me informed of things that are developing, or news that followers would love to read.

Each area on the website is looking more active as time goes on, we are always here if you need help developing anything on there, but keep it up to date and don't forget to date and share to the main page anything news related!

Facebook and Instagram have been really great ways to keep up to date with what's going on, and there is obviously a huge interest out there for all thing gaffer related. We have had quite the following on Instagram since it started, and although it's a great marketing tool, it also enables us to correct or edit the boat register and keep it up to date.

We have had increased interest on the OGA Facebook group, something which is growing all the time.

There are new items to add on the site, which is work in progress, but if you have anything to comment or add, please let me know and I will see if it's something we can do.

But lastly, thanks all for your patience and understanding whilst I play around with our new site and try and make it flow in the best direction. It's our website, as members, and so with your invaluable feedback, we can only get better and add more and more so it becomes the go to place for all things gaffer related.

Elly Howlett

Online Editor