

Online Editor's Report for the 2022 ACM

Most of our traffic to the OGA website seems to come from either Google or Instagram - the most visited pages are the boat register pages. This may be because it is featured on our social channels or perhaps just coincidence.

We have over 4.5k followers on our main OGA Facebook page but very little interaction. On our Facebook group we have just under 1k and a lot of interaction whether it be questions, posts of peoples updates but also - spam does still tend to get through. I have now set questions to be answered before anybody can be accepted to try and prevent this from happening. I have also applied the auto admin assistant that if a post gets reported as spam more than twice the post is removed and the user blocked. I can check this and undo if it was an error but it is better for things to be removed than for people to accidentally act on spam posts - like t shirts being for sale with our logo on.

Our Instagram page has around 8.5k followers which is fantastic considering we had to start again from January 2021 - which works out at just over 700 new followers a month. A great interest which hopefully will turn into new members.

The website continues to be edited and managed, we are always on the lookout for news whether it be someone looking for a certain gaffer or another looking for history - its important to keep the website fresh especially when competing with online social channels which are instant.

Elly Howlett
OGA Online Editor