

Webmaster Report – October 2023 – Mark Jennings

As in previous years I would like to thank my fellow webmasters for their support over the last year, Arnold (My mentor) David Rigby (My Deputy) Judy, David C, Gill and Graeme.

This is the same team as last year and I'm very grateful that we are still working very well. Recent months have highlighted the need for additional webmasters and I am very pleased that David H will be joining us to bolster our numbers.

The last twelve months have seen the continued use of the booking system. Its continued use allows;

- Walk leaders to know when all attendees have arrived.
- We have an insight into the popularity of walks.
- Attendance records are created.
- Potential new members are identified.

I have only one comment that I would like members to be aware of;

- Sending messages via the booking system take time to reach the walk leader and it is always best to message the walk leader if you are unable to attend for any reason.

The last 12 months have seen the reintroduction of car sharing from WP. A big thank you to David H for setting up and maintaining the WhatsApp group that shares car share details weekly. If you are not a member of the group and wish to be please contact David

The website and Facebook continue to be our central focus for not just walk activities but also social and procedural matters.

Facebook continues to reach a large section of our local community, we currently have 1394 followers, data breakdown below

Facebook followers	1394	
Facebook followers by gender and age		
Age	Women	Men
18-24	0.30%	0.20%
25-34	6%	3.30%
35-44	18.90%	8%
45-54	19%	8.20%
55-64	14.80%	6.80%
65+	8.90%	5.60%

Facebook followers by top towns/cities		
Top towns/cities	Value	
Rawtenstall	16.20%	
Bacup	14.20%	
Bury	11%	
Haslingden	9.50%	
Newchurch	8.10%	
Accrington	3.50%	
Burnley	3.20%	
Manchester	2.70%	
Bolton	2.20%	
Helmshore	2.20%	
Facebook followers by top countries		
Top countries	Value	
United Kingdom	99.30%	
United States	0.20%	
Australia	0.10%	
Denmark	0.10%	
Falkland Islands	0.10%	
Greece	0.10%	
Guernsey	0.10%	
Isle of Man	0.10%	
Italy	0.10%	
United Arab Emirates	0.10%	

The year ahead.

- Continued use of the Car Sharing WhatsApp group.
- The continued use of Ticket Source for walks attendance.
- Graeme is already preparing our 2023 walk schedule. If you have not replied to his recent emails, please do so, so that he can fill next year's programme. If you have never led a walk and want to volunteer, please contact Graeme.

*Finally, with so many posts going on the site, it is easy to miss things, so PLEASE follow the advice in the post '**Keeping abreast of all things Rossie Ramblers**', which you will find on the same page as the Walks Schedule.*