Publicity Report – 10.10.26 – Arnold Sampson

Apart from our website and Facebook page, our main publicity outlet is the regular Club News column in the Rossendale Free Press. We are in the paper most weeks, often with one or two photos. When I am on holiday, my good friend Judy submits the pieces for me, for which I am very grateful, as I believe that continuity is important. In addition, we *always* appear – with two photos – in the online edition. You can view these pieces at Rossendale Ramblers - InYourArea.co.uk | - it is nice to scroll down and see the lovely pics of our walks.

Overall, I believe the Free Press articles are a significant factor in publicising our activities to new people, and thence to increased membership.

Our work on reccing the Round the Hills walk, as well as fixing dodgy stiles before the walk, is very much appreciated by Rossendale Rotary, and this year led to a good mention in the Free Press within a Rotary report on the successful RTH walk. I hope that all those who have done the walk over the last 3 years are aware that Aly has printed their lovely certificates.

Facebook

A measure of interest in our group is the number of followers on our Facebook page. Our page says we have 1,700 followers, the same number as last year.

Finally, many thanks to Mark and his team of websters, who post about every walk on our Facebook page, thereby generating the interest shown above.