

Communications Report 2009

Good afternoon, I am happy to have you here in Virginia for our AGM this year. I had hoped to increase the genealogy sections this past year, but had to put that major endeavor off as I had too many other issues to tackle including attending to my health, so this coming year should see that area grow.

We have seen a steady increase in the use of our national website since we launched it in August 2006. Statistics YTD through the end of September shows a comparative increase of 116.5% in 2009 over the same period in 2008. Likewise, the unique visits statistic shows an increase of 126.2% this year over last year. This means that we have more people coming to our site and apparently, most are focused on what information they want. Our pages viewed per visit show that most enter directly to the page with the information they want from a search engine, spend most of their time on that page and then browse the site.

What is surprising is the geography of our users. Gordons worldwide are looking at our website. Most surprising is that with 28.2% of our total visits, the largest group overall (including geographic groups within the USA) is coming from the top-level domain yandex.ru in Russia! Other areas outside of the USA include the expected like the UK, Canada and New Zealand, while some of the more unexpected include Romania, Singapore, Poland, Brazil, Taiwan, India, Hong Kong, China, Israel, Czech Republic, Malaysia, Cote d'Ivoire, and many more!

A recent addition to the website, the new password protected section for conveners will increase our ability to assist our conveners. Housing the resources handed out last year on the Resource CD, the password protection keeps our resources from being easily duplicated by others. Updates to the wall of honor have been added as well as the full current edition of the wall, allowing conveners who previously printed the wall to only print the new updates and new conveners to print the entire wall without having to do multiple downloads. The convenue section will continue to grow as we add resources and as our conveners let us know what they want and need.

This year we have launched a Facebook presence. We encourage all our members to join our Facebook group and utilize it to chat with other members and share photos. We also will be adding our events to the Facebook event calendar going forward, and we encourage our conveners to use this function to add their events with any pertinent information they wish their members to know. We will also have our comprehensive events calendars on the main website updated and encourage our members to refer everyone to them!

We have also launched a You Tube Presence and have imbedded our You Tube playlist on the home page of the website. If you have a You Tube account upload your videos of Gordon events and send me a link so that we can include it in our playlist.

Our newsletter publication, *In The House!*, will be getting a boost from a new mailing list database that will allow us to email the December newsletter more easily and also allow us to send out news bulletins to our members. If you have not given us your email address previously, please use the website's contact link to email that information to us so that we can ensure you receive the bulletins and your newsletter. As always, the annual edition published in May will be mailed to the membership. Everyone is encouraged to pass along their news – births, deaths, marriages, accomplishments and such so that we can include it in our newsletter. Information and articles for the newsletter can be sent to me at lmthood@comcast.net or via post to 1811 Aeronca Ave. Henrico, VA 23228.

Thank you and BYDAND!

Lois Todd, Communications Chair.

