

Publicity Report for Dolphin AGM 2016

Printed Matter

Not too much to report here other than, once again, the tours leaflets were produced with no net cost to the side due to sponsorship. Indeed, this year, the sponsorship obtained also covered much of the cost of the web site.

There was a view expressed at last year's AGM that the only purpose of the tours list was to have something to give out to make collecting easier. This almost resulted in me deciding not to bother doing one for 2016 as this is NOT the primary purpose (although it is a very useful add-on benefit) and if that is how it's seen it is not really worth the effort required to produce and particularly to obtain sponsorship support. Wil persuaded me otherwise and so it was produced, however this comment has stayed with me and if this is the view of the side then it really isn't worth the bother. Honest opinions please.

We live in a digital age and many argue that, as a result, printed media has had its day. I happen not to agree, but I am perhaps an old dinosaur and it is the side's view that counts. Happy to do one for 2017 if that's what's wanted, equally happy not to if the side decides such.

The Inter Web

As promised a new web site was produced and launched to the World in December. Hopefully it has gone some way to answering many of the requirements stated at last year's AGM > > > Dolphin "look and feel", must be regularly updated, must contain relevant information on events, only one click (or two at most) to find what you want etc. It's been gently tweaked throughout the year so hopefully it is getting there.

Even if regular updates were not posted, the app linking The Facebook and The Twitter to a number of feeds (Dolphin Morris, The Morris Ring, Open Morris, The Morris Federation, The Morris Shop, Fools and Beasts, Morris 18-30, Celebrating Cotswold Morris and Poppy Folk Club on The Facebook, and also the Twitter feeds from Dolphin, Poppy and The Morris Shop) means that it's going to automatically be kept fresh. Plus the [52% of Western European internet users who don't use these social media sites](#) can get to see the updates should they choose to. If anyone feels any others should be linked to here, let me know and I will do so. The app also allows feeds from Instagram, Pinterest, Tumblr and You Tube, which (apart from You Tube) mean nothing to me but may be useful if there are sites people would like to links to? I've used You Tube occasionally for videos, but don't know about the others. I also try to do very brief write-ups (often a different viewpoint to Spout!) to keep a record of what we've done, publish photos (when available) and the occasional bit of news. If all areas of publicity can be "joined up" then that's only going to be of benefit and that's part of what I've tried to do with the web site. Hopefully people will go from the web site to look at the social sites and visa versa, if so encouraged.

The upcoming events app gives an easy to see "where we are" view and appears on every page. It's also got some nice little features like clicking on the venue next to the 📍 brings up a Google map and tells you where it is and how to get there from wherever you are. Smart phones seem to automatically know where you are, which is a little scary. There's a link to Where's Wally and also all tours lists from 2005 onward, plus some older ones.

There is a list of useful links to loads of other sites that may be of interest and also a page, that is designed to be password protected, which was intended as depository for useful side-only viewing stuff. At the moment this has facilities for dropping in music notations, music files and sheet music so these can be shared and learnt, a page set up with folders for all the traditions we do into which dance notations and comments can be placed (a facility that has been asked for), Ring Circulars, Spout files, address list, Christmas songs list and Plough Play script, a drop box facility to share anything we want such as Bag and Swag information, music files etc. Unfortunately it's not been taken up by many so isn't being used.

Question - is this page of interest or should I scrap it? I've removed the need for password for now [to make it easy to look at. just click this link](#) for easy access. **I'd appreciate it if you'd have a look to see if you think there is any potential or if you feel it's a waste of time and energy.**

There is also a separate Archive web site with links between the two sites. I've not updated this at all since creating it however it's got a lot of Andy's excellent work, booklets and pictures on it.

Web Site continued

Photos and videos that had been collected by others over the years (covering every year since 1968) are now available to view on a Dolphin Google photos site. Anyone can view, or upload and manage, if they log on as dolphinmorris@gmail.com (I can give the password to anyone who wants it). However every [individual folder is also available to view via the web site by year and/or event](#). It's not as searchable but it's there and as up to date as files supplied allow. You'll see there are rather a lot in the latter years, I have made no attempt to thin them out as that would be i) a huge job and ii) very subjective. However dipping in and out can be interesting and if you do log onto the actual photos page in Google there is a very good search facility that makes it quite fun to play with, it seems to recognise faces, places, things etc even without them having been tagged. Anyone who logs on with the password can add photos and videos, but if you create a new folder let me know and I'll make sure it is shared on the web site too. Alternatively just send me the files by email, we transfer, pcloud (to which Andy introduced me), on a USB stick or in some other way and I'll do it.

Ideally send them fairly soon after the event they've been shot for and I can pop them straight up on the web and link them to the event write-up, keeps it current. It is not totally up to date, but that's simply because I've not got photos for every event.

Same applies to music files. I've opened up a [SoundCloud account for Dolphin](#) and linked it to the web site. There is a selection of songs and music there which is easy to add to if sent to me or I can provide you with the user name and password if you want to upload yourself. That way everyone can enjoy, or at least listen to, the Dolphin sound.

The You Tube and Picasa accounts won't be updated except if there is an occasional video I want to put on the site, I'll link it just for that purpose.

Spasmodically, I've emailed a "shout out" (sort of like a mailshot) to local sides, Dolphins, people who've requested updates via the web site and also much of the Spout Mailing list. These are, I suspect but don't know, where the referrals in the figures below come from.

Google analytics summary to 30th August (rounded to nearest whole percentage point)

Since December we've had 1988 visits from 1306 different visitors to the site (an average of 152 each month).

42% of new visitors were from abroad (in December and January more came from Russia, America and China than the UK, so can perhaps be viewed as "found us in error"). New UK visitors spent an average of 1 minute 16 seconds on the site, compared to 5 minutes 57 seconds by returning UK visitors. This accuracy (of search engine use) could be improved by sorting the SEO, I've had a go with the basics but there are more things that can be done, I am advised. I'm also told it's simple, but unfortunately so am I, so **if someone knows how to do this and wants to sort it that'd be great**.

42% of **new visitors** have come via referrals, 38% from organic searches, 13% direct (which seems surprisingly high?) and 7% from social media. They only tend to spend, on average, about 45 seconds on the site, view 1.5 pages per visit and are 81% desktop users, 11% mobile and 8% tablet.

53% of **returning visitors** have come via organic searches (so probably by putting Dolphin Morris into Google rather than typing the address in the address bar), 40% direct, 6% from referrals and 1% from social media. We have an average of 20 returning visitors every month, 94% of whom are from the UK. The average number of visits per returning UK user per month is 4.3. They spend, on average, about 5 minutes 57 seconds per session on the site, viewing 2.7 pages per visit. Peak periods were December and January (when it was new) and also April, May and June.

August had just four returning visitors, one of whom logged on from the States and another from Venezuela. The two UK visitors stayed 3 minutes 55 seconds each (ave). **New** visitors continued to find the site - 85 in August staying for an average of 28 seconds but getting 1.91 page visits in I that time! Approx. 58% of returning visitors use a desktop PC or Mac, 19% tablets and 23% mobiles.

Over the same 9 month period, the **Archive site** has received 714 visits from 489 users spending an average of 3 minutes and viewing 1.26 pages per visit. Of the 714 visits, 193 were from the UK, 198 from Russia and 107 USA plus an assortment from various other exotic places around the globe.

If you think that was boring, there are some more detailed stats on the next page that will really finish you off!

I have no clue if any of this is good or bad as I don't have any history with which to compare, but it seems an OK start.

www.dolphin-morris.co.uk Google analytics summary

Returning Visitors	2015		2016							Total	Mean	
	December	January	February	March	April	May	June	July	August			
Total	24	21	14	13	19	31	32	20	4		178	19.8
UK	23	21	14	12	17	29	29	20	2	93.8%	167	18.6
Sessions	116	266	23	25	54	206	127	40	4		861	95.7
UK sessions per user	5.0	12.7	1.6	2.1	3.2	7.1	4.4	2.0	1		39	4.3
Ave Session Time	8min 4 sec	8min 38 sec	1min 20 sec	2min 23 sec	9min 16 sec	10min 27 sec	5min 56 sec	53 sec	1 min 57 sec			5min 26 sec
seconds	484	518	80	143	556	627	356	53	117		2934	326.0
Ave Session Time UK Visitors	8min 10 sec	8min 38 sec	1min 20 sec	3min 18 sec	9min 37 sec	10min 33 sec	6min 7 sec	1min 54 secs	3 min 55 sec			5min 57 sec
seconds	490	518	80	198	577	633	367	114	235		3212	356.9
Total Pages per Session	4.09	1.89	1.52	1.32	4.39	4.02	3.04	1.62	2.25		24	2.7
Platform												
Desktop	15	10	9	6	14	18	17	12	3	58.4%	104	11.6
Mobile	4	5	1	4	4	7	10	5	1	23.0%	41	4.6
Tablet	5	6	4	3	1	6	5	3	0	18.5%	33	3.7
	24	21	14	13	19	31	32	20	4	100%	178	
How found												
Organic Search	9	9	9	5	10	21	18	11	2	52.8%	94	10.4
Direct	14	11	5	6	5	8	14	8	1	40.4%	72	8.0
Referral	0	1	0	2	4	1	0	1	1	5.6%	10	1.1
Social	1	0	0	0	0	1	0	0	0	1.1%	2	0.2
	24	21	14	13	19	31	32	20	4	100%	178	

New Visitors	2015		2016							Total	Mean	
	December	January	February	March	April	May	June	July	August			
Total	169	268	74	55	110	116	98	153	85		1128	125.3
UK	72	57	68	38	67	86	82	138	50	58.3%	658	73.1
Sessions	169	268	74	55	110	116	98	153	84		1127	125.2
UK sessions per user	72	57	68	38	67	86	82	138	85	61.5%	693	77.0
Ave Session Time	36 sec	21 sec	56 sec	17 sec	1m 42 sec	1m 21 sec	30 sec	27 sec	36sec			45 secs
seconds	36	21	56	17	102	81	30	27	36		406	45.1
Ave Session Time UK Visitors	1min 4 sec	1min 35 sec	59 sec	23 sec	2min 47 sec	1 min 54 sec	1min 14 sec	30 sec	47 sec			1min 16 sec
seconds	74	95	59	23	167	114	74	30	47		683	75.9
Total Pages per Session	1.43	1.24	1.46	1.60	1.65	1.88	1.29	1.27	1.89		14	1.5
Platform												
Desktop	120	248	54	37	90	82	82	131	70	81.0%	914	101.6
Mobile	28	13	11	14	12	18	11	13	10	11.5%	130	14.4
Tablet	21	7	9	4	8	16	5	9	5	7.4%	84	9.3
	169	268	74	55	110	116	98	153	85	100%	1128	
How found												
Referral	67	219	10	9	23	41	15	51	41	42.2%	476	52.9
Organic Search	64	34	39	24	67	49	53	68	28	37.8%	426	47.3
Direct	26	13	23	20	12	23	7	11	8	12.7%	143	15.9
Social	12	2	2	2	8	3	23	23	8	7.4%	83	9.2
	169	268	74	55	110	116	98	153	85	100%	1128	