

CCANZ Communications Update

To: Creative Commons Aotearoa New Zealand Advisory Panel

From: Elizabeth Heritage, Communications Lead

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CCANZ book

A Quiet Revolution: Growing Creative Commons in Aotearoa has been published in print and as an ebook in various formats. Copies have gone to pledgers, and to all public libraries and uni/polytech libraries in NZ. The relevant page on our website has had about a thousand visits, and our tweet announcing publication of the ebook is our most retweeted ever, with 85 retweets and 65 likes. (Twitter reckons it had 22 thousand 'impressions', but that is probably to be taken with a grain of salt.)

Newsletter

Newsletters are going out regularly in the first week of each month (although there wasn't one in January due to the summer break). Subscriptions are slightly down at 679, with 'opens' steady at around a third (against an industry average of 20%).

Email discussion list and Loomio

Matt and I post frequently to the Online Groups mailing list, which comprises 258 members (this is slightly down on last year). Membership of the Loomio group has grown to 60 members.

Social media

CCANZ's Twitter presence remains lively: followers are up to 3,292 and this number is ticking up steadily, gaining about 50 new followers a month. Facebook and Tumblr have proven pretty infertile ground so the next step is to see whether Medium would be a better fit.

NZCommons

After a peak in mid-2015, we've noticed that traffic to NZCommons is steadily tailing off. As part of our more general discussion about CCANZ's website, we have decided to fold the NZCommons content into creativecommons.org.nz.

Press releases

The next step in publicising our book is to send targeted press releases to media sector by sector. Panel members are asked to let us know with any particular media contacts who could be interested in CC.

Upcoming publicity

Now that the CC Pukeko video and the teachers' handbook are complete, we are placing articles in targeted education media. We have pieces coming out in the next issues of the *NZ Education Gazette* *Tukutuku Korero*, the School Trustees' Association newsletter, PPTA News, PTA News, *English in Aotearoa*, and the NZ Art History Teachers' Association journal.