

CCANZ Communications Update

To: Creative Commons Aotearoa New Zealand Advisory Panel

From: Elizabeth Heritage, Communications Lead

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CCANZ book

We're thrilled that our PledgeMe crowdfunding campaign raised not just the \$3,000 we needed, but \$4,017! We will use the extra funds to create books to donate to NZ libraries. *A Quiet Revolution: Growing Creative Commons in Aotearoa* will be published in print and ebook next month. Many thanks to Panel members who have contributed.

Newsletter

Newsletters are going out regularly in the first week of each month. Subscriptions are steady at 684, with 'opens' at around a third (against an industry average of 20%).

Email discussion list and Loomio

Matt and I post frequently to the list, which comprises 265 members. We have opened up the Loomio group, which comprises 55 members.

Social media

CCANZ's Twitter presence remains lively: followers are up to 3,171 and this number is ticking up steadily. Facebook and Tumblr have proven pretty infertile ground so the next step is to see whether Medium would be a better fit.

NZCommons

The design refresh of the [NZCommons](#) site is looking good! It has had 965 page views since my last report, with a spike during Open Access Week. Three quarters are new visitors. Most visitors are from NZ, closely followed by the USA.

Press releases

Pick-up of the press release regarding the translation of the licences into te reo Māori was disappointing. Panel members are asked to let us know with any particular media contacts who could be interested in CC.

Upcoming publicity

Once the schools CC video and the teachers' handbook are complete, we will do a press release celebrating the first 100 CC schools and place articles in targeted media, such as the PTA magazine.