CCANZ Communications Update

To: Creative Commons Aotearoa New Zealand Advisory Panel
From: Elizabeth Heritage, Communications Lead
Date: 17 August 2015

CCANZ book

Work is underway with a very enthusiastic team of students at Whitireia Publishing to publish an ebook later this year about Creative Commons in Aotearoa. Many thanks to Panel members who have contributed. I will be approaching you all later to help publicise the crowdfunding campaign that will aim to finance the production of a small print run.

Newsletter

Newsletters are going out regularly in the first week of each month. Subscriptions are up to 689, with usually around 260 'opens'.

Email discussion list

Matt and I post frequently to the list, which comprises 275 members.

Social media

CCANZ's Twitter presence remains lively: followers are up to 3,068 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 1,998 page views in the last month. 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.