

CCANZ Communications Update

To: Creative Commons Aotearoa New Zealand Advisory Panel

From: Elizabeth Heritage, Communications Lead

Date: 23 May 2016

Website refresh

I am working with Prefer on the refresh of www.creativecommons.org.nz. Traffic to the site is holding steady at between four and seven thousand visits per month, mostly to the pages about what CC is and how to choose the right licence.

Newsletter

Newsletters are going out regularly in the first week of each month. Subscriptions are slightly down at 673, with 'opens' at around a third. The number and percentage of subscribers opening the newsletter has been slowly declining over the past year so I will be doing some A/B testing to see whether different email subject lines make a difference. As always, I am open to suggestions for improving the newsletter's content as well. The most clicked link recently has been to Matt's post about his new job at Koordinates.

Email discussion list and Loomio

I am the most frequent poster to the to the Online Groups mailing list, which comprises 265 members (this is slightly up from last quarter), although we do occasionally get other community members starting discussions as well, which presumably means people are finding it useful. Membership of the CCANZ Loomio group has grown to 65 members, plus there are 35 members of the OER Sprint Loomio group.

Social media

CCANZ's Twitter presence remains lively: followers are up to 3,403 and this number is ticking up steadily, gaining about 50 new followers a month. Our top tweets are regularly gathering between one and two thousand 'impressions' and nearly every tweet we send gets retweeted or liked or replied to.

NZCommons

After a peak in mid-2015, traffic to NZCommons has steadily tailed off. As part of our website refresh, we have decided to fold the NZCommons content into creativecommons.org.nz and to republish it on Medium.