

CCANZ Communications Update

To: Creative Commons Aotearoa New Zealand Advisory Panel

From: Elizabeth Heritage, Communications Lead

Date: 6 May 2015

Ebook

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.

Newsletter

Newsletters are going out in the first week of each month. Subscriptions are up to 671. 'Open' rates are consistently around 40-50% (against an industry average of around 20%).

Email discussion list

Matt and I post regularly to the list, which is up to 282 members.

Social media

CCANZ's Twitter presence remains lively: followers are up to 2,919. Facebook likes are up to 161. The NZCommons Tumblr blog has been slow to take off, with 16 followers. Any promotional help the Panel could give us would be appreciated.

NZCommons

Monthly themes are going well: February was Open Access, and April & May are Open Education. Ongoing help from the Panel with shoulder-tapping contributors is appreciated.

Press releases

Location-specific press releases were sent to local media in advance of the CCANZ Road Trip. Press releases on the te reo translation of the licences and 100 CC NZ schools are upcoming.

Upcoming publicity

Following from our article in the Education Gazette in February, over the next few weeks we will have articles coming out in a range of education-related media, eg. the PPTA News.