

NINE TRADES MEDIA & COMMUNICATION REPORT 11.11.2021

Media & Communications Coordinator: Steve Flack

Remit

To develop and manage a policy that will communicate a contemporary outward looking face of The Nine Incorporated Trades to the general public.

To identify key areas to improve the communication tools for the Nine Incorporated Trades to include the internet, a digital newsletter, Facebook and Twitter.

To create a new website that will promote the activity of the Nine Trades and act as a hub for the members and to enhance communication in a clear and transparent manner.

Website

The new site domain address: <http://ninetradesofdundee.co.uk>.

The archive sub-domain address: archive.ninetradesofdundee.co.uk

The new website has been live for the past 22 months and has started to attract visitors and interest from a variety of different people including some from abroad with enquiries regarding their family links to the Nine Trades, some over hundreds of years.

The planned site upgrade to the historic archive content has been slower than anticipated however the intention to involve an academic partnership to develop a fully searchable online archive is still a priority. It will provide significant benefit, not just for the Nine Trades, but to academic researchers and the public in general. The existing archive site will continue to be accessible either directly or through links available on the new main site.

Administrators

The new site relies upon the support of the individual Trades to provide news and content and to help communicate their work within the Nine and the City as a whole. We are grateful for those Trades who have supplied news items and announcements and would encourage each of the Trades to share their stories throughout the year. It is planned that each Trade will eventually manage their own relevant content and to this end a volunteer web administrator (admin users) will be required from each of the Trades. This role is key to the success of the new site. The admin users will be given full support and training to enable them to carry out the tasks required. We will be approaching each trade in the near future to establish these important roles.

Digital Nine Trades Newsletter

The Trades digital newsletter has now been in operation for the past two years using Mailchimp. (<http://www.mailchimp.com>)

It has been proposed that all relevant information regarding the Nine Incorporated Trades (that has historically been communicated to the individual Trades Clerk from The Clerk & Boxmaster, Lindsay Darroch), is delivered to all the Craft Members directly via the Newsletter. This does not preclude individual Trades continuing with their own communication.

Individual Trades are asked to make sure that when communicating to their own Craft Members that undisclosed emails are used to meet the latest General Data Protection Regulation (GDPR). The Nine Incorporated Trades has introduced its own up to date Privacy Policy to ensure that all members personal data remains safe.

To make sure that all Craft Members are able to receive delivery of the Trades newsletter, it is important that we have the correct email address' for each individual member. The Clerks will soon be contacted with the most up to date lists of their members email address' and will be asked to check with their own lists and Inform us of any changes required. News information will be collected to offer at least four newsletters per year and more if required.

Social Media - Facebook & Twitter

It is recognised and understood, the importance of an online presence for the Nine Trades. We need to improve the relevance of the Nine and connect the charity to younger audiences.

A recent consultation exercise was carried out on behalf of The Nine Trades. It was the work of some students studying at Abertay University and supervised by Trustee, Bruce Donaldson. Three reports were presented at the end of the process and they all make very interesting reading especially the recommendations to improve the public's awareness to our work. From this and some of the suggestions, we intend to continue our conversations with the students and propose to work closer with them to find ways to manage the Trades social media content strategically and to a professional standard