Web/Digital Media Report

Submitted by Abby Goodrum

In order to provide more secure, efficient and accessible information over the web and through social media, the Board of Directors created a subcommittee on Digital Communication renewal.

The committee was composed of Abby Goodrum (chair), Neil Tarswell, and Dennis Cuomo.

Phase 1: Interviews with members of the various stakeholder communities that use/contribute to the GRBS website, and FB page. The purpose of the interviews was to determine the information needs of a variety of people including: GRBS members, Blues camp students and their parents, musicians, volunteers and others.

Phase 2: Survey of other Blues Society websites and FB pages. What’s working? What’s not?

Phase 3: ROI analysis of existing and competing web and email hosting services, domain registration and protection services. Of critical concern was security but we were also interested in ease of use, range of features, interoperability with existing software (e.g. membership, paypal, Mailchimp, etc), quality of service, and support.

After much consideration and study, the new website was created and was launched last Fall. As well, we have moved the email and domain hosting to a new service provider. We are still in the process of adding pages and information to the website, and have plans for greater integration with FB, Twitter, and Instagram.

Its an ongoing process….