

West Herts Ramblers

Communications (Facebook) Report.

Annual General Meeting 2025

Anne and I have taken over the role of publicizing the group and have focused on Facebook. We started to use Facebook in January 2025 and so far, we have 359 followers with steady increase of 4%. In 2023 there were 265 followers. Also, since June 2025 the number of views has risen from 3,990 to 5,028 of which 91% were followers.

On Facebook, **followers** are users who have opted to see your public posts in their news feed, even if they are not your friends. Essentially, they are interested in the content and want to stay updated on what we share, but may not have a direct connection to WHR. **Non-followers** are users who are not currently following WHR profile or page. This means they don't receive our posts in their news feed, but they can still see our public content. Engaging with non-followers can be beneficial for expanding our reach and potentially gaining new followers. or by searching for it.

The type and age group of people who are engaging with the Facebook page is more Women than Men and 53% are age 65.

In order to promote WHR and gain membership we have recently advertised our walks on the Hemel Hempstead Community Facebook platform using strategies including highlighting the benefits of joining/walking with us. We will continue to monitor the progress of this platform and promote this page by offering diverse walk options that reaches the wider audience to make the group more appealing to potential walkers/members and turning followers into active walkers.

Going forward: in order to attract new members and increase visibility we propose:

- 1- To create a simple leaflet that 'sells' the benefits of walking with us that can be posted on Community Facebook pages, and links directly to information on our website for anyone who wants to find out more details. The leaflet will also be available on the website and will create a landing pad for interested people to take that step into becoming a walker/member of WHR. Anne has been working with our Webmaster Ian to work out how this can be done.
- 2- The use of 'Meetup' to grow WHR group by reaching new audience was discussed at the WHR Committee meeting in October 2025. However, this

needs further exploration as how beneficial this can be for the group. We can then bring back to the committee for agreement/discussion at a later date.

Any other ideas and suggestions from the WHR members are very welcome.

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