



MOWCAP Communications Report Eighth General Meeting 2018

Introduction

The objective of the communications programme is to provide easy access to information about MOWCAP and its activities. A secondary objective is to promote the Memory of the World Programme and the value of documentary heritage.

MOWCAP uses several channels to meet these objectives. These are the MOWCAP website (www.mowcapunesco.org), a Facebook page, a 6-monthly newsletter that summarises recent and future MOWCAP activities and a YouTube channel. MOWCAP has also recently set up an Instagram account. The MOWCAP email account is used to make personal contact with stakeholders as well as to distribute messages to those on our contact list.

The secretary-general, Andrew Henderson, and Bureau member Dianne Macaskill work together to ensure that all the communications channels have up to date information.

Website

The current website (www.mowcapunesco.org) was launched in November 2015 and uses Wordpress, an open source website platform. The website is a comprehensive source of information about MOWCAP. It includes information on meetings, on inscriptions, including the MOWCAP Memory of the World register and also includes posts about MOWCAP activities and projects relevant to the region.

The website has proved easy to update. The cost of hosting the website is paid by the Asia Culture Center.

Information on website use over the last 12 months is attached as an appendix.

The MOWCAP website also provides access to the online exhibition (<http://www.mowcaparchives.org>) which was developed to celebrate the 20th anniversary of the creation of the establishment of MOWCAP using the open source

Omeka software. The site highlights selected documentary heritage from the Asia-Pacific region on the International and Regional Memory of the World Registers.

The site was developed with the generous financial support of the Asia Culture Center through the on-going partnership with MOWCAP, the Advanced Center for Korean Studies, and technical support from UNESCO Bangkok and the Korean National Commission for UNESCO.

Facebook

The Facebook page (<https://www.facebook.com/MOWCAP/>) alerts followers of the page to new information on the website and also highlights important documentary heritage events in the MOWCAP region and promotes the importance of documentary heritage.

At the last General Meeting we reported that the Facebook page had 485 'likes'. The number of 'likes' is steadily growing and now stands at 655. We are also noticing that more Facebook pages are sharing our page and so our posts are reaching more than our followers.

A recent initiative to increase the number of people who follow our page is to post commentary and images from Memory of the World registers in recognition of international days. The commentary and images are also being used on our new Instagram page.

Newsletter

We maintain a list of contacts and send a 6-monthly newsletter to those contacts. The newsletter is also published on the MOWCAP website. The newsletter has a message from the MOWCAP chair and includes the major MOWCAP activities in the last 6 months, future MOWCAP activities and significant information about the international programme. The last newsletter was produced using Mailchimp. Mailchimp is free and is a tool that allows us to provide information to our stakeholders in an engaging way.

YouTube

MOWCAP has a YouTube Channel which can be [accessed here](#). It includes training videos and videos from seminars. A video of a chronological sampling of audio visual inscriptions, starting in 1860 is also on the channel.

Some Requests

- We rely on National Commissions and National Committees in the region to provide us with national Memory of the World updates to share with MOWCAP stakeholders. Send us your updates and we will publish them on the website and on Facebook.

- We would like your feedback on the website and Facebook page and to hear about any ideas you have for making them more engaging (remember volunteers do the updating so nothing too complicated)
- It is challenging to keep the contacts list up to date. Remember to let us know if you change your email and still want to hear about MOWCAP. We remove names from the contact list if we get too many bounce backs.

Appendix

Use of MOWCAP website in the year to 15 May 2018

sessions	2,536
users	1,489
page views	6,794
top locations	Japan, South Korea, Thailand, Indonesia, China, United States, Vietnam, Australia, New Zealand, Malaysia, Canada, France, Singapore
Top pages viewed	<ul style="list-style-type: none">• Memory of the World Committee for Asia and the Pacific• regional register• nomination information• bureau elections• MOWCAP meetings• ASEAN member states action plan• MOWCAP/Asia Culture Center Grants Programme
Visitor type	<ul style="list-style-type: none">• returning 41.9%• new 58.2%
Channels	<ul style="list-style-type: none">• Organic (search engines) 40%• Direct 27%• Referral (from another site) 33%
Devices	<ul style="list-style-type: none">• Desk top 81%• Mobile 16%• Tablet 3%