



## **MOWCAP Communications Report Ninth General Meeting 2022**

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](http://www.mowcapunesco.org)), a Facebook page, an Instagram account (generated from Facebook content), a 6-monthly newsletter that summarizes recent and future MOWCAP activities and a YouTube channel. 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 former Secretary-General, Andrew Henderson, and current Acting Secretary-General, Linh Anh Moreau, 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](http://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 Regional 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 has been funded by the website managers.

The website has been a significant platform to disseminate information on the ACC-MOWCAP Documentary Heritage Grants programme, as well as for sharing news and activities conducted by MOWCAP and UNESCO Bangkok on documentary heritage in Asia and the Pacific, such as meetings, workshops, and publications.

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.

### **Facebook and Instagram**

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. It is managed by volunteer Nicola Cousen from the Australian Memory of the World Committee.

At the last General Meeting we reported that the Facebook page had 655 'likes'. The number of 'likes' is steadily growing and now stands at 1,609. The Instagram account, generated from Facebook content, currently has 139 followers. We are also noticing that more Facebook pages are sharing our page and so our posts are reaching more than our followers. At the time of reporting, it is estimated that MOWCAP's posts reach 3,500 users on Facebook.

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 the 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. It includes training videos and videos from seminars. A video of a chronological sampling of audiovisual inscriptions, starting in 1860 is also on the channel, and remains the video with the most views.

### **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.
- MOWCAP will also look into acquiring a Google Business account to ascertain whether this can improve efficiency in the use of the Google services (Gmail, YouTube, Google Drive).