



## **MOWCAP Communications Report 18<sup>th</sup> Bureau Meeting May 2019**

### **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, a Facebook page, an Instagram account, a 6-monthly newsletter that summarises recent and future MOWCAP activities, ad hoc newsletters and emails and a YouTube channel.

### **Website**

The current website was launched in November 2015 and uses Wordpress, an open source website platform. The website is easy to update. The Asia Culture Center pays the cost of hosting the website.

The ISP for the website is now Site Ground. UDomain who had hosted the website for many years were not providing a good service. Site Ground provides a more cost effective and efficient service and the changeover was almost seamless.

Information on website use for the last two years is attached as Appendix 1. The appendix shows that use of the website is increasing and has doubled in the last year.

## **Facebook**

The MOWCAP Facebook page alerts followers of the page to new information on the website, highlights important documentary heritage events in the MOWCAP region and promotes the importance of documentary heritage.

Nicola Cousen, a MOWCAP volunteer from Australia has been posting commentary and images from Memory of the World registers for each UN international day. Nicola is also posting the commentary and images to our Instagram account. Nicola's contribution means we are regularly posting to our Facebook page and is probably a significant contributor to the large increase in "likes" and "followers" in the last year.

At the 2016 General Meeting we reported that the Facebook page had 485 'likes'. That figure had increased to 655 by the time of the 2018 General Meeting. The number of 'likes' now stands at 1011 and the number of "followers" at 1058. More information on those who are "followers" of the page is attached as Appendix 2.

The Facebook page is also proving to be a good tool for distributing information to our stakeholders. A recent post on the MOWCAP ACC Grants 2019 reached 5,590 people and had 36 shares.

## **Email and MOWCAP News and Information**

We maintain a list which currently has 345 subscribers. We are now using Mailchimp to send out information to these subscribers. Mailchimp is free and is a tool that allows us to provide information to our stakeholders in an engaging and professional way.

Newsletters are produced using Mailchimp and we recently used it to send out information on the 2019 MOWCAP-ACC Grants 2019 and the UNESCO Bangkok Joint Nomination Workshop.

Mailchimp provides us with useful reports for monitoring the value of the email contact. For example, 44% of recipients opened the email on the Bangkok workshop and on the Grants. About 31% of recipients have opened the last two newsletters.

## **YouTube**

The MOWCAP YouTube Channel 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. YouTube has become a popular way of disseminating information and the Bureau should consider how we can develop this channel.

## **Instagram**

We are still learning about Instagram and currently have 55 followers. The main content is UN days images and text from the Facebook posts that Nicola has been preparing. Each post is only getting a small number of likes, usually about 5.

## Appendix 1

### MOWCAP Website

	<b>Year to May 2018</b>	<b>Year to 8 May 2018</b>
sessions	2,536	5,754
users	1,489	3,782
page views	6,794	14,746
bounce rate		61.69%
pages per session		2.54
session duration		00:02:51
top locations	Japan, South Korea, Thailand, Indonesia, China, United States, Vietnam, Australia, New Zealand, Malaysia, Canada, France, Singapore	United States, South Korea, Japan, Thailand, Indonesia,,New Zealand, Malaysia, Australia, China Myanmar, Vietnam
top pages viewed	<ul style="list-style-type: none"> <li>• Memory of the World Committee for Asia and the Pacific</li> <li>• regional register</li> <li>• nomination information</li> <li>• bureau elections</li> <li>• MOWCAP meetings</li> <li>• ASEAN member states action plan</li> <li>• MOWCAP/Asia Culture Center Grants Programme</li> </ul>	<ul style="list-style-type: none"> <li>• Memory of the World Committee for Asia and the Pacific</li> <li>• MOWCAP/Asia Culture Center Grants Programme</li> <li>• Regional register</li> <li>• CALL FOR PARTICIPATION: UNESCO Memory of the World regional workshop on joint nominations</li> <li>• 2019 MOWCAP – Asia Culture Centre Grants Programme</li> <li>• News – Memory of the World Committee for Asia and the Pacific</li> <li>• Suiheisha and Hyeongpyengssa inscription</li> </ul>

visitor type	<ul style="list-style-type: none"> <li>• returning 41.9%</li> <li>• new 58.2%</li> </ul>	<ul style="list-style-type: none"> <li>• returning 35.2%</li> <li>• new 64.8%</li> </ul>
channels	<ul style="list-style-type: none"> <li>• Organic (search engines) 40%</li> <li>• Direct 27%</li> <li>• Referral (from another site) 33%</li> </ul>	<ul style="list-style-type: none"> <li>• Organic 49%</li> <li>• Direct 26%</li> <li>• Referral 13%</li> <li>• Social 12%</li> </ul>
devices	<ul style="list-style-type: none"> <li>• Desk top 81%</li> <li>• Mobile 16%</li> <li>• Tablet 3%</li> </ul>	<ul style="list-style-type: none"> <li>• Desk top 74%</li> <li>• Mobile 22%</li> <li>• Tablet 4%</li> </ul>

## Appendix 2

### MOWCAP Facebook page “followers” as at 10 May 2019

Top locations (between 102 and 20 page “likes”)	Myanmar, Thailand, Cambodia, Indonesia, Australia, India, USA, Fiji, Philippines, New Zealand, Vietnam, Taiwan, South Korea, Hong Kong, Malaysia, UK
Top languages (between 539 and 20 page “likes”)	English(US), English(UK), Thai, Indonesian, Traditional Chinese, French, Vietnamese, Spanish
Access by age group (estimate)	<ul style="list-style-type: none"> <li>• 13 -17 near zero</li> <li>• 18-24 10%%</li> <li>• 25-34 36%</li> <li>• 35-44 26%</li> <li>• 45-54 14%</li> <li>• 55+ 12%</li> </ul>
Posts to Facebook page	<ul style="list-style-type: none"> <li>• Total posts – 172 (approx)</li> <li>• 8 - Reach over 2000</li> <li>• 17 - Reach 1000 - 2000</li> </ul>
Individual posts with a reach of over 2,000 from June 2018 – 10 May 2019	<ul style="list-style-type: none"> <li>• MOWCAP ACC Grants 2019 (reach 5,600, 36 shares)</li> <li>• Bangkok joint nomination workshop (reach 2,300, 29 shares)</li> <li>• International Day for the Abolition of Slavery, Documents of King Chulalongkorn’s Transformation of Siam (1868–1910) (reach 3200, 15 shares)</li> <li>• International Day for the Remembrance of the Slave Trade and its Abolition, Polynesian Immigrants Records 1876-1914 (reach 2600, 20 shares)</li> <li>• Announcements of inscriptions to MOWCAP register (reach 2600, 19 shares)</li> <li>• Artdaily.com article “Living with Machines” (reach 2300, 23 shares),</li> </ul>

	<ul style="list-style-type: none"><li>• International Day for the Right to the Truth, Tuol Sleng Genocide Museum (reach 2200, 16 shares)</li><li>• International Day of Education, Woodblocks of Nguyen Dynasty (reach 2100, 6 shares)</li></ul>
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