

SAIF Ecommunication Working Group

Draft minutes of meeting held on Monday 31st October at 2pm at Consumer Focus Scotland, (CFS)

Present: Sandra Wilson, Jean Alcock, Alex Stuart, David Armstrong, Sheila Hands and Susan Burn (minutes)

1. Apologies

Apologies were received from Nicola Noon and Mary Evans.

2. Minute of the previous meeting held on 8th August 2011

Sandra welcomed Sheila to her first ecommunication working group.

The minute of the previous meeting was agreed.

3. Matters arising not on the agenda

David feedback that he had tried to remove SAIF from Facebook but it was not possible.

Action

- Group members will see if they can find out about removing presence from Facebook
- Jean will email relevant Hidden Accessibility course notes to David

4. Website update

Susan had sent the group a report with the breakdown of visitor statistics from Google Analytics. Visits are still well up on last year and the increase of visits following an enewsletter was also noted. A detailed report will be available for the annual review in February.

Alex commented that it would be useful if, in the content overview section, the pages visited had a more transparent file name. Susan will discuss this with Jim.

We discussed where we come in results when folk search for SAIF or Scottish Accessible Information Forum or accessible information. Alex agreed to look into this for us.

Sandra updated the group about progress being made with notetakers reading PDFs. She will get in touch with Sheila to share further information and will write a paragraph about this for the SAIF website.

Action

- Susan to collate info for annual review report
- Susan to speak to Jim about page names
- Alex will look at search results
- Sandra will write small piece on notetakers and PDFs and get in touch with Sheila directly

5. Elearning

Jean gave a bit of background on how the SAIF elearning module had come about.

The proposed development of elearning by SAIF had been discussed at the promotions working group and Sandra updated ecomm on actions agreed.

We will run a very brief survey on our website to gauge interest in elearning and to source organisations who would be willing to be involved in a pilot of our Raising Awareness module. This will be done in time for results to be collated for the annual review.

Action

- Susan to email elearning module to Sheila
- Susan liaising with Jim and promotions working group on draft text and timescales for survey

6. Social Networking Guide and Toolbar Article (David and Alex)

David has begun work on revising and updating the SAIF Guide to Social Networking and he explained some of the changes and why he had made them. He will email his draft to Susan for circulation to the group for comments. This will allow a final draft to be considered at the next ecommunication working group and the finished paper to be published this financial year.

David has also begun work on a follow up article about why social media is so important for disabled people.

Alex had emailed a link to his blog to Susan who had circulated to the group prior to this meeting. The article is called "Using the web developer toolbar to gauge accessibility" and Alex uses the SAIF website as a case study. The group thanked Alex for his work on this and thought it a very interesting article. Susan will also send it to Jim Byrne for his comments.

Alex has a few changes to make to the article and then Susan will feature it on the SAIF website, enewsletter and twitter.

Action

- David to email his draft to Susan
- Alex to update his article and email link to Susan to promote

7. Work Plan 2011

1. Agreed to discontinue with Facebook and concentrate on Twitter presence where we currently have 469 followers. Our target was 300.
2. Enewsletters continue to be sent out when appropriate.
3. Susan to speak to Gail about how the Scottish Formats Resource is used.
4. We should have 2 new or updated papers by the end of this year, thanks to Alex and David. Our target is 2 products over the year.

A paper on PDFs was again talked about. This would be very useful and will be the next piece of work following the Social Networking and Accessible Toolbars papers.

5. We do not have the budget for expanding our use of BSL on our website, however we will continue to raise awareness of its importance.
6. Summary website statistics were emailed to the ecomm group.

7. We have a table to compare monthly website hits to last year. Our target is an annual increase of 20% which we are well on target to meet.
8. The proposals for developing elearning are in hand.
9. As mentioned earlier, David agreed to update the SAIF social networking guidance.
10. The group discussed what current accessibility issues there were in digital communication, for example the increased reliance on online recruitment. We will keep track of this and any other relevant issues.

Action

- Susan to find out some statistics on the use of the Scottish Formats Resource

8. Date of next meeting

Our next meeting will be on **Monday 16th January 2012 at 2pm** here at Consumer Focus Scotland.