

Website Report

This year the website has continued settle into its new style and form, but simply keeping it running and updating our FaceBook page takes more time and resources than I ever imagined and there is still a slight backlog of things to do.

Since dropping the message board on the website and encouraging members to use FaceBook to ask questions, I have been disappointed at how few done so and even more disappointed at how little response they get.

We have had an amount of material sent in for the website, but the majority of submissions are job adverts, course information and the President's Letter. In a world of ever moving social media and technology, the continued existence of a static website for an Association such as ours is questionable if it doesn't have a good store of resources that are useful to the membership. However, if this information is never added to, it becomes stale and uninteresting. We have a wealth of expertise and experience across the membership, but little is ever submitted for inclusion on the website.

As an Association, we have never charged for advertising posts, courses or other services but have invited donations to support the running of the website. As you may know, any website such as ours costs money to host and run. Sadly, in my experience, not a single hospice has made a donation to the Association to support the running of the website, so the costs of running the website are born out of your membership fees – very roughly, something over a £1 per year per member.

In an age of so much information being sent around to us all, the question has to be asked, does the membership want or value a website of this nature or our FaceBook page?

Gary WIndon