**Communications Report AGM 2025**

The Centre’s communications are inextricably linked to the Internet with the majority of methods being undertaken online. The outlier is the Safety Fast monthly ¼ page column. That is an important means of communication as it is the only method that gets to 100% of our membership (mainly by print but increasingly now be an opt in digital email).

We have eleven methods of communicating with our audience including a new one on the MG Car Club’s website. A new Central listings page for events which is currently being updated throughout the club to give a comprehensive listing of most MGCC events nationwide.

The website lies at the heart of our Internet presence and when we post about events etc on our social media they usually refer back to a page or post on the website. The advantage here is that the entries are permanent whereas most social media is transient.

We had record views of the website in 2024 with 23,863 views – that is around 65 views a day. Not all of those will be members and some will be bots but hopefully a good proportion will be members or potential members. The graph below shows the number of views since the website began in late 2017 – a steady progress since the initial surge in 2018.

A graph of a graph showing the number of views per year

AI-generated content may be incorrect.

The YouTube channel is still progressing and there are 100 videos on there at the moment. They attracted 21,499 views in 2024 which is down in comparison to 2023 – there was an anomaly in 2023 which I think was linked to the U.S. discovering Bob Zanetti’s Twin Cam video and it being shared widely there – it went viral!

Content is always welcomed and much of the material is produced in conjunction with Brooklands Members tv of which I am a team member and usually try to get some MG content when presenting videos.

There are some impressive stats – there have been 1.6million impressions since the channel began (where a video is shown as a suggested thumbnail on video feeds). That has resulted in 57,000 views and 3,500 hours viewing time in addition to the natural club views. These are probably not members but they are exposed to our branding and may encourage membership of the MG Car Club.

The socials are a more immediate method of communication and the headline for 2024 is that we have stopped posting on X. That platform has become unsuitable for us to use and has never been successful in any case, languishing around 70 followers.

Facebook remains our primary outlet and we breached the 1000 followers milestone at the end of 2024. Again, they are not all club members and the intention with this page is to be a public window on the club in the South East as well as list events etc. The private Chat Group has around 160 members and is used infrequently – we would like to see more input from members here.

Instagram remains steady and we have 428 followers there – an aim for 2025 will be to post more content on this platform.

For the future -consideration will be given to other platforms, Tik Tok, BlueSky, Threads etc and some experiments may take place however there is a lot to keep updated with the current commitment unless help is forthcoming. There is little resilience at the moment and an Internet assistant would be a boon for the future.