Mogo Village Business Chamber Ltd

Minutes of ORDINARY GENERAL MEETING
Held in the Mogo LALC
On
6th March 2017

MEETING OPENED: 5:37pm

PRESENT: Debra Gough, Linda Carlson, Janine Adams, Juanita Sharp, Lucas Hammond, Kim MacLennan, Sue Procter, Will Procter, Gayle Smith, Jenny Drynan, Teresa Horsburgh, Barry Horsburgh, Vicki Pamount-Reid

APOLOGIES: Richard Adams, Phil Mayberry

Minutes of previous ordinary general meeting held on 6/2/17 accepted as a reasonable record of the last meeting

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Acknowledge New Members:

GENERAL BUSINESS

1) **New members:** no new members

2) **Treasurer's Report:** Balance $4055.89

3) **Correspondence in – email for Wayne Hutton**
   Re: painting of the picnic setting which has now been completed
   Gayle mentioned the condition of the toilets which Teresa will follow up on

4) **DCP Information Evening**
   - Will update after response from ESC

5) **Business Awards update: Barry Horsburgh**
   Submissions can be made from the 22/5/17 and must all be in by 30/6/17
   - An information/help night is proposed for Monday 29th May
   - For more details on categories, sponsorship etc contact Barry Horsburgh at staff@patchworkshop.com.au

6) **Recent Break-ins**
   There have been a couple of break-ins recently and this is a reminder to be vigilant. Anyone who has installed an external CCTV camera and would like to register with the NSW Police can do so at
   http://www.police.nsw.gov.au/cctv_register

7) **Future Events**
   If anyone has suggestions for future events for Mogo, please send them through

8) **Social Media by Rebecca Di-Filippo**
   Rebecca gave a presentation on using social media to promote your business ie: scheduling posts for upcoming special events using Facebook, uploading pictures to Instagram…(see attached document)
   - There is a USB available for members which has been put together by the ESC and is full of very useful information for business; there are a limited number available from Barry or Teresa at Rosemont, The Patchwork Shop

Meeting Closed: 6:20pm

A collection of web and facebook resources for your business

Your page's feed:

⟩ www.facebook.com/YourPageName/pages_feed/

Official Facebook business guides:

⟩ Home: facebook.com/business

⟩ Page "insights": facebook.com/business/learn/facebook-page-insights-basics/

⟩ Posting tips: facebook.com/business/a/page-posting-tips

⟩ Boosting posts: facebook.com/business/help/347839548598012

⟩ Creating an "ad": facebook.com/business/learn/facebook-create-ad-basics

Some different types of posts:

⟩ **Photo:** more effective than just text. Try to use photos of yourself, employees, products, or customers if you have their permission. People like to see familiar faces, smiles, and photos that are "real" - not stock photos from internet databases.

⟩ **Carousel** 3-5 images that are 600 pixels wide and 600 pixels tall, that people can click through: facebook.com/business/help/927639917355563

⟩ **Slideshow** 3-10 images that "play" like a video slideshow. Facebook recommends 1280pixels wide by 720 pixels tall – this is so it shows up similarly on computers and mobile devices: facebook.com/business/help/149759192130274

⟩ **Video:** Keep it under 30 seconds, don't waste time on an intro, most people will decide if they want to watch the video within 3 seconds, and few will stay longer than 19 seconds. Consider adding subtitles if there is a voiceover and you have time.

⟩ **Links:** a link to yours or someone else's website. Copy and paste the link from the page. You can then delete the URL, type in your own comments, and even edit the "title" and "snippet" of the link before you post it.

⟩ **Shared posts:** click "share" on another page's post, then follow the prompts to choose your business's page (not your personal page!)

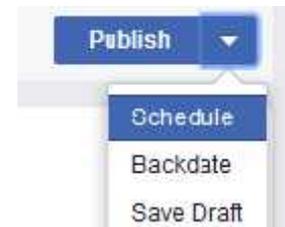# A collection of web and facebook resources for your business

Schedule posts:

ʃ **Schedule your post:**
- Create any type of post
- Click the ▾ arrow next to the "publish" button
- Click "schedule" then choose when you want to share it

ʃ **Share another page's post at a scheduled time (PC only):**
- Find the post you want to share
- Click on the post's "timestamp" to open the post's
 unique URL/web address (the post's timestamp
is underneath the name of the page that shared it.
The timestamp either shows the date and time it
 was posted, or roughly how long ago, eg "2 hrs ago").
- In the window that opens when you click on the timestamp, select and copy the URL
- On your page, start a new post. Paste the URL you copied into your new post.
- Schedule your new shared post as outlined above.

Image tools

ʃ Free online photo editor: https://pixlr.com/
ʃ Official facebook image sizes: facebook.com/PagesSizesDimensions/
ʃ Image sizes for all social media platforms: blog.hubspot.com/marketing/ultimate-guide-social-media-image-dimensions-infographic
ʃ Social image resize tool: internetmarketingninjas.com/seo-tools/favicon-generator-crop-images/
ʃ Canva: www.canva.com/
ʃ 20% text tester for boosts and ads: facebook.com/ads/tools/text_overlay
ʃ Free image databases:
  o   http://pixabay.com/
  o   https://www.pexels.com/
  o   https://unsplash.com/
  o   https://picjumbo.com/

Tips, resources and ideas

ʃ Sprout Social: http://sproutsocial.com/insights/
ʃ Publish This: http://blog.publishthis.com/
ʃ Social media strategy: designschool.canva.com/social-media-marketing-strategy/

Writing for the web

ʃ Hemingway Readability editor: http://www.hemingwayapp.com/
ʃ Readability score tool: https://readability-score.com/text/
ʃ Web writing hints and resources: http://4syllables.com.au/
ʃ Web accessibility content guidelines: https://www.w3.org/WAI/intro/wcag.php