

Social Media report for AGM

This year we have continued with the role of social media to ensure the club's presence is online for the membership and potential members.

- Publicised NEC Classic Car Show
- Ran digital Imp Club advent calendar
- Attended and promoted NEC Restoration Show
- Provided information and photos of Imp Ecosse
- Assisted with updates and promo of Going Dutch, whilst attending in person
- Shared details of Full English and also attended event.
- Created online event on club's Facebook page for National and assisted with promoting early bookings. Attending National to support the club.
- Fielded queries received online, passing over to appropriate person or answering where possible.
- Monitored unofficial Facebook groups for news. Keeping an eye on online activity in Imp groups and stepping in where needed to provide an official club response to questions or misinformation.
- Continued to run and maintain the club's official Facebook group, ensuring all members are strictly current members.
- Regularly promote membership and club spares to help boost awareness.
- Publish any Imp related news we find or are made aware of.
- Attended almost all committee meetings to ensure we can participate and offer a balanced opinion on club matters.
- Read and responded (where appropriate) to Committee emails, taking an active part where necessary.
- Worked with classic car press to cross promote and ensure Imps are not forgotten about.
- Promoted RACT Rootes Day event.
- Facebook official club page has 1.6k likes and 1.9k followers. Club's Facebook group has 230 club members. Instagram has 731 followers. Threads has 107 followers. X, formally Twitter, has 503 followers.