



# MEDIA & COMMUNICATIONS DIRECTORS REPORT

## July 2025 – Annual General Meeting

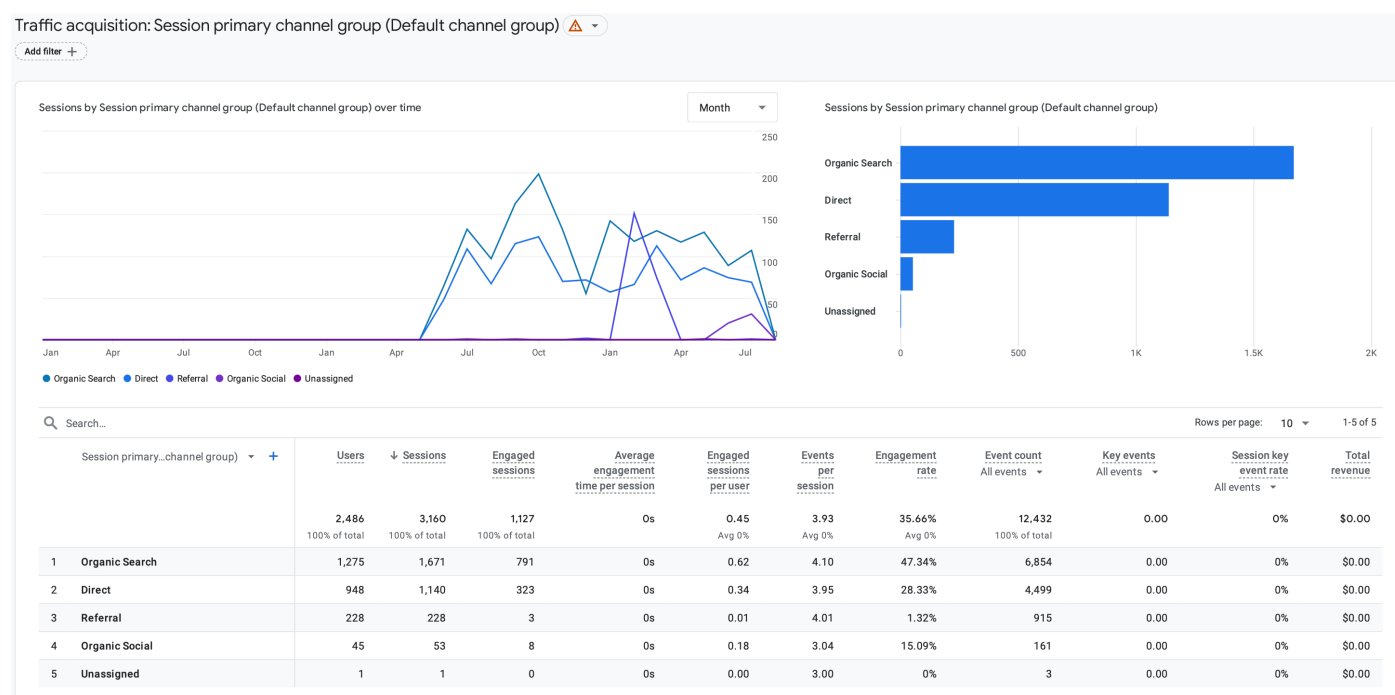
Focus for 2024-2025 has centered around website optimization. However, it is recognized that the Board would like greater marketing across standard social media channels, such as Facebook, X, Instagram and TikTok.

### Website Optimization

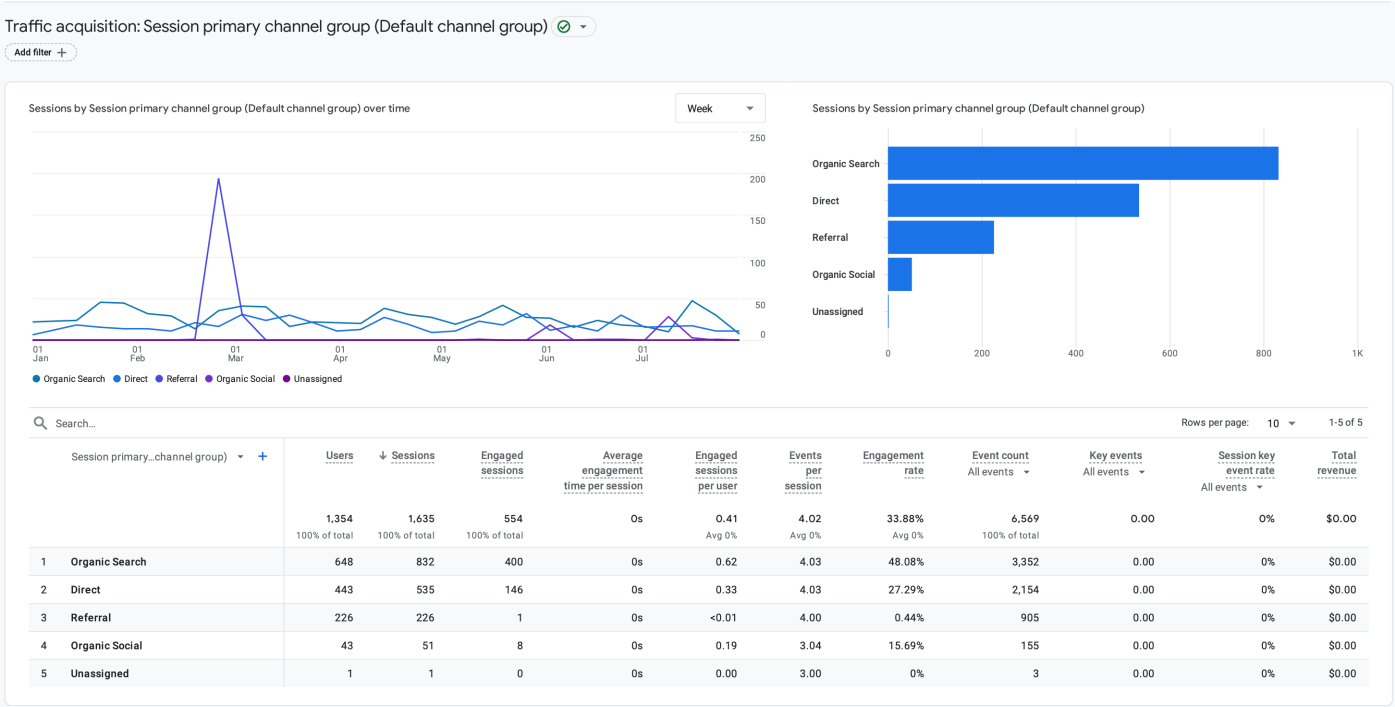
Our website continues to be one of our focal points for digital engagement and content sharing. Ongoing optimization efforts include consolidation of reports, tabs and links. The improvements are designed to enhance user experience, streamline navigation, and ensure our stakeholders have easy access to essential information. In addition, backend document structure and taxonomy changes are continuing to be implemented, ensuring resilience within the Media and Communications Director role.

### Latest Website Usage Statistics

1<sup>st</sup> January 2022 to 30<sup>th</sup> July 2024



1<sup>st</sup> January 2024 to 30<sup>th</sup> July 2024



2025 statistics have been requested from Radikls.

Costs

Annual Website + Email Hosting - Renewal Date 30/05 – £108 + VAT  
.uk Domain Renewal Date 28/09/25 (every 2 years) – £30 + VAT  
.co.uk Domain Renewal Date 17/03/26 (every 2 years) – £36 + VAT  
(Terms - 30 days notice before renewal)  
**[not opted in]** SSL security certificate/enablement - £60 + VAT per annum  
**[not opted in]** transfer from .asp (nearly at end of life) to php (mobile friendly) - £50/month for 24 months

Social Media Marketing

The Board would like to market Netball Dorset activities across multiple social media channels, including Facebook, X, Instagram and TikTok. It was suggested that social media channels will be maintained via a shared responsibility model and will be separate from the existing social media channels owned by the Dorset Netball Development Officer. Due to other commitments and life events, this has not been completed yet. However, the aim is to complete by year-end 2025.

Stepping Down as Media & Communications Director

As part of this report, I wish to formally share that I will be stepping down from my role as Media & Communications Director for Netball Dorset. This decision comes primarily due to my move to

London, and increased personal and work commitments, which mean I can no longer dedicate the time and focus the role deserves. Additionally, I acknowledge there have been occasions when my perspectives differed from recent Board decisions, which has been a factor in my decision. I remain grateful for the opportunity to have contributed to the organization and am committed to ensuring a smooth handover to support continued success. This includes any interim support to implement the new social media channels, while the new Media & Communications Director is appointed. I'd like to thank all members of Netball Dorset, particularly Karen Peaty and Linda Cutler, for their support during the last two years.

Warm regards,

**Mehr Nigar**