

St. Ives CC Press Secretary's report 2015/16

This season has seen a number of achievements by our riders featuring in the local press. These include Jason Kierman's exploits on the track, Mick Hodson's time trial victories [mainly at my expense!] together with a growing number of articles submitted by Esther Pauley, chronicling the outstanding successes of our junior riders. My sincere thanks go to Esther for her efforts.

It can be difficult at certain times of the year to get articles into the newspaper (notably during the period when the football and cricket seasons overlap), but generally the Hunts Post has been supportive and included our contributions within a week or two.

In social media, the main organisational change this year has been the transition from the original Facebook page to the new group. The old page lacked interactivity and required a lot of maintenance, as members or visitors were not able to post directly to the page – any submitted content had to be explicitly shared by the administrator in order to make it visible to all. It was felt that changing to a "closed group" (closed meaning that anyone interested has to apply to join the group) would increase activity. This has definitely been the case – within a short space of time the group now has 111 members and content is posted regularly by a wide variety of people. If you haven't yet joined, please search for the "St Ives Cycling Club" closed group on Facebook, request to join and we'll add you in straight away.

The Twitter account is monitored daily, although we aren't currently using it to post significant content. This is potentially an area for improvement, especially to promote the many events that the club organises.

In the coming year, I urge all members not to be shy about their achievements and efforts. I've found our adult members in the main are prone to hiding their lights beneath a bushel. It has been easier to solicit contributions about the juniors.

I have not put myself forward for election for next season, mainly because I am not as well integrated into the machinations of the club as I think the press secretary should be. I wish my successor good luck, and look forward to reading about the future successes of our club.

Carl Whitwell, November 2016.