**Website Committee Report**

**Open Board Meeting**

**9/10/2022**

There is quite a bit of work involved in running the website, responding to queries and emails, and keeping updates on our social media. I’m at the point where I would welcome an assistant to help with the website or to respond to the general email inquiries that come in regularly.

Our website continues to be strong thanks to the many events, photos, and notices available. Thanks to everyone for sending in pictures of the weekend activities! Those posts always get a lot of clicks. It’s great to see this year that we had a very full calendar of hosted weekends and group activities to attend.

The website traffic is healthy. Last month we had over 1,000 visitors look at 3,500+ pages. Visits last about 3.5 minutes so people aren’t just clicking and leaving, they’re staying to read and appreciate our NOANY site.

Since I started as webmaster about three years ago, there have been 900 General Inquires sent in to the website. This includes requests about camp, requests for membership applications, directions, and other questions that I’ve responded to. I’ve also created generic email addresses for board members, and I maintain the various email accounts and server.

I added a website Forum this year but it hasn’t received much use (other than Karen L!). You’ll see the Forum after logging in. Many people had asked for this feature where they can post ride share requests, ask questions, and more. Hopefully you will be able to take advantage of the online forum.

I’m all ready to go with the online proxy voting in this year’s elections. I’m glad it’s really easy for any member to submit a proxy electronically and save a stamp.

We’ve moved into the electronic age and now allow payments via Zelle for our annual dues. Online, we are up to date with all security requirements and malware prevention software.

I’ve added a good bit of detail to our Google account. You can find us on google maps and new photos have been posted. We have almost 2,000 visitors to our profile in August alone.

Our Instagram account has become pretty popular. There are 635 followers of Camp Nawakwa online. Many are either New York State outdoors individuals and groups, or fans of the Adirondacks. I know several have inquired about Nawakwa thanks to our account details.

I’d say overall our website and social media have generated about 5-10 new applicants over the past year.

* Marty McDonald