

SI Scotland North – Media Report
19 February 2022

The Scotland North website <https://sigbi.org/scotland-north/> has now been fully updated.

A member's area has been added which is password protected. #Sunshine21 All administration documents, templates and minutes from Region Executive meetings will be stored in this area.

The purpose of the Regional website is to showcase regional projects and club activities. This information is used by SIGBI, Federation, speakers, third party organisations, and of course potential new members. I would urge all clubs and Regional officials to send contributions for the website to me at juliamcvey10@gmail.com This information can include, news of club or member achievements, press articles, celebrations, project work, and the more photographs the better.

The Region's social media platform is Facebook. Love it or hate it, Facebook is a good way of getting news out quickly. I can see that there are a number of clubs in the Region who have an active Facebook page, and I would urge all clubs to add posts about your club to the Regional Facebook page @siscotlandnorth. I have set up the page for anyone to use and allow other clubs in our Region to view your posts. It is worth remembering that Facebook can be used to publicise your events, build relationships with other clubs, and attract new members. If you have any technical issues with posting on Facebook, please let me know and I will try my best to help.

I recently joined the Facebook group for SIGBI Communications & Membership. I was very interested in learning more about the potential to run Hybrid Zoom meetings. A hybrid meeting is a combination of a location meeting and a zoom meeting. Having viewed the Facebook Live video, I have to say that my opinion has not changed. Yes, it can be done, but special equipment would be required, such as a microphone, two laptops/iPad, a smart TV or a projector, a very good wi-fi connection, and at least two IT people to manage the meeting. In conclusion, it could be very expensive for not a lot of gain.

Finally, a little reminder of the legal bit for using technology. If you are recording a zoom meeting and sharing you must ask everyone in the video for their permission. This includes all members at the meeting and speakers as the recorded information will go into the public domain. This should be mentioned before any recording starts to allow members to turn off their cameras if required. Similar for Facebook, and websites, please do not post photographs without permission of all involved. <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/>

Julia McVey