Red Rope Publicity Group Zoom meeting. 6pm, 9th August 2022

Present : Esme R, Janet S, Pete W

1) **Social Media platform**

Esme will produce best practice guidelines and a plan for our social media platform by September 12th. A red rope email account is preferred. Esme will set up a working group to oversee and promote our social media platform. Name of the Twitter account suggested to be @RedRopeUK and email address redropesocial@redrope.org.uk.

2) **Right to Roam**

Pete W to contact Right To Roam campaign so that we can get advanced notice of trespass events which we can promote.

3) **Spreadsheet of events**

Esme reminded us of idea of gathering information on campaigning and trade union events where we can intervene with our publicity.

4) **Promotion Month**

The idea of choosing a month to promote the club, which would include well advertised walking and climbing events which could be cross regional. This will be explored at our next meeting.

5) **Website**

It was agreed that Janet would explore a "quick fix" to move members' resources to the governance and resources tabs. This is to make the front page more directed to potential new members.

Pete W to write some copy for the front page.

6) **Talking to regional reps**

Pete W will be speaking to regional reps about the club. Agreed that there be a publicity zoom meeting in September for regional reps/members. Pete to gather potential participants and Esme to convene meeting.

Meeting closed 7pm