



## **Focus on: Communication**

Investigating new ways of keeping Ingwelala members better informed

by Helen Tonetti



INGWELALA

# Current methods of communication

- Website and email

[www.ingwelala.co.za](http://www.ingwelala.co.za)

All official correspondence from the Board to members is made available for download from [Ingwelala.co.za/Downloads](http://Ingwelala.co.za/Downloads)

This is also sent to members on our email database.

## Pros:

Easy to access / transparency

## Cons:

Not all members check website regularly  
Large volume of letters, reports, and notices  
Email database is not up to date

The screenshot shows the 'Downloads' page of the Ingwelala website. The page is organized into several sections:

- Online Services:** Includes links for 'Member's Services Request' and 'Cottage & Boma Bookings'.
- Pic of the month:** Features a photo of a dragonfly with a caption: 'See the Photo Gallery for the latest photos submitted by our members.'
- Regular Features:** Lists various reports and documents such as 'Reserve Affairs', 'From the Board', 'Conservation', 'Building Projects', 'Sightings', 'Gate Letter', and 'Weather'.
- Downloads:** The main section, titled 'You are here: Downloads', contains a list of documents for download, categorized by date and type. Examples include 'Reserve Reports' (April 2017, March 2017, February 2017, etc.), '2016 AGM - Legal Notices', 'Chairman's Letters' (from #22 to #27), '2016 - ADM Financials', and 'March 2017 - SCM Notices'.
- Member Feedback:** Includes a link for '1311 Member Survey'.
- Official Documents:** Lists various agreements and regulations like 'Use Agreement', 'Management Regulations', 'Building Rules and Regulations', etc.

At the bottom of the page, there is a copyright notice: 'Copyright © 2017 - Ingwelala. All Rights Reserved. Background photo by Charne Lyman.'



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## Methods of communication being considered

### - Monthly newsletter

A single newsletter containing:

- Chairman's note and The Board
- Reserve report
- Wildlife / conservation matters
- Updates from reserve
- Sightings and gate letter
- Stories and photos from Ingwelala members

This will be loaded on the website and sent to members via email.

#### Pros:

All information in one place

Cuts down on frequency of emails etc.

News published more regularly, more topical

#### Cons:

Email database is not up to date



## Methods of communication being considered

### - SMS or WhatsApp broadcast

Reminders for member meetings, AGMs

(A WhatsApp broadcast list differs from a WhatsApp group. Members cannot be added, must voluntarily opt in. It is one-way communication. Members receive messages sent regarding Ingwelala matters – same as SMS.)

**Pros:**

Ideal for quick reminders or urgent notices.

**Cons:**

Might be intrusive, must be kept to a minimum.  
Database of member's mobile numbers is not up to date.





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# Methods of communication being considered

## - Social media

### Facebook

We are aware that there is closed Facebook group for Ingwelala started by a member.  
Possibility of starting an official Facebook page

### Instagram

A place for our wildlife enthusiasts to showcase the beauty of Ingwelala.

### Twitter

Forming an official twitter group

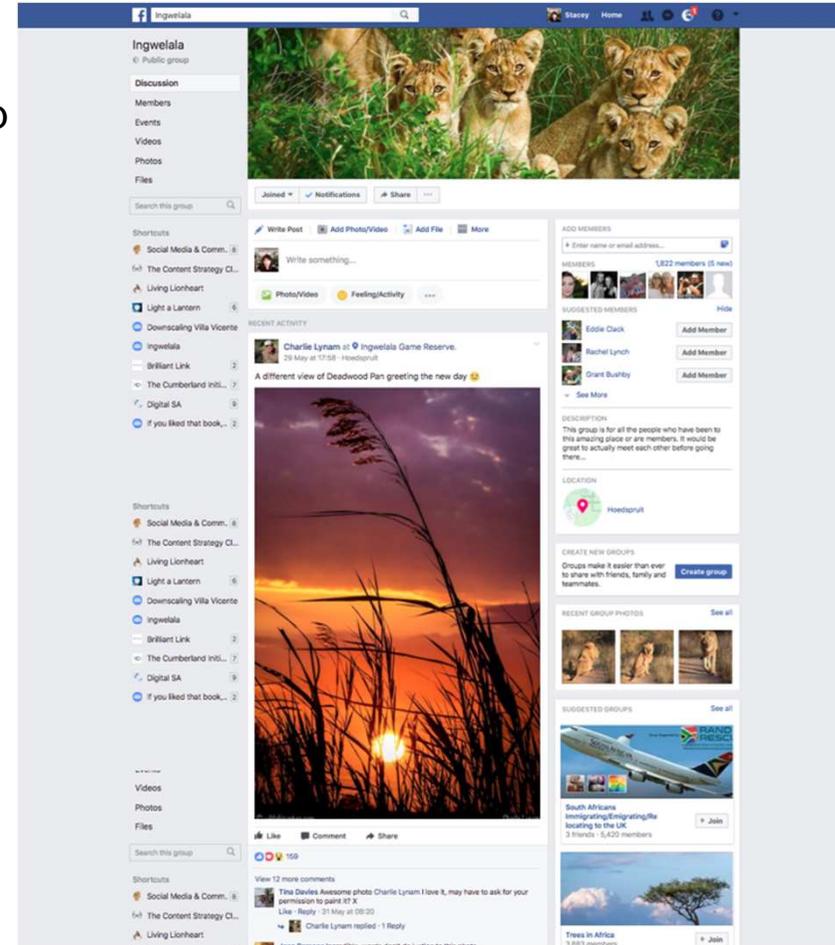
### Pros:

Sense of community, members can interact with each other.

In addition to Webpage member photos  
Instant updates from Ingwelala.

### Cons:

Not all members on Facebook or Instagram.





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## Suggested next steps

1. Creation of **board@ingwelala.co.za** email address to streamline communication.
2. Update database of member contact details
3. Partnering with a communication company to assist with Ingwelala communication
4. Creating “special projects” tabs on the webpage to follow progress on new or current projects
5. Survey sent to all members, input regarding preferred method/frequency of communication.



**We welcome any additional suggestions members may have.**



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