



WGA COMMUNICATION COMMITTEE REPORT 2020

Arturo Ramella

Novy Knin, Aug. 19, 2020

Purpose

- The purpose of this document is to provide information about the Communication Committee and its activity along the year
- The Communication Committee is open to all ideas and feedback from goldpanners all year round, to implement and improve the communication among WGA members



01/07/2019 - 30/06/2020

The strange year

What happened to our World?
Golden family members were as close
as never before one to each other.
That's the way of being we'd like to
see even after pandemic is over.

#wearethegoldenfamily



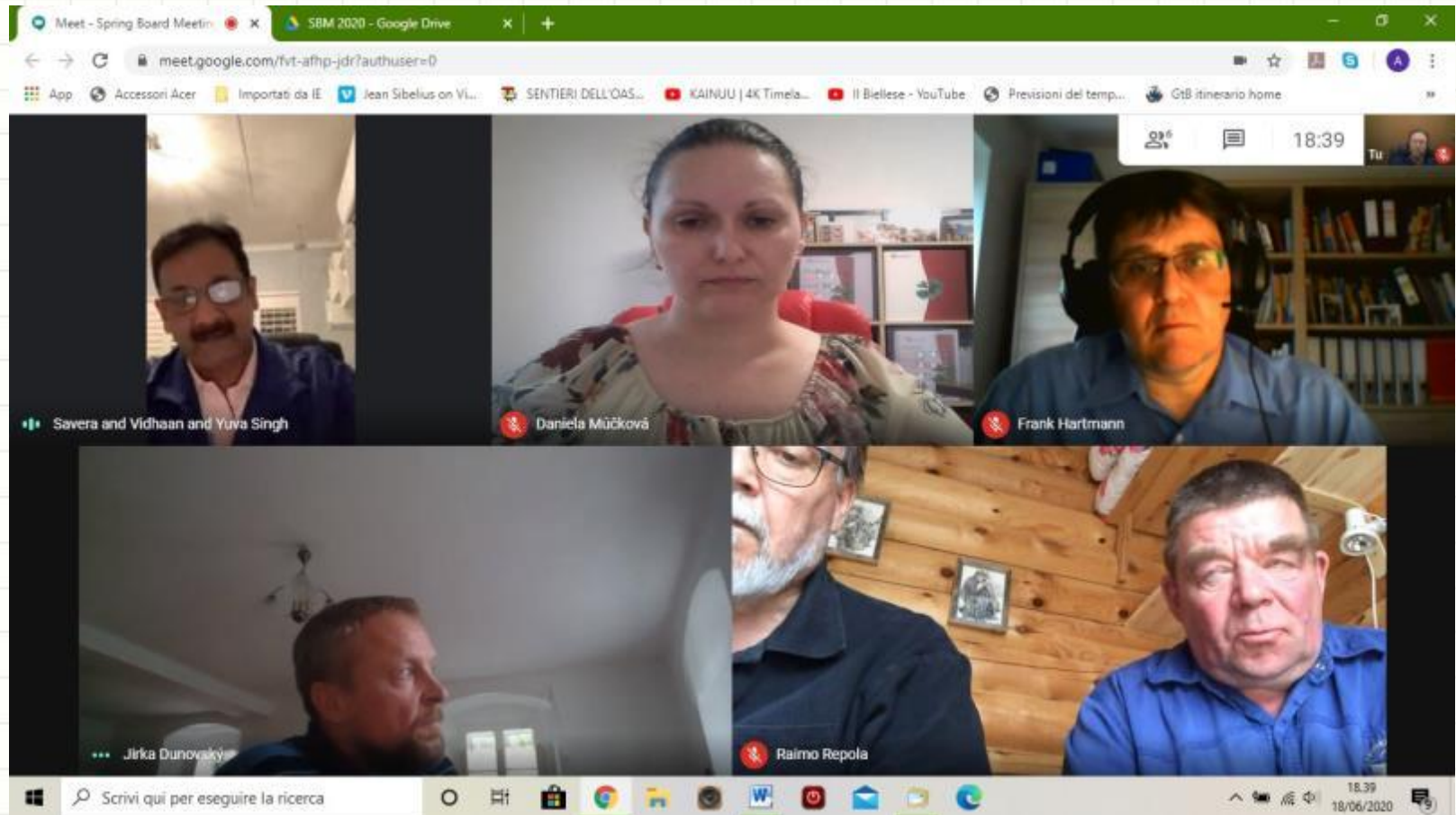
The net

WGA is basically communicate through **different channels** as Email, Facebook page and WWW. In the near future we's like to restart **Golden Times** newsletter. Board members also have a WhatsApp group to **keep in touch** and contact easily. We also started a **new way to meet**, on the screen of your computer! The «opportunity» was the pandemic, but we'd like to keep it...



Spring Board Meeting

at the time of Covid 19



The Communication Committee

MEMBERS

- ARTURO RAMELLA (ITA)
- CHRISTIAN WOLF (AUT)
- ALBA IGLESIAS (SPA)
- MICHAEL GREYSHOCK (USA)
- LUKA HINK (NED)

PROPOSED MEMBER

- JESUS MENENDES FERNANDEZ (SPA)





Few numbers

01/07/2019 – 30/06/2020

Some feedback to give you the idea how we communicate

The **web** is our river (or stream?), goldfield, meeting place during the year.

Our **Facebook page** saw **146 posts** published and the most viewed (885 hits) was 2020 Calendar.

Our **webpage** had **39 posts** published and many update actions during the year.

Thanks to *Christian Wolf*, FB page and Webpage are constantly updated and refreshed.



Facebook in numbers

Total «likes» Jul2019/Jun2020



Jumping up after World event



Facebook likes along the year

"Mi piace" sulla Pagina

The number of organic Page likes, paid Page likes and unlikes.



Facebook is male or female?

Our «fans» from all over the World

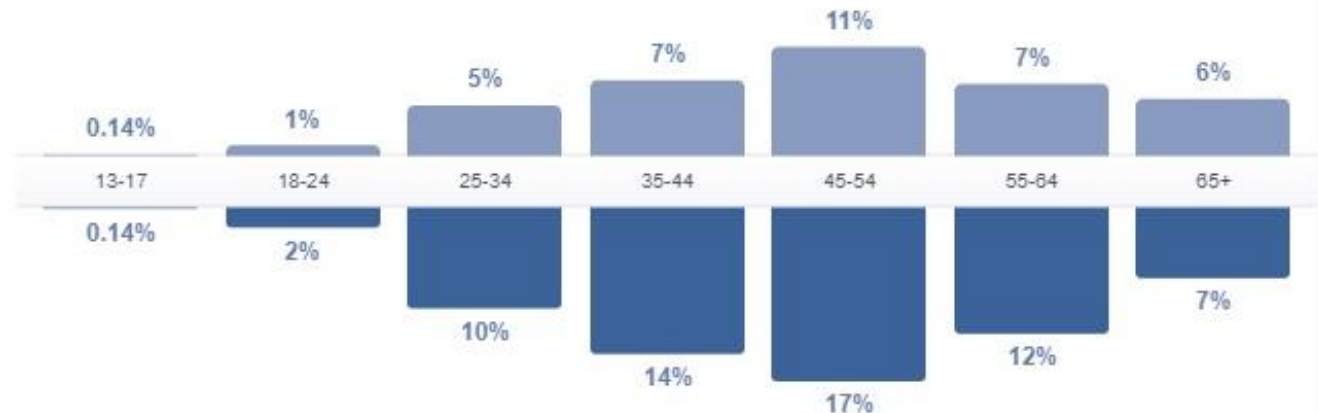
The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including the age and gender information that users provide in their Facebook profiles. This number is an estimate.

Women

■ 37%
Your Fans

Men

■ 62%
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
Italy	169	Biella, Italy	45	English (US)	359
South Africa	151	Oviedo, Spain	44	English (UK)	174
Finland	129	Mbombela, South Africa	33	Italian	169
United States of America	116	Durban, South Africa	26	Finnish	115
United Kingdom	110	Złotoryja, Poland	23	German	100

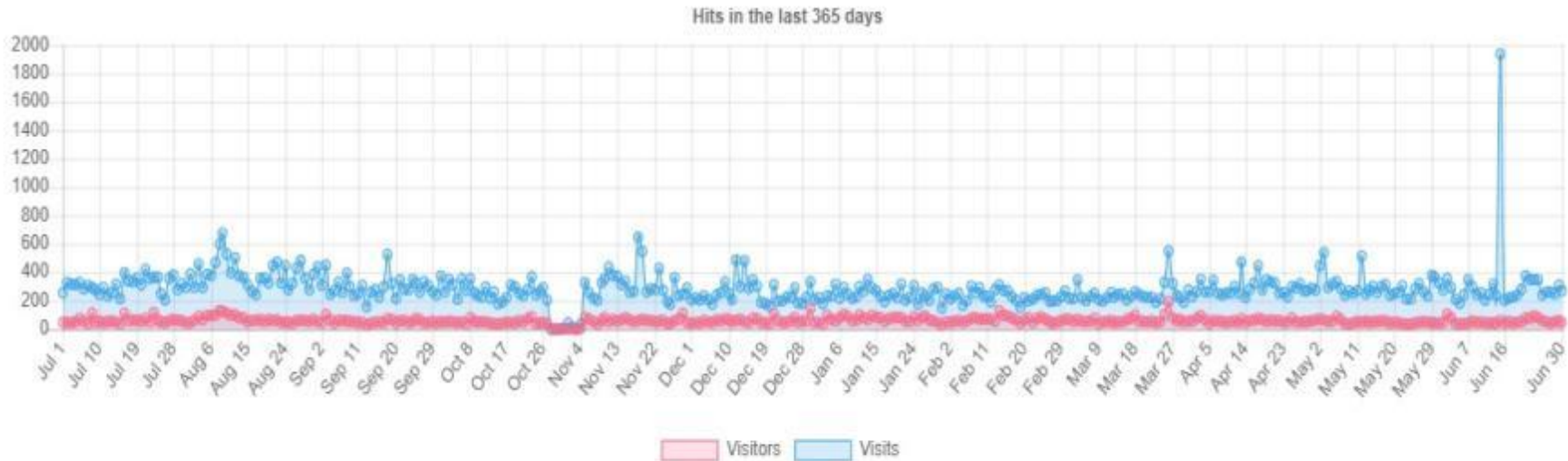
Facebook is working

What are you looking at? And when?



Website

Hits statistics 01/07/2019 – 30/06/2020



Hits Statistics Summary

Chart Total:

Visits
104,675

Visitors
22,099

All Time Total:

130,753

27,606



The main program 2020/2021

- Improve Communication among Member Countries and Delegates along the year
- Publication of The Golden Times, the old newsletter in a renewed version as per pdf/web/email
- Constant and permanent update of Webpage and Facebook to keep all the world informed about our activities
- Zoom/video meetings on certain occasions during the year





We need you!

Communication starts
talking to you, me,
everybody...

Can you help?
Contact us. Thanks!

communication@worldgoldpanningassociation.com





THANK YOU