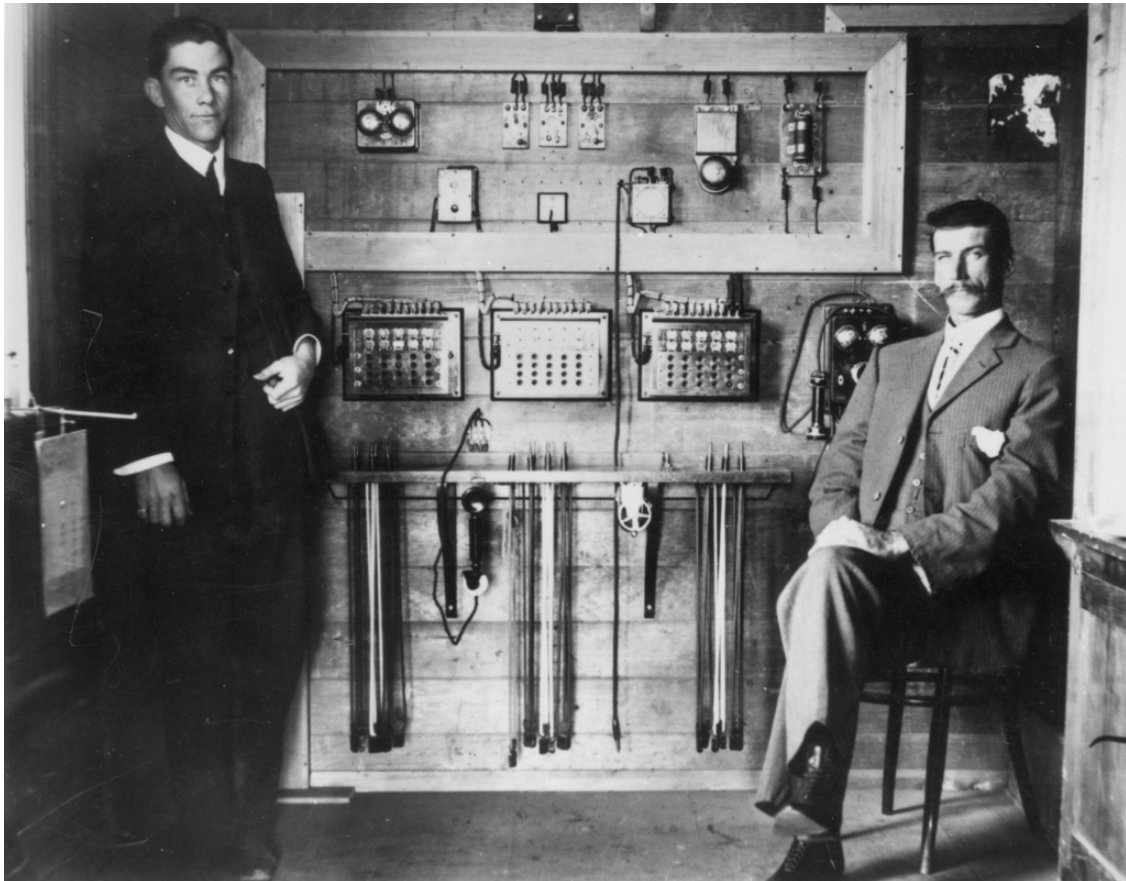




## **ANNUAL REPORT [extract: Section 4 – Communications] 2024**

**Queensland Family History Society Inc.**



Operators at the telephone exchange in the post office, Pittsworth, ca.1910  
*Image: State Library of Queensland*

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### Social Media

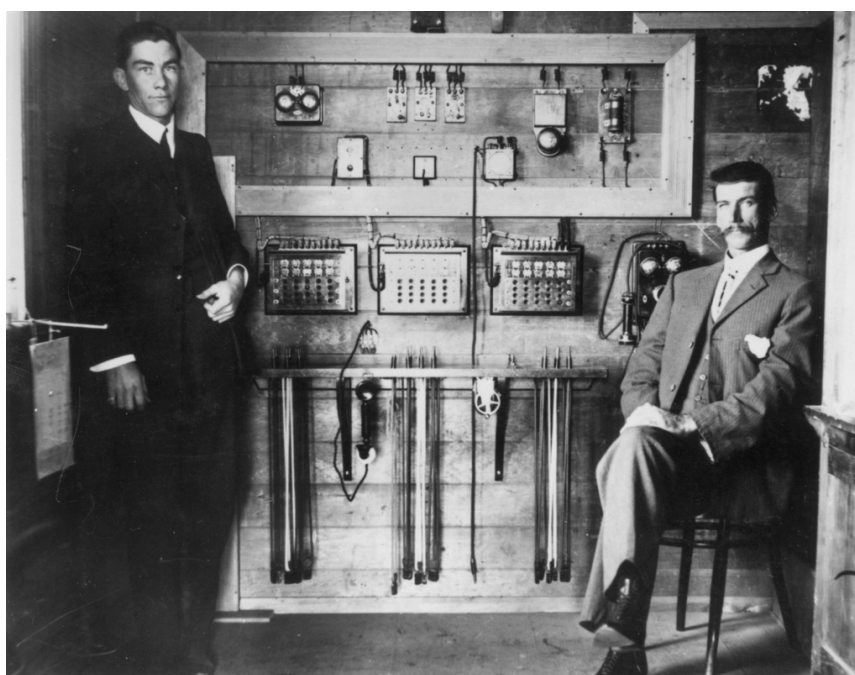
Social media remains a vital platform for engaging with members and the general public interested in family history research. Below is an overview of our reach and follower metrics across our primary platforms:

Platform	Reach or Impressions	Followers
Facebook	404,600	4968
Instagram	303	230
Twitter	-	-

Approximately 25.6% of our Facebook followers and 17% of our Instagram followers reside in the Brisbane region. Additionally, significant portions of our audience are from other parts of

Queensland, including the Sunshine Coast (3.5%), Ipswich (3.3%), Gold Coast (3.1%), Toowoomba (2.4%), Townsville (2.4%), and Rockhampton (1.2%). We also have followers from major Australian cities such as Sydney (4%), Melbourne (2.3%), and Adelaide (1.2%).

Facebook remains the most utilised platform for our membership and general readership and continues to increase steadily. While Facebook posts automatically share to Instagram, Instagram has a significantly smaller reach. Statistics for Twitter were not available for the past 12 months. Due to limited readership on Twitter, we have prioritised our efforts on platforms where we see the most engagement and interest.



Operators at the telephone exchange in the post office, Pittsworth, ca.1910

*Image: State Library of Queensland*

The Social Media Coordinator has invested at least 156 hours this year in publicising our events and services and publishing items of general interest to family historians.

To enhance our engagement and provide more diverse content, we have introduced themed posts such as Famous Fridays and Throwback Thursdays. These regular features have been well-received, sparking interest and interaction within our community, which in turn promotes our events.

Additionally, we occasionally post original content featuring photos discovered in the archives or sSate libraries, offering unique glimpses into Queensland history and enriching our followers' experience.

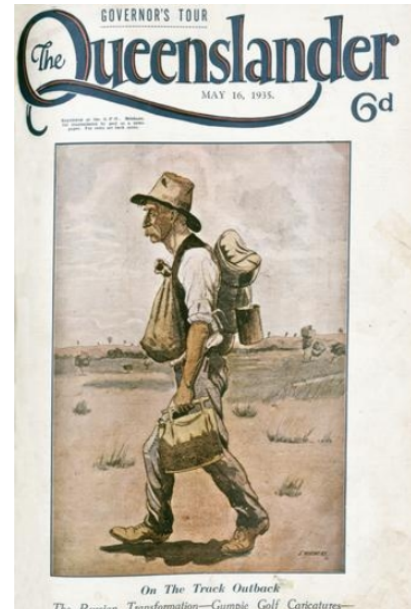
In addition to Reach and Follower metrics, we average around 8-10 posts per week on both Facebook and Instagram, contributing significantly to our engagement and interaction with the community. This steady stream of content ensures that our audience remains engaged and informed about our activities and the broader field of family history research.

## Snippets

Eleven issues of the monthly newsletter *Snippets* were published during the reporting period with three consecutive Editors responsible for its delivery to members

An estimated 20 hours per issue is invested in the newsletter. This includes preparation, research, production, editing, emails, and membership list updates.

Illustrated cover of The Queenslander, May 16, 1935  
Image: Wikimedia Commons



## Snippets 2023-2024

<i>Issue No</i>	<i>Received</i>	<i>Opened</i>	<i>% opened</i>
Vol 23 No 6	923	553	59.9
Vol 23 No 7	928	565	60.9
Vol 23 No 8	905	566	62.5
Vol 23 No 9	922	550	59.7
Vol 23 No 10	929	560	60.3
Vol 23 No 11	908	545	60.0
Vol 24 No 1	911	565	62.0
Vol 24 No 2	934	574	61.5
Vol 24 No 3	956	741	77.5
Vol 24 No 4	954	671	75.7
Vol 24 No 5	966	566	58.6

Published in two formats  
Published in two formats

Of the 560 or so who open the newsletter each month (excluding the months of March and April 2024 when Snippets was published both as a flipbook and a pdf and likely prompted some members to open both formats), it is a challenge to discern what aspects of *Snippets* garner the most interest. We use a product called MailChimp and it would be beneficial to analyse the metrics that the product provides – which articles were ‘clicked through’, which segments of the newsletter excite the most interest, etc. – but, with the editor already investing 20 hours in each issue, it will be a challenge to find more time for such useful analysis.

We would welcome any members with a background in statistical analysis to undertake a small project.

## Queensland Family Historian

Published four times a year, the *Queensland Family Historian* is the flagship publication of the Society.

In addition to the value it provides members in terms of information about the Society, dates to remember, and promotion of our activities, the QFHS journal is a valuable vehicle for publishing members' writing with the vast majority of published stories and articles of interest written by members.

	Number of articles published	Stories	Articles/items of interest
August 2023	13	3	10
November 2023	14	6	8
February 2024	14	5	9
May 2024	16	5	11

Although a labour of love for the editor, Lyndal Cosgrove, it is provided at considerable cost with at least 14 hours per week invested in its creation and perfection.

Our journal is published both in print and online and there are 23 'Journal only' subscriptions by family history societies and municipal libraries.

An issue of the Journal is always included in the 'show bag' packs we prepare to promote the Society at Community Outreach events.

For those who prefer to receive their journal electronically, we use MailChimp to distribute *eHistorian*.

Available statistics show the following:

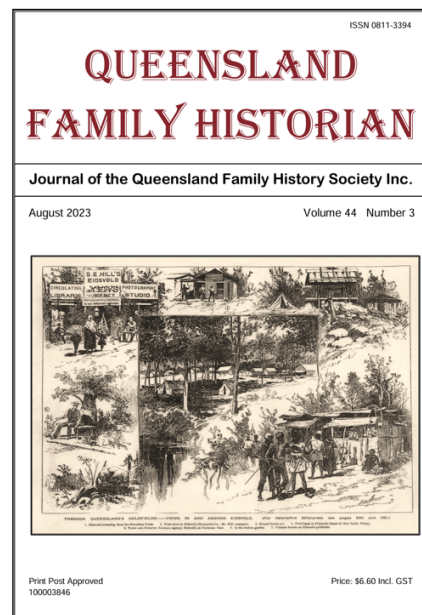
### Queensland Family eHistorian

	Distributed	Opened	% opening
Average distributed per issue	911	663	72.7

We understand that our membership spans a significant range of age groups and technological competencies so generalisations as to personal preferences of the method of delivery of our communications – be that in print or electronically – are challenging to make. Many of our members prefer a printed copy of the quarterly *Queensland Family Historian* for the long-form articles but are quite happy to receive the monthly *Snippets* via email.

Sensitive as we are of the needs and preferences of our membership, we are challenged as we continue to straddle the intermediate space between 100% printed communications and 100% electronic communications.

Nevertheless, an integrated Member Management System will be a huge advantage to the *Snippets* editor who currently must manually update recipient lists separately for both *Snippets* and the *eHistorian* – not only is this time-consuming but it introduces potential for error which is unsatisfactory from several perspectives. Volunteer time is precious and expending it on repetitive operational matters instead of investing it in the delivery of 'favourites' or in innovation would be much preferred.



## YouTube and other Video Content

During this year video content was created for three different purposes: Education/Training, Public Promotion and Historical Records.

Some projects start with a script whilst others start with the recording of a presentation or an event. In each instance material is recorded then edited into the final clip. Generally, the clips are uploaded to the Society YouTube channel for public access or for access from the Society website by members only.

Presentations are recorded and often broken up into shorter specific clips for access by members. Events usually involve an official presentation plus additional footage of associated activity. An event may give rise to more than one clip: a shorter one for public promotion and a full recording for the historical record.

Editing can be a lengthy process and involves editing footage, adding captions and credits, colour correction of the footage and audio sweetening.

The following edited table is a sample of the 24 projects completed in the last year. The date listed is the month of publication.

2023	Subject	Category	Audience	Duration
March	Fire Training Chermside	Education	Members	33 min
May	Using Meeting Space Equipment	Education	Members	6 min
October	Irish 20 <sup>th</sup> Celebration Day	Promotion	Public	5 min
October	Presentation for FHF <i>Really Useful Family History Show</i>	Promotion	Public	12 min
December	Volunteer Morning Tea Slide Show	Historical record	Members	6 min

### 2024

January	Volunteer Administration	Education	Members	12 min
February	Ulster Historical Foundation Talks	Education	Members + Public	45 min
April	Processing memberships	Education	Members	15 min
April	President for Snippets April 2024	Promotion	Public	2 min
June	Central European Group's 40th Anniversary	Historical record	Members	62 min