

The 36th Gaskell Society Annual General Meeting 10 April 2021

Website Manager's Report



2020 has been the society's busiest ever year - digitally at least. When lockdown began in March, we cancelled spring meetings, but met online for Diane Duffy's talk, *Elizabeth Gaskell's Cultural Connections*, in July. We held our autumn series of 'Manchester' talks and 'Knutsford' study sessions over Zoom, with 50-80 people at each, posting selected talks online. Not everyone has internet access, so we also issued printed guidelines for attending meetings by phone.

The website had its highest ever number of views (3,676) and visitors (1,634) in November 2020 and a record-breaking year overall. 2020 saw 29,231 page views and 13,585 visitors; a 35% increase on the previous year. Our bloggers, most notably Diane Duffy, wrote 36 posts.

We tweeted 834 times in 2020, gaining over 310,000 impressions and doubling our followers to nearly 800. Diane's #gaskelleveryday letter extracts (above) are especially popular.

In May, we started using Mailchimp to keep in touch and now have 335 on our e-mailing list. We've worked in partnership to publicise events organised by Elizabeth Gaskell's House and the Friends group.

An article in our Autumn newsletter further outlined the Society's digital resources and how to access them. Thank you to everyone who has helped our society to keep active during lockdown. Anyone who would like to help with blogs or social media would be most welcome and can contact me at gaskellsociety@gmail.com.

Linsey Parkinson