

Cork Athletics AGM 2016

Webmaster's Report

- Purpose/Primary Objectives
 - Publicise Cork Athletics
 - Publicise Athletics Ireland Events
 - Publish list of Registered Fixtures/Events
 - Raise Profile of Cork Athletics, and member clubs
 - Report news
 - Local
 - National
 - International

- Clubs - Information and online-presence

As with Cork Athletics, clubs prime purpose is athletics. However, in almost all cases, that online presence is not used to the extent that it might be.

Good online presence can aid in promotion of the club, advertising and promotion of club events and activities, and, in particular, lead to increased membership.

Cork Athletics, via the Clubs page, lists and links to each club, including contact details, club training days, times and location, website URL, Facebook page URL, Club events etc. It is in the best interests of Cork Athletics that each individual club is promoted to the fullest extent.

- It would be great if all clubs with websites would link, prominently, to Cork Athletics
 - It would be great if all clubs would provide relevant information to Cork Athletics: contact details, club training days, times and location, website URL, Facebook page URL, Club events etc.
 - Contact details, including webmaster – It would be great if we could create a network/ring of webmasters, so that both individual club and Cork Athletics activities and events can be publicised to the fullest extent.
 - Self-Help/promotion should be encouraged and facilitated.
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- Club On-line presence
 - 45 Registered Clubs (subject to correction by Registrar)
 - Cork Athletics has website and Facebook page
 - 20 Clubs have both website and Facebook page
Only 13 have links to Cork Athletics website
 - 16 Clubs have either website or Facebook page
 - 3 Clubs have neither website nor Facebook page

 - Media/Child Protection
 - Photography & Video – Child protection issues
Athletics Ireland photography and video guidelines still need clarification. We are “feeling our way” cautiously
 - Need to recognise & reward achievement & participation

- Videos & Photos
 - Photos - Flickr account – 45 Albums
 - Video - Youtube & Vimeo accounts. Vimeo videos cannot be embedded elsewhere unless the URL has been specifically endorsed by the Cork Athletics Vimeo account (see Plagiarism later)
 - Youtube 74 Videos – 8434 Views, with 24528 minutes viewing time
 - Vimeo 14 Videos - 6271 Loads and 1312 views

- Website & Social Media Traffic
 - Website: Traffic up 84.5% on same period 2014. Year to date (2016) is up slightly over 20%
Peak traffic to date: over 32,000 unique visitors in October. 2995 unique visitors on Monday Oct 4th
 - Cork Athletics Facebook Page membership up 70% in 2015

- Future Activity
 - Sponsors - With the increased publicity from both club and Cork Athletics online presence, we should actively plan towards acquiring sponsorship for Championship events
 - Responsive website – The current website is not a Responsive website – it isn't fully responsive to mobile devices. This deficiency means that the Cork Athletics website is being penalised by what is called the Google Penguin Algorithm, resulting in loss of position in Google searches.
 - Newsfeeds – It is proposed to add newsfeeds from sites such as AAI, EA, IAAF and others
 - Google penalties – Current site is hampered by the effects of the penguin algorithm and broken links in particular
 - Forum – Once the new website is up, running and stable, consideration will be given to adding an Athletics forum. This will not be an anonymous forum.
 - Date for launch of new site = ????

- Promoting Events

Cork Athletics promotes registered Athletics Ireland events only. In promoting, full credit is given to the event, with event promoter and sponsors:

 - Logo(s)
 - Credits
 - Backlinks

With all clearly and unambiguously displayed. While the prime intent is to publicise the event, the secondary aim is to drive web traffic to the organising club's website, the event website and sponsors websites.

- Plagiarism

We still have a problem with plagiarism – the unauthorised copying and reposting of Cork Athletics material on other websites, without acknowledgement, credit or endorsement, giving the appearance that the events are being organised by others. Some of the material appeared with copyright notices on the infringing sites

Breach of copyright results in the following

- Loses value that would otherwise draw visitors
 - Ripping off and using under false pretences
 - Is parasitic in nature
 - It is fraud
 - Deprive authors of due credit
 - Disrespects peers who have done the work. A significant volume of material may have taken several hours to compile, and has then been plundered with a simple 'copy and paste'

 - Google removes material shown to be in breach of copyright, however there comes a point where matters become 'ulcerous'. In this situation, Google requires legal action to be taken before they proceed.
 - During the year, several DMCA copyright breach notices were submitted to Google, resulting in removal of infringing material. Many more submissions might also have been made.
 - Litigation – the possibility of taking an Injunction against infringers has been discussed informally with the Board's legal advisor. This is likely to solve the problem permanently, as the injunction would be in effect, and Google, along with other search engines will severely penalise the offenders. The costs of such an action, if successful, would be borne by the offenders.
There are several actions which should be carried out before resorting to the legal route. Some of these have already been carried out.
- PRO
 - The Board badly needs a PRO. Nominally, we have a PRO and a Juvenile PRO. At present, we have neither. With the website being looked after, and the Co Board Facebook page, that problem is sorted for the Pro(s), which should facilitate PRO work

 - Thanks
 - I would like to thank all of the Co Board officers, Munster Athletics Officers, Feidhlim Kelly, John Walshe, Eamonn O'Ceallaigh, Cork City Sports, and a host of club officials for their help and submissions during the year....and all the others that I've omitted!

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Worth Getting!!

Whatsapp <https://www.whatsapp.com>

WhatsApp Messenger is a cross-platform mobile messaging app which allows you to exchange messages without having to pay for SMS. WhatsApp Messenger is available for iPhone, BlackBerry, Android, Windows Phone and Nokia and yes, those phones can all message each other! Because WhatsApp Messenger uses the same internet data plan that you use for email and web browsing, there is no cost to message and stay in touch with your friends.

In addition to basic messaging WhatsApp users can create groups, send each other unlimited images, video and audio media messages.