

Publicity Officer

The role of publicity officer has remained vacant since Ian Lowles stood down last year. A number of club members are sharing the role at present. Jane Hunter is doing sterling work writing news reports for the local press.

Unsurprisingly social media seems to be the most useful form of publicity. This year the club has been advertising a limited number of our event on Facebook. This appears to have had success in attracting people to try the sport, particularly in Keswick, Cockermouth and Whinlatter. Facebook also seems to have become a preferred method of communication for people enquiring about events. Several people have admin rights over the club page that can answer direct messages to the club.

Catherine Wetherfield has been successful in getting our annual Spook-O advertised by the Forestry Commission via their website and literature. This year the event is acting as a fundraiser for juniors so hopefully this will help to attract a large audience.

Not to be left behind, the club juniors have set up an Instagram Page (wcocjuniors) and have already attracted over 200 followers.