

NZ Postcard Society Web Managers Report

August 2021

This year the New Zealand Postcard Society's web presence has seen little growth. Our 'Photo Archive' (1) has had few new postcard collections added to it, the 'NZPS Web Site' (2) has seen only minor changes made to its overall visual look and little has been added to its archiving capacity. Meanwhile the 'Facebook Group' (3) has been well supported by a small group of postcard collecting enthusiasts posting interesting material, however its membership has disappointingly remained stagnant. The 'Ehive' site (4) has also seen little change over the last financial year.

This disappointing growth in the Society's online activities has been largely due to the current Web Manager having very little time over the last twelve months to invest in our web activities. Editing postcard images, archiving material and problem solving web site issues is very time consuming and beyond the small group currently posting material on the Facebook group, few have been involved in recent years in any great capacity with any of our web activities.

Facebook Group

The overall membership of our Facebook group should far exceed the current twenty nine participants that we currently have. There has been some concern raised by several of our members, suggesting that we should open the group up to anyone rather than stay as a private group as we currently are. This is a valid point, worthy of further discussion as it can be very difficult to even find the NZPS Facebook group online currently. Thank you to those currently supporting it.

NZPS Auctions

One thing that does continue to work successfully for the Society is the display of the postcard auction images on our website. All the images go directly to the Photo Archive as well, expanding its content. The Postcard Pillar Editors and Auction Manager do a good job coordinating the transfer of postcards and images to the Web Manager. Thank you for your support.

Moving forward

The four different components of our current web presence and the reasons for having each of them I believe is still sound. The workload could well be divided up and smaller responsibilities could be taken on by anyone interested in learning a new skill and being involved with our online presence. Please come forward if you would like to join our team.

Happy collecting

Bruce King