

Ad hoc Digital Communications Report
E.P.G.S.A. Area 59 Panel 71
March 13, 2022
Area Quarterly Meeting, Q2 (Leesport, PA)

New Website

- The new Area 59 website launched on January 19, 2022!
- The **Home Page** contains two boxes that will change to feature coming events. One is the main “hero image.” One permanent box features a link to Bridging the Gap.
- The **Find a meeting** list is much more complete. It now integrates meeting information for all of Area 59 except Districts 46 and 58. Links are provided to these two districts. A link has been added for Spanish language meetings.
- The **Need Help Now** section contains all of the 24-hour hotlines in our region, all intergroups, a link to AA.org, and a Bridging the Gap request for contact.
- The **Calendar** has a link at the top for Events Calendar Submission Requests. This contains detailed guidelines on how to submit an event for the calendar as well as the form where you can upload a flyer or program.
- The **Area 59 Business** section has everything members in our Area need – forms, contribution details, service resources, district information, contacts, and much more.
- Our current focus:
 - We are working with Ralph O. to complete the Bridging the Gap page content.
 - The Archives page is live! We are working with Donald and Jack to continue adding content there as they direct.
 - All of the reports that we were able to locate from the past two panels have been added.
 - Past issues of the “We...” newsletter are being added.
 - We are providing an opportunity for committees to determine content for their own individual web pages. A Digital Communications member has been assigned one committee for each of the remaining three quarters of the year to focus on.

Other Activities

- A MailChimp e-blast went out to the fellowship announcing the new website on January 31. We received 5 email messages with feedback that was entirely positive.
- We are tracking user data with StatCounter to note specifics regarding what pages receive the most hits and where the visitors are located in the US and throughout the world.
- We resolved an issue with Weglot (Spanish translation software) to accommodate increased use.
- Our committee was represented at Share-a-day in Philadelphia on Feb. 20.
- We are proposing a template and guidelines to assist Officers and Committee chairs with making their reports including how to create a translated version and give the file a common naming convention. A link to this resides under “Forms” in the Area 59 Business section.