



scottish place-name society comann ainmean-àite na h-alba

2022 WEB CO-ORDINATOR'S REPORT

I am glad to report that, in the past year, there have been no major issues with the Society's website. We have remained with the same hosting provider, which meets the current needs of the society. The visitor numbers and interactions have remained fairly steady, with peaks around Conference times. We have seen an increase of visitors due to the success of our Social Media posts, and the relationship between our Instagram account and the website has developed in a positive and promising manner.

Some exciting changes have taken place in the past year. Having used Eventbrite as the main platform for booking tickets for several online conferences, we found it complicated and noticed that attendees struggled with the system. Therefore, in time for our first live conference since the start of Coronavirus, we have implemented a system on the website which appears to be a lot more seamless than Eventbrite, and the reports of difficulties experienced by people trying to book a ticket have decreased significantly. The process is now a lot more automated and straightforward. If you have tried the system and have any feedback, we would be eager to hear about your experience with it.

I would like to express a very sincere "Thank you!" to the SPNS Secretary, Liz Curtis, who is stepping down at the upcoming AGM. Liz spent a lot of time and effort to build and expand the '[Useful Links](#)' section on the website. The section is a vast collection of materials and provides an easily accessible and user-friendly list of research tools to both budding and professional onomasts. Liz was also instrumental in the creation and running of the electronic mailing list of the society. The mailing list currently has 240 subscribers.

In terms of the future of the website, we are currently working on two main project. Firstly, we have been gauging interest in providing visitors of the website with the opportunity to have a registered account. Similar to other websites, such an account would offer certain perks and benefits. For example, in their accounts, registered users may be able to find out the joining instructions for future online conferences and a less complicated way of registering for them and joining them. Users may also be able to opt in to go paperless and receive their issues of the newsletter of the Society electronically, thus doing their bit for the environment. This project is in very early stages however feedback so far has been positive. If you have any thoughts, ideas, or comments, please do share them with us.

Also related to having an account on the website is the opportunity to order SPNS-branded merchandise. We would like to find out if people would be interested in owning such merchandise, and what types would appeal most. In due course, we will carry

out a survey, however please feel free to contact us with your ideas. If you see yourself as the potential proud owner of an SPNS T-shirt, keyring, pen, badge, or any other item, please let us know. It is important for us that any items we may offer are locally sourced and supporting our local businesses, and their manufacturing does not cause harm to those involved in the process and is environmentally sustainable. Again, if you could contact us with any ideas, this would be very much appreciated.

As always, we are very keen to hear your thoughts with regards to anything to do with the website or any of the above projects. You can share your comments at the online or live AGM, or e-mail webmaster@spns.org.uk at any time.

Thank you.

11th May 2022

Simeon Krastev
SPNS Web Co-Ordinator