

**Minutes of the Step out Sheffield Management Committee  
Extraordinary meeting held at SYPTE, Room 3, 1<sup>st</sup> Floor, 11 Broad Street West,  
Sheffield, S1 2BQ on Monday 29<sup>th</sup> April 2019 at 2.15pm**

**1 Attendees and Apologies for Absence:**

**Attendees:**

Sue Lee	SL	VWL (various walks) <b>Chair</b> , Area Link, Cascade Trainer
Janet Hilbert	JH	VWL (Handsworth) Publicity sub-group
Dan Murphy	DM	VWL (Graves Park) <b>Database Manager</b>
Tony Oxley	TO	VWL (various walks) Area Link (East)
Nigel Ross	NR	VWL (various walks) <b>Treasurer/Safety Officer</b> Area Link (West)

**Guests:**

John Brookes	JB	VWL (SWFC)
Sharon Robson	SR	VWL (SYPTE)

**Apologies:**

Sharon Cassinelli	SC	VWL (Richmond) <b>Secretary</b>
Margaret Hibberd	MH	VWL (Handsworth) Publicity sub-group
David Hirst	DH	VWL (Frecheville, Owlthorpe)
Maralyn Guthrie	MG	VWL (Crystal Peaks)
Carol Knightley	CK	VWL (Gleadless) Help Line
Jeni Smith	JS	VWL (Ecclesall Woods) Area Link (South West)

SL opened the meeting by welcoming SR and thanking her for hosting.

**2 Social Media Presentation**

**Background.**

SWFC walk established October 2018. Walkers requested a platform to share photographs. They set up a closed WhatsApp group initially but now have a private FB group. A private FB Group means you must apply to become a member, and only people within the group can upload pictures and comments and view them. *(Just to clarify here, a closed group can be seen by the public, but they must ask to join it. A private group is not visible, and you must be invited to join by an administrator. JB)* Posts shared by the group cannot easily be made public. In the case of SWFC you must be a member of the walking group to join. JB and another leader (John Pearson) administer any potential postings and have the final say on what can be uploaded and seen by the other members. If someone wants to share an amazing picture with walkers outside the SWFC group or to publicise their walk more widely a closed group isn't the answer.

JB and John Pearson (JP) would like to use FB for publicity because JP has over 3,000 FB 'friends' who could receive postings about the walks and associated events. This would involve setting up a FB page. Like the private group, a FB 'page' is administered by two or more administrators. They are

the only ones who can make postings so in this instance the FB 'page' is a bit like the website which is public on a world-wide scale but only the admins can edit it. The FB 'page' is public and could be seen by anyone searching for walks in the vicinity of SWFC for example. The FB 'page' can also be used to 'post' information to members and 'friends'.

There can be a FB 'page' for every walk that wants one and has personnel locally to administer it. AND there can be a scheme 'page'.

In addition to SWFC, Crystal Peaks, City Centre and Frecheville walks already have Private FB groups. Other walks may wish to establish groups in future. In the meantime, JB recommends that there should be two people to administrate the scheme FB page and that one scheme administrator should also be an administrator on each of the walk FB pages to ensure that anything posted locally that had scheme relevance could be uploaded onto the scheme FB page. He estimated this would need a voluntary input of approximately 2 hours per week. JB willing to take it on.

A discussion followed about the need for ground rules, permission forms for photographs, a new Step out Sheffield registration form which includes photograph consent (or not) and a signature for 'I understand that I walk at my own risk'.

SR offered support to help draw up guidelines

NR made the following proposals. SL seconded

- 1 JB draw up a set of guidelines for the groups that are already use social media including something about photograph consent.
- 2 JB draw up a set of guidelines for the groups that don't currently use social media
- 3 JB draw up a set of guidelines for the Scheme Page.

### **Time-frame**

JB to circulate draft for comment to committee members (via Sharon) by 13<sup>th</sup> May. The plan is to table draft proposals at the AGM on 20<sup>th</sup> May.

### **3 Website**

JB has registered stepoutsheffield.org and set up a page for the SWFC group plus some other bits and bobs. NR particularly liked the idea of a resources page where VWLs could go to download risk assessments or posters for their walk. SL currently administers the btck website. SL and JB to get together to discuss how to carry the content of the old website across to the new. In the meantime, anyone clicking on stepoutsheffield.org will be taken straight to the existing btck website.

The new leaflet to carry the stepoutsheffield.org website address and the [admin@stepoutsheffield.org](mailto:admin@stepoutsheffield.org) email (which can be re-directed to our current gmail.com address).

*(Note – the domain name is not case sensitive, so it can be written StepOutSheffield.org – this helps people pick out the words from the mass of letters. JB)*

There is an registration charge of £3.99 this year and approximately £20 next year for the stepoutsheffield.org domain name.