



ST ANDREWS
PRESERVATION TRUST

Preserving the Past | Planning for the Future

Communications Committee - Strategy and Action Plan – March 2021

Who we are

The Communications Committee is managed and chaired by the Communications Convenor, a Trustee appointed by the Board of Trustees. While any member of the Trust can be co-opted onto the Committee, currently all Committee members are Trustees.

The Trust's Administrator and Museum Curator/Manager support this committee. The Volunteer Co-ordinator is a member of the committee, together with such other Trustees as deemed appropriate by the Board.

Aims and Purpose

This Committee oversees communication between all departments of the Trust and its members (internal communications) and between all departments of the Trust and the general public (external communications). This is mainly focussed on the production of a quarterly newsletter for members, and the Trust's social media platforms – website, Facebook, Twitter and Instagram.

These platforms can be found via the following links

<https://standrewspreservationtrust.com>

<https://www.facebook.com/StAPTmuseum>

<https://twitter.com/StAPTmuseum>

<https://www.instagram.com/staptmuseum/>

Good communication is essential in all aspects of the Trust's work, and the Communications Committee routinely liaises closely with the Administration and Museum Committees. From time to time the Committee may also offer assistance to other Trust committees on specific projects.

What we do

A quarterly newsletter is produced by the Communications Committee and circulated to all members of the Trust. It includes information about Board decisions and any news relating to Trust or Museum activities. It may also include articles written by members on subjects of local interest.

Part of the role of the Trust Administrator is to oversee and manage the website and social media platforms for the Trust. From time to time the Communications Committee may offer guidance as to content and direction of these platforms.

Future plans

One of the agreed Strategic Priorities for the St. Andrews Preservation Trust 2019-2024 is
"To improve the quality and relevance of the Trust's external communications as a tool for enhancing our reputation; engaging our members and the public; and conducting our business effectively."

To this end, the Communications Committee is currently conducting a review of the Trust website, due for completion by 31 December 2021.