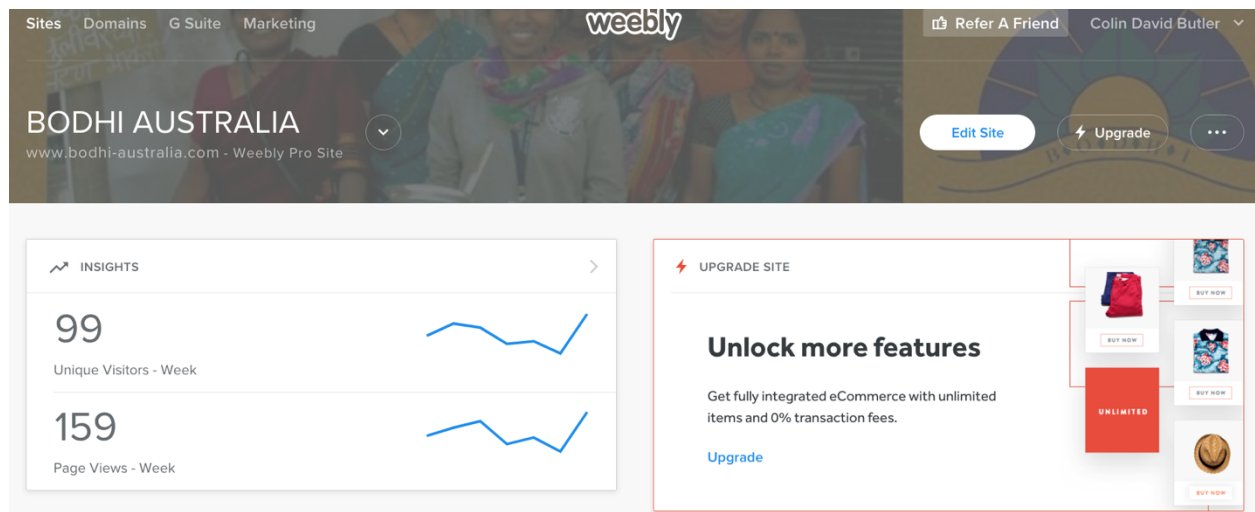


Director of Electronic Communications Report

Colin Butler

Activities for the year 2019

Website: is fairly easy for me to do, but requires good internet access, which is often difficult in Tasmania. Suggestions to improve it or to help me edit are welcome. Page visits are generally between 100 and 150 a week; note there was an error in last year's report, when I said between 1500 and 2000, it should have been between 150 and 200. I do think views have declined, however visits to pages about Dr Ambedkar have increased. Below is from Weebly for the current week.



BODHI continues to have a presence on Facebook, also with two “pages” (see images). The main group has about 1300 “friends” with a new person joining every week, mainly from India. The main group, BODHI Australia, has 193 “likes”. However, some of the material that is posted appears either purely religious or political; when I judge that is the case I delete it and generally remove and block the person who posted material, without explanation or apology; this happens at least once a month. If I am in doubt I generally ask the poster how the post is relevant to the aims of BODHI, which focuses more on humanitarian work and the reduction of poverty. I do this because I do not want new visitors to the site to gain the false impression that BODHI’s purpose is either mainly religious or political.

A few people (including in India and Nepal) do understand BODHI’s goals, and post relevant material among the poor; such posts are appreciated. More re-posting of Facebook material would be welcome. In the last year, but mainly in 2020, we received some donations via Facebook. All of these Facebook donors are personally known to me, but two of them had never donated previously. The Facebook appeal also attracted a supporter whose donation was made via PayPal. I thus continue to be sceptical about the value of advertising BODHI on Facebook.

https://www.facebook.com/groups/bodhi.group/

BODHI


Public group

Interacting as BODHI Australia

About
Discussion
Announcements
Members
Videos
Photos
Files
Group insights
Watch party
Moderate group
Group quality

Search this group

Shortcuts
Rwandan justice



Joined ▾ Notifications ▾ Share ▾ More ▾

Write post Photo/Video Live Video More

Write something...

Photo/Video Ask for reco... Check in

1 person wants to join this group

GROUP BY
BODHI Australia
193 people like this
Learn More

CATEGORISE POSTS
+ Create Topic
Add topics to posts to help group members find the information that they're interested in.

https://www.facebook.com/BODHI-Australia-Inc-486757751504554/


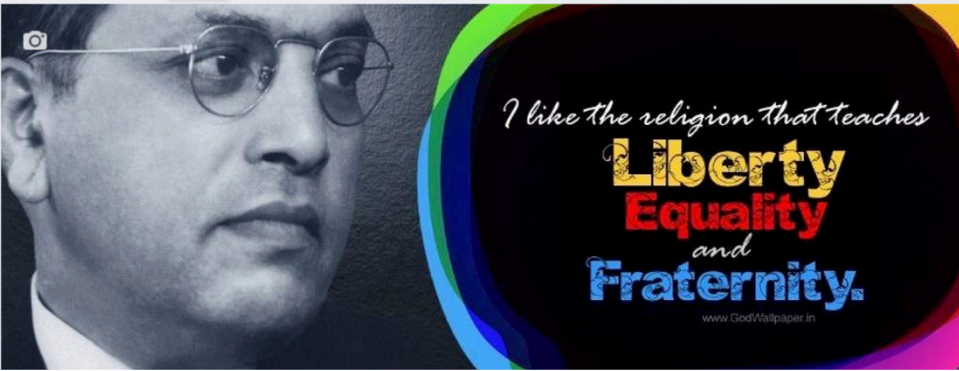
BODHI Australia Inc

Page Inbox Manage jobs Notifications 12 Insights Publishing Tools More Edit Page Info Settings Help

Let us know your message preferences
We understand that your business priorities may have changed. Would you still like to receive recommendations about promoting your Page?
Not Now Yes

BODHI Australia Inc
Create Page @username

Home
Posts
Videos
Photos
About
Community
Offers

Like Following ▾ Share ▾

See Offers

Facebook interface showing the profile of BODHI Australia. The profile includes a cover photo, a profile picture, and a bio. The bio mentions the Office of the Dalai Lama and the Bodhi Project. The profile also features a post with a photo of three people (two men and one woman) and a caption that reads "Keep in touch with customers". The post includes a "Get Tips" button and a "Learn More" button.

Twitter: our account exists but remains rarely used.

Mail Chimp: BODHI produced (thanks to help from committee members) two brief “newsletters” in the last year –we are now up to “BODHI Times number 55”. We also used MailChimp to produce a short message advertising today’s AGM. Suggestions for additions to the email addresses remain welcome.

YouTube videos: no progress but the suggestion was made that I be interviewed by someone, perhaps Lucia, while being filmed.

Mainstream media: No successful contact in the last year.