

## HKVCA Online Services Report

This report encompasses our [websites](#), [Facebook](#) and [newsletter](#) services.

Over the past year, we have maintained the development of our online presence in support of our mission. Our websites have continued to fulfill their role in documenting the experiences of the members of 'C' Force, enhancing our historical library's present and future value for all Canadians. Our Facebook service, under the administration of Dan James, boasts over 850 followers who receive daily updates on our activities, along with birthday reminders of 'C' Force members.

Events of note from the past year include:

- Revamping of our sites to provide a better visitor experience. Measures included improved information structure for our thousands of pages, more efficient accessibility and navigation, coupled with a new focus on portable devices such as tablets and smartphones.
- Fine-tuning of our 'C' Force Individual Reports to enhance their value.
- Significant additions to personal information on our 'C' Force site, based on member/public submissions, and updates done by Lori Smith throughout the year.
- Due to birthday notifications and links on our Facebook site, increased interest in the lives of 'C' Force members. (Typically our 'C' Force site receives approximately 50 visits per day via the Facebook "birthday" link).
- Providing a better online newsletter experience, along with additional content compared to the paper version.
- Publishing on our Photo Gallery site of professional, high-resolution, photographs of the faces on the Memorial Wall.
- Moving our sites to a secure server environment (https) to conform to today's security requirements and to prepare for online transactions (see below).

Focus for the next year:

- providing an online payment option for signing up new members to HKVCA, and allowing present members to renew,
- offering online payment for HKVCA products such as store items and books,

- continuing to update our 'C' Force members' Individual Reports,
- enhancing and expanding content in our online newsletter with a view to persuading those members currently receiving the paper version to switch to the online copy. (This will save us a significant amount of money each year),
- continuing to emphasize the communications power of our Facebook presence, encouraging more members and the public to sign up and participate,
- configuring and enhancing our online services to support the various initiatives that will be pursued by the Board of Directors.

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Jim Trick

Webmaster / Newsletter Editor / Membership

[HKVCA](#)