Report to AGM of 31st Infantry Battalion Association

# 2/31st Blog and Facebook Page.

The blog for the 2/31st Battalion and the accompanying Facebook Page was started by us, Elizabeth and Lindsey Timms. Elizabeth is the daughter of one of the members of the 2/31st Battalion, Jack (Strangler) Lewis. We decided to establish the blog and Facebook page to promote the knowledge of and to continue the memory of the men of the 2/31st Battalion. At the time we started, we had no idea that there were other organisations around such as the 31st Infantry Battalion Association and felt that we were ‘all alone’. We have since discovered that this is not so and are more than happy to cooperate and associate with other similar organisations.

We use the blog mostly to post articles that we select from the pages of Teh-Kallim, the magazine assembled and edited largely by ‘Hook’ Anderson for many years.

The Facebook Page is used to connect articles that have been put on the blog and also to promote news of more immediate concern – such as this AGM! We have been greatly humbled by the response of many people to both the blog and the Facebook page and the way that peoples’ memories are stirred and the comments that they put on the Facebook page.

# Here are some statistics for those who like them!

We now have 476 people who follow the Facebook page. Most of them are in Australia, as you would expect, but we do have one follower in each of USA, UK, Switzerland, Italy and Indonesia. Why? No idea! Followers are 71% men and 28% women. 78% of our followers are between the ages of 45 and 65+. Normally the articles we put up on the Facebook page are viewed by about 100 – 200 people but the largest by far was the article announcing the death of Alf Cumberland which was viewed 2,460 times!

Here are the links:

https://www.facebook.com/2nd31stbattalion

https://2nd31stbattalion.wordpress.com/

https://31bnassn.org/

Elizabeth & Lindsey Timms, 9th March 2021