

## NWTN Communications Officer

### AGM report

9 June 2020

I joined the NWTN Events Team in November 2019 to help with communications. My remit so far has included running the 'Member Monday' campaign, which was launched by Heidi; growing the network's social media presence through increased posts and graphics; and generally contributing to ideas around advertising events and boosting attendance.

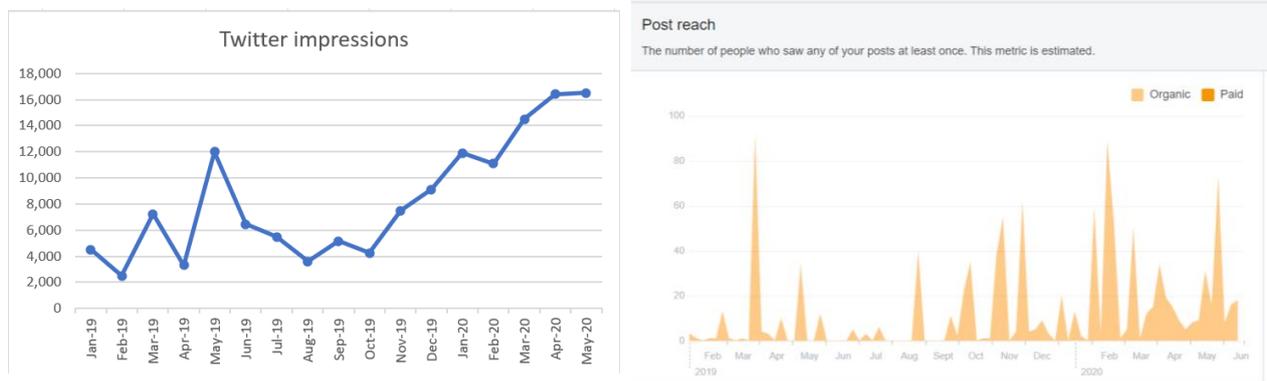
#### Member Monday

The 'Member Monday' campaign is an initiative to showcase our members through interview-style questions posted on our blog, which is then circulated to the membership and wider public through social media. The campaign started at the end of November 2019 and is still active. We have featured 22 profiles so far with another two in the pipeline. The campaign has been very well received, and it has been an excellent opportunity to get to know members and find out about their many talents.

#### Twitter and Facebook

The network's two main channels for engaging with its members and general audience are Twitter and Facebook. The network also has a LinkedIn group where updates are posted, although the level of interaction on this platform is much less than the other two, and analytics for LinkedIn were not available at time of writing.

Statistics for Twitter show a clear uptick in engagement in 2020 compared with the same period last year (over 200% increase in impressions for Jan. – May 2020 compared with Jan. – May 2019). Facebooks statistics do show a general upwards trend in reaching our audience on that platform, but the figures are not as clear cut as Twitter, and more will need to be done to help optimise how we use Facebook in the future.



Over the past year, we have been growing our online presence by focusing more on interacting with members through social media as well as advertising our events through these channels. We have also made greater use of the NWTN website as a central hub for events and member information.

I am sure we would have seen our new communications strategy have an even greater impact had we been able to continue with our big events for the year, such as the Boost Day and 35<sup>th</sup> Anniversary Dinner. Now that NWTN has gone digital for the foreseeable future, I am confident that

we will continue to make the most of our online tools so we will remain a valuable resource for our members, both professionally and socially.

*Kat Slater*

June 2020