

NWTN AGM 2021

Communications report

As the NWTN and its members faced a challenging year, both professionally and personally, it became more important than ever to maintain good communication with our members. Since this year has also seen the introduction of weekly events and more frequent social events, there has been a significant increase in the communications work to create graphics and write copy for events, advertise them through email and social media, and post reports on the NWTN blog.

New Co-Communications Officer

In April I was delighted to welcome Marjolein Thickett as my Co-Comms Officer. With experience of working in marketing, Marjolein will be an invaluable asset to the NWTN team, and I have already enjoyed sharing ideas with Marjolein about our communications strategy and initiatives.

Social media

We continue to enjoy good engagement on Twitter. There was an uptick during the first few months of the pandemic last year, perhaps mirroring a wider trend of people taking to internet platforms to keep in touch during lockdowns and then trailing off as restrictions eased and workloads began to return to 'normal'.

There appears to be considerably less engagement on Facebook, which has led us to reconsider our use of the platform. We haven't made a conclusive decision at time of writing, and we will continue to cross-post on Facebook for the benefit of our followers there for the time being.

As regards LinkedIn, we have decided that the group format isn't optimal and prevents members and other interested parties from sharing our posts outside of the group. This would otherwise be particularly useful for those who have been featured as a Member Monday profile or who have written for our blog. We have therefore decided to create an official NWTN page for LinkedIn and post our content there. This should also make it easier for those interested in the NWTN, our events and news to follow us, as we currently have to manually approve members to the group.

Member Monday

The Member Monday campaign, which was started at the end of 2019, continued to run over the last year. We received 10 profiles from both members old and new, which has been a great way to get to know them, especially while we have been unable to meet in person. We still welcome new submissions and would encourage members to give it a go if they have not done so already. Having said that, we want to continue drawing on our members' experiences, expertise and interests for our blog (see below), so we may rethink the MM format in the future to encourage more participation.

Blog and forum

Our blog is largely used for event reports, news and our Member Monday campaign. We are planning to open up our blog to more contributions from members, such as articles on interesting CPD that they've undertaken, translation/interpreting-related initiatives that they're involved in, or handy tips for anything to do with being translator/interpreter (technology, running a business, writing skills, etc.). Over the summer we will be thinking more about the kinds of content we would like to commission and drawing up some basic guidance for features on the blog.

During the last year we added a forum to the website to facilitate discussion around certain events, such as the Book Chat, and to act a repository for tips and recommendations shared during the Working Lunch sessions. We will also be planning how best to use the forum and encourage participation in the future.

Kat Slater

June 2021