

Plenary Business Meeting
Friday 18 January 2019, 10.30 – 12.00

Churchill Room, Europe House, 32 Smith Square
London SW1P 3EU



REPORT of the VICE-CHAIR EXTERNAL COMMUNICATIONS

The Facebook site and twitter account are both relatively active with continued growth in likes and retweets. Increase use of Twitter in relation to Facebook

3 month overview:

	September 2018	7 January 2019
UCML on Facebook	1,708 likes	1,762 likes
UCML on Twitter	3,209 followers and 7,530 tweets	3,295 followers and 7,734 tweets

Snapshot of first week in January 2019 for Facebook activity including UCML letter regarding Hull and BBC piece following up the publication of the letter on Facebook:

Published	Type	Targeting	Reach	Engagement
01/05/2019 11:23 PM	<u>Link</u>	<u>Public</u>	8,007	746 341
01/04/2019 6:05 PM	<u>Status</u>	<u>Public</u>	16,586	3,783 606
01/03/2019 9:40 PM	<u>Link</u>	<u>Public</u>	522	11

Snapshot of first week in January 2019 for twitter activity (main focus on Hull University) – 8,500 impressions in one week

time	impressions	engagements	retweets	likes	user profile clicks	url clicks	detail expands
2019-01-05 23:27 +0000	1953	229	16	30	13	130	39
2019-01-04 22:40 +0000	3732	311	33	34	34	136	74
2019-01-03 10:07 +0000	1543	49	11	6	2	8	22
2019-01-01 10:55 +0000	2179	102	8	14	12	35	33

- 1) 1st UCML newsletter released to members in Autumn 2018. Newsletter formed around 4 distinctive areas – News, Education, Policy and Research. Newsletter linked to UCML site and link shared with members via email and on social media.

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