

## UCML Executive Committee

Friday 2 November 2018 12.30 – 16.00  
Monnet Room, Europe House  
32 Smith Square, London SW1P 3EU



### Report of the VC Communications

The Facebook site and twitter account are both relatively active with continued growth in likes and retweets (see change in the last 3 months). Increase use of Twitter in relation to Facebook.

	June 2018	September 2018
UCML on Facebook	1,666 likes	1,708 likes
UCML on Twitter	3,083 followers and 7,362 tweets	3,209 followers and 7,530 tweets

Chair has sent out a survey to UCML members (report in early 2019). Elements of report will impact our communications strategy.

1<sup>st</sup> UCML newsletter shared at October meeting with a view to releasing it widely in Autumn 2018. Newsletter to be formed around 4 distinctive areas – News, Education, Policy and Research. Newsletter to be linked to UCML site and link shared with members via email and on social media.

Gender Action Charter Mark for Schools Project launched on 29 October by the London Mayor and the GLA. UCML on steering group with IoP, UCL and KCL. Site under construction: <https://www.genderaction.co.uk>. Joint Press releases prepared.

UCML site now at <https://ucml.ac.uk>

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