

Item 6: VC Communications

From SG of 6 March 2020

Online Communication:

Our twitter feed has grown from having 1,813 followers in 2016 to 3,804 (+100 in the last month alone) followers and it is now the social media outlet that we use that sees the most engagement on nearly a daily basis. We have sent over nearly 9,000 tweets since the account opened which averages at over 1,000 tweets a year.

Our Facebook page in 2016 was our most active social media space and it is still used regularly and widely. In 2016 we had 966 followers and in 2019 we have 2,153 (40 more in the last month – mostly as a result of Emma joining UCML) followers.

It is a pleasure to hand over to Emma – who has been given access to our social media platforms and is clearly very active in this area as well. Vicky has also now been introduced to the colleagues in GenderAction – I will continue to be involved with the project indirectly via a Gender Action module that Peter Main and I will be running from next academic year which is built on the model of school ambassador scheme.

There are some items for Emma and the executive to consider and act on accordingly - possibly linking the twitter account to our website, enabling an email account to be connected with the website; deciding on whether or not to opt into being able to take payments via the website.

The changing demographics of people using social media and the rising questions about the manipulation of data by Facebook, twitter, Instagram are also perhaps questions for the Executive to address and balance those worries with the fact that these are still particularly wide ranging platforms for UCML to use to reach a growing public.

Now that we have a new website that is fully under our control it is also possible to explore how to make it more relevant to colleagues teaching languages across the UK and ensuring that our social media channels and as far as possible our own news originate on the website and are then linked to either Facebook or twitter.

Added 24 March 2020

Modern language colleagues should be encouraged to continue to visit the UCML website, staying in touch via social media and call attention to this link: <https://university-council-modern-languages.org/languages-education/online-resource-sharing/> where the languages community can come together and share resources. There has been an increase in messages and information being added on our website to communicate with colleagues about all sorts of issues this new situation has raised

Ana de Medeiros