

UCML report November 2022

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**Social media announcements** have covered key UCML schemes and announcements (e.g. grant schemes, nominations, etc.), promotion of collaborative initiatives and events. This includes the BERA event, upcoming on the 17th, and live-tweeting at the ICLS/benchmarking event. Recent new Exec members were welcomed on the website and on Twitter, and the outcome of the new postgraduate scheme has been announced, following internal deliberations (see report on Research).

**Collaborative campaigns** in progress on native speakers and translation studies.

**Liaison with ECA group**: attended meeting of the newly extended ECA group and delighted to see expansion in subject areas. Support to ECA code, spearheaded by ECA, via social media.

**Advocacy**: follow-up on treats at Roehampton and Birbeck, in liaison with relevant disciplines.

**Social media challenges**: with the future of Twitter being uncertain, there may be a need to look into alternative communication channels, as Twitter ensures direct contact with academics in the field as well as stakeholders, and is also crucial to the ECA community. There is a risk of losing out on a substantial part of our audience. A call could be reissued for people to join the mailing list, though the mailing list could not replace the Twitter account. Alternatives such as Mastodon, Tumblr, Instagram etc. may also be problematic replacements.