

## UCML Executive

Friday, 26<sup>th</sup> May, 2023

### CV External Engagement & Comms Report

Dr Fransiska Louwagie, Vice-chair external engagement and comms.

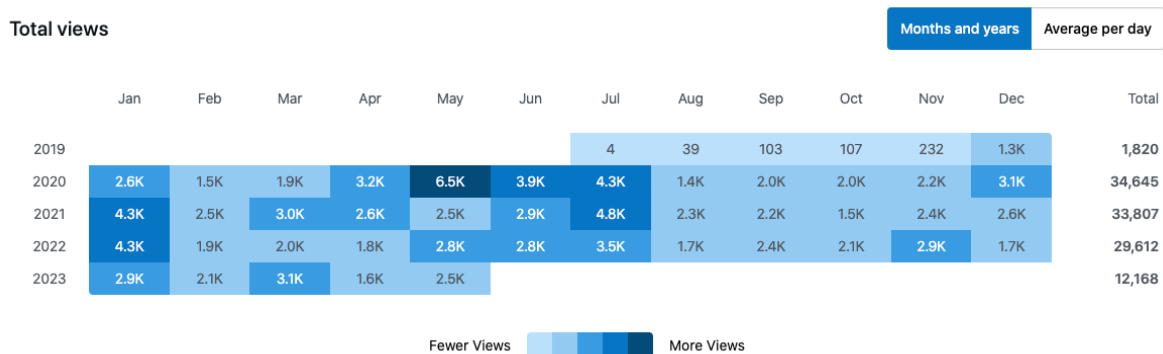
**Social media announcements** covered in-house as well as external key events, like the Durham conference. Twitter and Facebook activity was maintained, and reports have been run on Twitter and website traffic (see below). The move to incorporate the jiscmail list more systematically also support reach). The website organisation will be further revisited.

**Liaison with ECA group:** Spring meeting took place on 10 February.

**Advocacy:** letter of support and signatures sent for Birkbeck and UEA (updates for each department in progress). Other closures such as language closures at Coventry have been announced.

**Translation Studies:** report prepared with colleagues in Translation Studies will be presented as a panel at the Summer Plenary.

Website views:



Referral stats (90 days ending 23 May):

- Search engines (mainly Google) 1,309
- Twitter 450
- Routes into Languages 311
- Facebook 256