

Communication Officers Report June 2020

UKPAC Noticeboard has been updated. UKPAC Facebook, Instagram and Twitter accounts have been updated and revised. Regular communications with clubs have been shared to UKPAC Facebook and Twitter. Facebook Followers:



TWEET HIGHLIGHTS Top Tweet earned 329 impressions

COP26 President Alok Sharma spoke at Race to Zero campaign on World Environment Day the world needs to unite behind a fairer greener recovery from the effects of Covid-19 delivering for both our people & our planet
cutt.ly/Py1foOA #soroptimist @UKPACc @SIGBI1 pic.twitter.com/gJlCkhh8gF

UKPAC website has been updated with new content and weblinks between all four platforms have been developed. UKPAC website has been designed to inspire, inform and signpost members to ideas. The Useful links page is new and very informative. Partners have been refined. Research has been undertaken to ensure mutual partners benefits and online presence.

TIPS and Recommendations:

1. Talk to Communication Officers, keep them informed. Update websites, open Facebook accounts and keep updated, open Twitter accounts and keep updated, learn how to Tweet. Signpost to the Members area Communications and all the training and best practice videos. A particular video that stands out is the Blog Posts video. It would be good to lobby in the future on Twitter, if we had more Twitter presence and followers.
2. Change the Facebook default feed widget (SIGBI) on your homepages to your club/region Facebook account or Twitter account.
3. Sue Challoner has spent three years researching the history for the Centenary website. When posting your club history to your club website add a weblink to the Centenary website: <https://sigbi.org/who-we-are/centenary/>
4. Name all your images on website to appropriate names. Increase Yoast SEO search engine optimisation. Link your website to Social Media and Link Social Media together to assist burden of posts.
5. Social Media: Follow more people, add more friends, increase tagging. Add Focus keyphrases to your pages.

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