### Chapter/Affinity Group: Webmaster
Reported by: Nick Wainwright

#### Key Achievements and member value/services
- Social media – Building Twitter following >320
- New Section Life visuals on homepage
- Section meeting documents

#### Current plan of activities
- Build social media presence
- Re-organisation of CPD area
- Support Chapters & AG with webinar hosting

#### Focus areas (2020-2021)

<table>
<thead>
<tr>
<th>Goals</th>
<th>KPIs</th>
<th>Challenges to reach KPIs/ Resources</th>
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</thead>
<tbody>
<tr>
<td>More engagement with stakeholders</td>
<td>Increased number of events listed (more closely matches L31 numbers)</td>
<td>Decentralised nature of Section activities</td>
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<tr>
<td>Build social media presence</td>
<td>More content, (more platforms?) followers &gt;500</td>
<td>Content to promote. Identifying what platforms Chapters and AGs use</td>
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