

Chapter/Affinity Group: Electronic Communications  
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**Key Achievements & member services in 2020**

- Improved member communications via increased Twitter followers
- Supported chapters, affinity groups etc to promote online activities during pandemic
- Developed a consistent brand image for Section webinars

**Current plan of activities for 2021**

- Continue to build social media presence to increase member engagement
- Better represent the increasing number of webinars on the website
- Refresh chair photos and chapter etc logos
- Focus on getting more member news

**Focus areas (2020-2021)**

2020 Goals	2020 KPIs met?	2021 Goals	Challenges to reach KPIs/ Resources
Twitter followers >500	Yes - >700 as April 21	Twitter followers >800	Creating awareness and enticing content
Support webinar promotion	Yes	Average one <i>member</i> news story / month	Mechanism / support to gather news
Publish >3 news items / month	Yes - 60 published	Generate webinar portfolios	None