

Key Achievements & member services in 2021

- Increased member engagement of Section activities via social media and website
- Supported Section to promote and ‘watch again’ online activities during the pandemic
- Implemented a consistent brand image for Section webinars

Current plan of activities for 2022

- Move website to dedicated server (done)
- Continue to build social media presence to increase member engagement
- Provide better accessibility for webinars on the website
- Focus on getting more member news

Focus areas (2021-2022)

2021 Goals	2021 KPIs met?	2022 Goals	Challenges to reach KPIs/ Resources
Twitter followers >800	Yes 864 @ 23/10/21	Twitter followers >1000	On track 957 @ 24/04/22
Support webinar offering	Yes 32 added YTD	Average one <i>member</i> news story / quarter	Generating enticing content
Publish >3 news items / month	Yes 52 added YTD	Generate webinar portfolios	None except format to be agreed