

Chapter/Affinity Group: Electronic Communications
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Key Achievements & member services in 2022

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

Current plan of activities for 2023

- Internal promotion of website / Twitter facilities
- Continue to build social media presence to increase member engagement
- Build webinar portfolio on the website in ‘Watch Again’ section
- Enable more internal interaction

Focus areas (2022-2023)

2022 Goals	2022 KPIs met?	2023 Goals	Challenges to reach KPIs/ Resources
Twitter followers >1000	Yes 1035 YTD	Twitter followers >1200	Promotion via eNotice
Support webinar offering	Yes 20 added YTD	Avg one <i>member</i> news story /Qtr	Generating enticing content
Publish >3 news items /mth	Yes 49 added YTD	Generate webinar portfolios	None
		Internal promotion of external promotion	Getting engagement