Chapter/Affinity Group: Electronic Communications
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IEEE
United Kingdom and Ireland Section

Key Achievements & member services in 2023

- 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 2023-24

- Continue to build social media presence to increase member engagement
  - Launch Section on Linkedin
- Optimise impact of webinar portfolio – IEEE Player
- Implement 'past chairs' tab
- Chapter pages update

Focus areas (2023-2024)

2023 Goals	2023 KPIs met?	2024 Goals	Challenges to reach KPIs/ Resources
Twitter followers >1150	TBC | 1086 (April)	Twitter followers >1300	Promotion via eNotice
Launch IEEE Player	Yes | 30 added	Avg one *member* news story /Qtr	Generating enticing content
Publish >3 news items /mth	TBC | 16 added	Refresh of chapter pages	Engagement from chapter chairs
Launch Linkedin page	Q2 2023	Publish >3 news items /mth	Generating enticing content
Implement 'past chairs' tab	75% complete		