



HELOA Communications Team Annual Report 2018

The team

The communications team focus on:

- Communicating with HELOA members through a variety of channels
- Developing an effective website and publications to support strong partnerships and membership communications
- Developing the HELOA brand

The team comprises of:

- UK Vice-Chair (Communications) - Rebecca Montgomery (Edge Hill University)
- Digital Development Manager – Al Blackshaw (University of Strathclyde), then Chris Nock (University of Winchester)
- Digital Development Manager- Rebecca Montgomery (Edge Hill University), then Jacob Brown (University of East London)
- Communications Manager – Andy Cotterill (City, University of London)
- Communications and Partnerships Manager – Sarah Reilly (Swansea University) – until September 2018

Key activity during 2018

This year has seen a lot of turnover with the Vice-Chair beginning in May 2018 and the two new Digital Development Managers and Communications Manager being appointed in August 2018. Below is a summary of the key activity undertaken:

- **Delivering effective communications with members** – bi-weekly HELOA Digests have been circulated to all members with a range of topics and information. This year we have covered topics that are relevant to all levels and included more of the membership in contributing to the digest – for example in the ‘top tips for surviving Clearing’ digest piece.
- **HELOA website** - the website has been continually updated and acts as a key source of information for all members as well as externally. We are working on replacing the member’s area with an externally facing document library where members will easily be able to access HELOA documents, conference materials and other relevant documents.

- **Social media** – The member’s only HELOA Facebook group has continued to be a success and has seen increased engagement between members. The Communications team have been posting an interesting news item in the Facebook group in weeks where there is no digest.

On Twitter we have trialled, and will be rolling out, group takeover days. This demonstrates the amount of activity going on across all areas of the membership.

- **2019 conference programme** – in conjunction with the UK Training team, the programme and associated literature has been produced.

Plans for 2019

During 2019 the team will continue with regular activity on the website, digest and social media. We will look to develop further opportunities for members to communicate and discuss issues through a forum platform such as Microsoft’s Yammer. We will also utilise the new document store to share best practice tool kits.

Message from UK Vice-Chair

I would like to note particular thanks to Sarah and Al for their work to support the Association during their term. I’m looking forward to working with Chris, Jacob and Andy to continue to develop the association’s communications over the next 12 months.

Rebecca Montgomery
UK Vice-Chair

Chris Nock and Jacob Brown
Digital Development Managers

Andy Cotterill
Communications Manager

January 2019