

## Communications Annual Report 2024

In my first year as Vice-Chair (Communications), I've focused on laying the groundwork for my 3-year term. Our Communications Team now includes four Digital Communications Managers, all roles filled as of November 2024, creating a solid team for 2025.

### 2024 Highlights:

- **Communication Guidelines:** We improved our briefing process and established updated content guidelines.
- **Social Media Engagement:**
  - LinkedIn: Follower count up by 45%, with a 13.8% average post engagement rate (well above the education sector average of 1.8%).
  - Instagram: Continued utilising this account by increasing video content for member feedback at events.
  - Facebook: 32% of HELOA members actively participated in this group across the year, using the platform to connect and share best practices.
  - X (formerly Twitter): Phasing out in line with sector trends but monitoring future developments.
- **Website Accessibility:** Initially planned for this year, a full website accessibility audit will now take place in 2025 to allow for further web development, ensuring a lasting, high-quality outcome.

### Plans for 2025:

- **Email Communications:** We will analyse the HELOA Bulletin's performance to enhance its design and content for better member engagement.
- **Brand Identity:** To ensure communication sources within HELOA are identifiable to members, we will redesign email templates and brand guidelines for clearer identity across teams.
- **Content Strategy:** Expanding social media content to spotlight best practices and encourage member contributions, placing members at the heart of our content strategy.
- **Website Management:** We will conduct an accessibility audit to align with Web Content Accessibility Guidelines 2.2 AA standards, ensuring the website remains a valuable resource and showcases our commitment to accessibility.

2024 has reinforced the value of a strategic approach in supporting HELOA's goals. Our social media growth, enhanced digital presence, and teamwork have laid a strong foundation for continued member support and sector engagement.

A huge thank you to our 2024 Digital Communications Managers (Andrew Smith, Charlotte Coleman, Niamh Gallagher, Millie Brown, Charlotte Thomas, Michelle Terrell, Lauren Storey, and Michael Long) for their exceptional dedication and expertise, as well as the UKC and Executive Committee for their support.

We look forward to building on these achievements and enhancing our impact through communications in the coming year.

**Hannah Goodwin**  
Vice-Chair (Communications)  
November 2024