

## Communications Annual Report 2025

Since my recent appointment as Vice-Chair (Communications), my focus has been on ensuring a smooth transition for the Communications Team, now comprising three Digital Communications Managers, and establishing solid foundations to support effective delivery throughout 2026.

### 2025 Key Achievements

#### Social Media Performance

- **LinkedIn:** Follower growth of 19% year-on-year to 2,681, achieving a 10.5% average post engagement rate (above the sector average of 8%) with an average of 23 engagements per post
- **Instagram:** Published posts increased by 51.8% year-on-year, showcasing experiential content from training events alongside promotional material, generating 17,232 views and a 196.9% increase in reach to 2,135
- **Facebook:** Maintained as a member forum, alongside promotional posts from HELOA, with the number of published posts up 22% year-on-year and 6,937 views, however post interactions decreased by 49%
- **X (formerly Twitter):** Being phased out in line with sector trends, while monitoring future developments

#### Digital Communications

- Successfully updated membership pages to create consistency and coherence with clearly defined membership levels
- Following a website accessibility report and consultations with the UK Committee, a comprehensive website brief was developed outlining required capabilities and expectations for a new website development, which will improve user accessibility and experience
- Email bulletin open rates averaged 47.2%, representing a 17.9% improvement year-on-year
- Refreshed HELOA brand collateral with contemporary design assets now deployed across emails, social media, and training events

### Plans for 2026

- **Content Strategy:** Implement platform-specific approaches informed by performance data, including enhanced experiential content on Instagram and increased user-generated content that places member experience at the forefront
- **Website Development:** Engage a web developer using the approved brief to enhance the HELOA website and content management system, ensuring it remains a valuable, accessible resource

### Acknowledgements

I extend sincere thanks to our 2025 Digital Communications Managers, Adam Blackmore, Michael Long, and Niamh Gallagher, for their enthusiasm and dedication. Special recognition goes to outgoing Vice-Chair (Communications), Hannah Goodwin, for her strong leadership and championing of the Communications Team's work. Finally, thank you to the UK Committee and Executive Committee for their unwavering support.

We look forward to building on these achievements and enhancing HELOA's communications impact in 2026.

**Lauren Storey**

UK Vice-Chair (Communications)

November 2025