



## Communications Team Annual Report 2020

### The team

The communications team focus on:

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

The team comprises of:

UK Vice-Chair (Communications) - Rebecca Montgomery (Edge Hill University)

Digital Development Manager - Jacob Brown (St George's, University of London)

Digital Development Manager - Chris Nock (University of Winchester)

Communications Manager - Andy Cotterill (City, University of London)

Marketing and Brand Manager - Mark Hoddell (University of Chester)

### Key activity during 2020

This year we have focused on developing interesting and useful content to support our members through this time of change and have launched new channels to support further opportunities for sharing content and networking.

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. The template has been refreshed, to include clear calls to action and new formats have been tested, such as including video. The team also supports the HELOA Office and HELOA UK Committee to share a range of communications such as Chairs updates and training opportunities.

- **HELOA YouTube channel and video content** - The HELOA YouTube channel has been launched, and a range of video content created. Video content created includes: brand videos showcasing who we are and why it's worth becoming a HELOA member, updates from the UK Chair and 'in conversation with' style videos.
- **HELOA blog** - The HELOA blog was launched which provides additional opportunities for members to get involved and share their experiences and examples of best practice.
- **Social media** - The member's only HELOA Facebook Group has continued to be a success and has seen a significant increase in engagement between members. The team have also continued to share content on the HELOA Twitter and have developed the HELOA LinkedIn to share relevant news and information. A HELOA Slack channel was launched during lockdown to facilitate further networking opportunities and conversations between members.
- **HELOA website** - the website has been continually updated and acts as a key source of information for all members as well as externally. A new section to host the HELOA blog was developed.
- **AGM materials** - in conjunction with the HELOA Office, the AGM digital publication has been produced.

### Plans for 2021

The current Vice-Chair (Communications) will be stepping down at AGM but will continue to facilitate a handover process with the new Vice-Chair (Communications) who will set their own priorities and plans for 2021.

The team will continue with regular activity in the digest, on social media and on the website. Video content should be a focus, with more 'in conversation with' videos created and shared in the digest. The HELOA brand will continue to be monitored ensuring the guidelines are adhered to across all HELOA outputs.

**Rebecca Montgomery**  
UK Vice-Chair (Communications)

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**Jacob Brown and Chris Nock**  
Digital Development Mangers

**Andy Cotterill**  
Communications Manager

**Mark Hoddell**  
Marketing and Brand Manager

November 2020