



Website and Social Media Report (March 2018)

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Website Editor, on behalf of the Steering Group

WEBSITE

There is little to add in terms of the website development this past year as we are now well into the phase of population and maintenance. The site is functioning well and we have had quite a substantial collation of images, video etc. to start to use and link into resources.

The contracting of further support from SAS has made a great deal of difference in the past year and Kim is quick to make changes and add updates. The site continues to promote the contemporary face of the Society and is well used: Wiley produces regular updates with analysis of the site's usage – these reveal some interesting trends.

Using the site

The average number of hits for the site is currently 3,485 per month (with over 4000 hits in February 2018) – this is a continued upward trend and demonstrates good use of the site.

The way that people access the PESGB site is changing – the majority of users access the site via a desktop or laptop, but this has increased (from 70% to 75%) over the past year and more people are using mobile phones to read and download content (down from 30% to 25%). There appears to be no particular reason for this change in mode/source. Geographically, the majority of site access is from the UK, but we have also seen a significant increase in readership from India, South Africa and from Nigeria; and we have maintained strong readership from the USA, Germany and the Republic of Ireland. In my discussions with Wiley, we have talked about how to start targeting the interest emerging and ensuring that we continue to cultivate the international interest in the Society.

News

Over the past year, Ruth Oswald-Wareham has joined the Website Steering Group as News Editor and she has started a new phase in the way that we share News within the Society. Our annual newsletter will be an electronic document from 2018 onwards (a small print run might be available for those who would like a hard copy). Instead, we now see News as an integral part of the Website and this can gain broader dissemination via social media. Therefore, we welcome small articles, think pieces, updates etc. for publication during the course of the year on the website's News stream and then highlights will be selected for inclusion in an Annual Review of News. These ideas are still in progress and more information will be released as they evolve.

Social Media

The FB page continues to grow in popularity: current followers = 654 (2017 = 401, 2016 = 276). The response to postings is strong and often opens up strings of debate and shares, all of which provide more 'advertising' for the Society. It continues to be Mary and Naomi who lead on posting and we would welcome more input from Society members; we still seek enthusiastic postgrads to participate!

Twitter feeds have really gained momentum this past year and see postings most days – thanks to all who add to the debates. We have 1872 followers – again, a steady increase on the preceding years.

And, last but never least, thanks to **Naomi, Ruth H, Ruth W, Kim and Steph** without whom none of the above could have been achieved this past year.