

Communications Committee Report 2018/19

The last year has seen the BSE Communications Committee dedicated to the development of a new website. Many hours have been spent on the underlying site map and design for the website in order to deliver greater functionality and high-speed performance for our users. Additionally, we have adapted a new, more customised office platform which facilitates more efficient and cost-effective working from the perspective of our dedicated administrations team. Our hope is that the website and platform will provide enhanced systems for communications with our members, with information more easily available and a move from manual paper-based applications to online submissions. We hope that the format of the new website will also support greater learning opportunities and communication between members, particularly those who are preparing for exams, or individuals from regional areas searching for other members in their localities. Our launch date for the new website is the annual conference, so please check it out and let us know your thoughts via email or on Facebook or Twitter.

In addition to the new website we will also be rolling out new branding. You will see a slight change in our colour schemes and most importantly our logo. We feel that a fresh, more modern look has been achieved without compromising the underlying traditional green of the BSE. We hope you like it!

Another focus over the last year has been ensuring continued growth in relation to our social media presence. There has been substantial growth with over 4,889 followers on Facebook. We have also generated a lot of interest and activity on Twitter with over 3,847 followers, an increase of over 20% compared to last year. Our highest number of Tweet impressions was 51,000 with 292,000 impression over the course of the year. Our BSE president (@BSE_President) has also increased his devotee numbers with 423 Twitter enthusiasts. Just recently we have set up a new BSE handle (@BSEanswers) aimed at responding to any burning BSE related questions. We will be doing our best to get back to you quickly. We are grateful for your support and hope that we can continue to increase our social media presence in 2020.

We are excited about the work ahead of us in relation to the website and hope that the year to come will allow us to make continued improvements in communication for our members.

Kelly Victor, Chair for the Communications Committee