



Annual Report

Subject: Social Media

Ref:

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Council Position Social Media Representative

Report version – 28/02/2022

Current social media platforms

LinkedIn – 285 connections – +36 (14.4%) compared to last AGM

Facebook – 64 followers – no change compared to last AGM

The IIN has continued to use social media to advertise upcoming webinars and events, including collaborative events with other local institutes, in order for connect and engage with our members.

There have been between 60-70 social media posts since the last AGM, averaging at least one post a week, maximising member traffic in conjunction with the website.

In addition to professional development and event communications, notable activities over the course of the last year have included:

- Continued success of quarterly newsletter process
- Conclusion of 'Know Your Council' initiative – this was issued on a monthly basis up until completion by all respective council members
- Council member recruitment posts
- Linked In polls
- Council member personal achievement shout outs
- Key President's Messages

New social media marketing and engagement initiatives to be rolled out for April 2022.