

COMMUNICATIONS

Report by Mandy Henshall

PURPOSE

1. To update Trustees on specific communications activities.

TRUSTEE ACTION

2. Note the current status of the projects detailed.

NBN WEBSITE

3. The redesign is well underway and the prototype is being constructed. This will be available by w/c 2nd November. Please see screenshots at the end of this paper, which show the new design.
4. The new design is far more member focused and will highlight member's work or current surveys. Only fee paying members will be featured on the home page. We will have a list of all current surveys under the Record Data page. This will build on the list of surveys established by the summer placement, Lizzy Arnold (<http://nbn.org.uk/News/Latest-news/UK-biological-recording-scheme-database-establish.aspx>)
5. Content writing and editing for the new site is being divided between the team.
6. There will be a new function on the website which will allow for commenting by members and website users to increase engagement on content. This will for example, allow readers to comment on a particular news story (such as on the BBC and newspaper websites).
7. A training session on the new site and the CMS desk (Content management system) is being carried out in Nottingham on 4th November for MHe, GS, PC and Sarah Hyslop will be joining us.
8. The website will launch at the NBN Conference, but it is not anticipated that all of the content will be complete by this date and work will be ongoing up until Christmas.

PROMOTIONAL WORK

9. The Atlas of Living Scotland has been promoted in Scottish Biodiversity Forum Newsletter and Defra's Biodiversity News
10. An article on the Consultants Portal instigated and written by Ella Vogel and Rachel Stroud has been published in British Wildlife magazine. A further article will be published in CIEEM's In Practice in December.

SOCIAL MEDIA

11. Lizzy Arnold (summer placement) arranged daily and twice daily posts on Twitter and Facebook, which enhanced our profile greatly. This has been maintained and was vital to securing the number of nominations we received for the NBN Awards (see separate paper). It has also helped greatly in

promoting the Conference. The number of Twitter followers is now 3001 (up from 2756 in July) and on Facebook 607 likes (up from 530 in July).

EVENTS

12. MHe is having a 5 minute delegate showcase slot at the Communicate Conference, taking place on 10/11th November.

COMMUNICATIONS OFFICER

13. Purba Choudhury has started as Communications Officer working for Mandy Henshall. Whilst the workload at the moment in relation to Conference and Awards and website is dictating Purba's work programme, it is anticipated that she will have a significant role in advancing NBN's profile with the media, to capitalise on her skills and experience. She has already been instrumental in engaging BBC Wildlife magazine with the NBN Awards, in developing the Communications Strategy for the Atlas of Living Scotland, in seeking sponsorship for the Conference and in maintaining social media activity.

UPCOMING ACTIVITY

14. As mentioned above, the Conference, Awards and website are dominating the work programme currently, but the following key activities will be taking place as part of these projects, or in addition to them, over the next six months:

- National and regional promotion (media and social media) of NBN Awards 2015 and the winners
- Launch of the Atlas of Living Scotland
- Launch of the new NBN website
- Rebranding of the NBN eNewsletter
- Launch of NBN blog (to capitalise and promote our members work)

The potential to launch a quarterly Recorder magazine aimed at the recording community to promote schemes, individuals, technology etc., will also be assessed. The viability of this needs to be discussed with a few NBN members, but there would appear to be a gap in the market for such a publication.

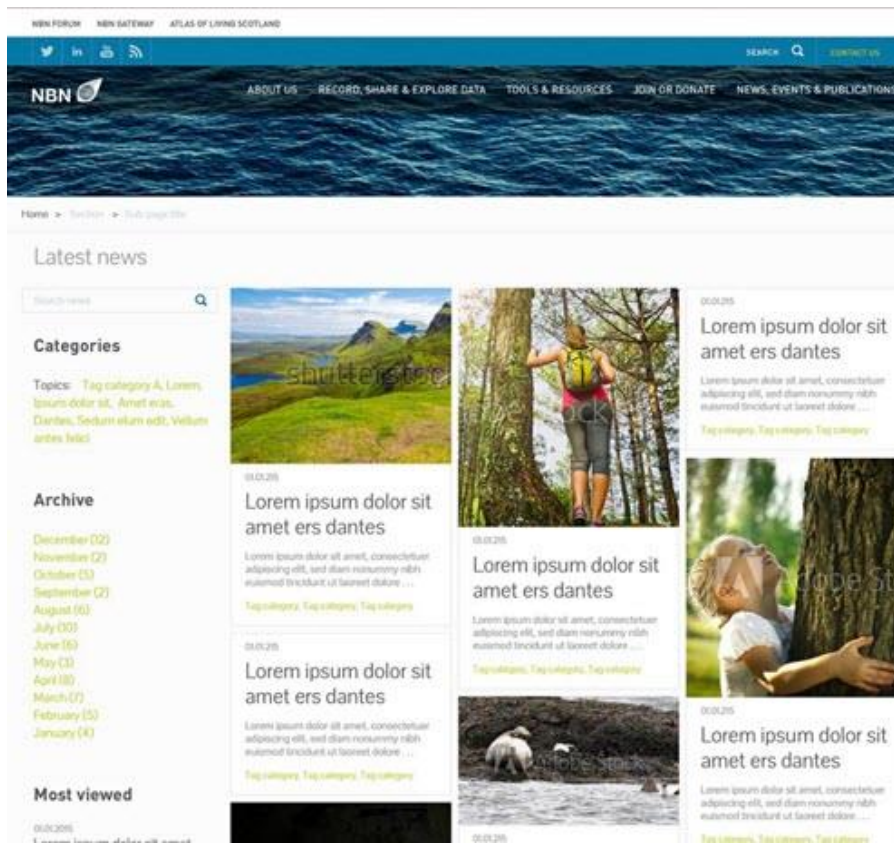
ACTION: Trustees are asked to comment on the idea of a Recorder magazine.

NBN WEBSITE DESIGN

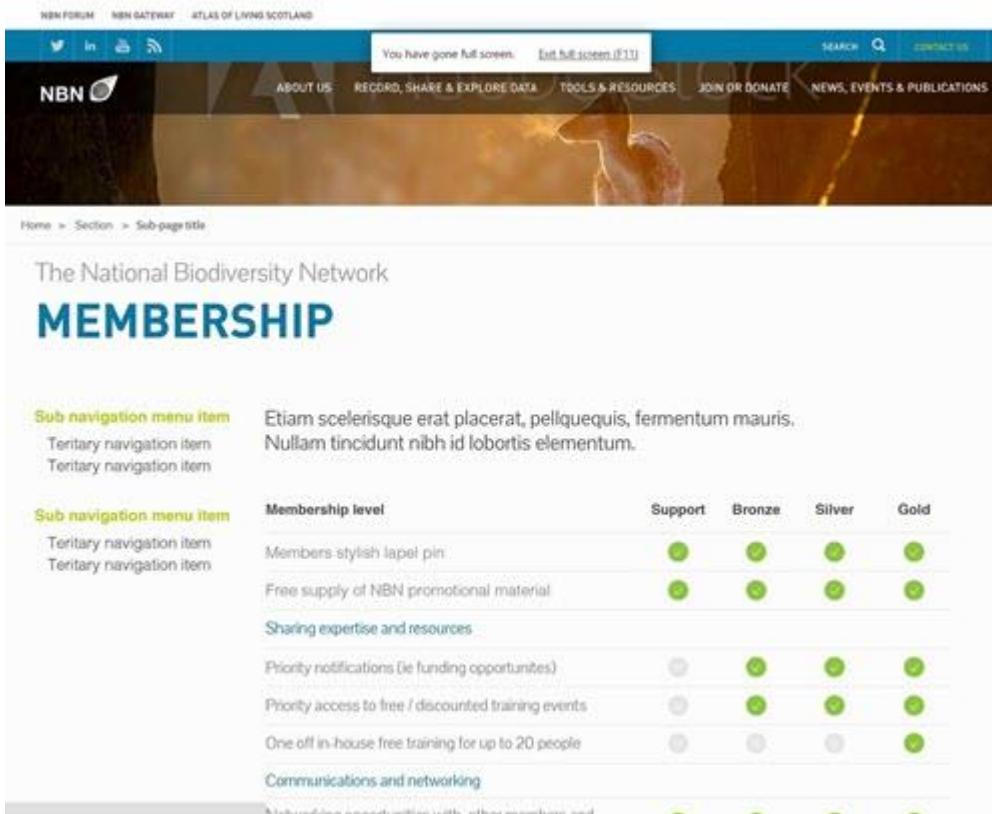
Home page (Our partners will be changed to Our members, Much simplified navigation and site map will be used)



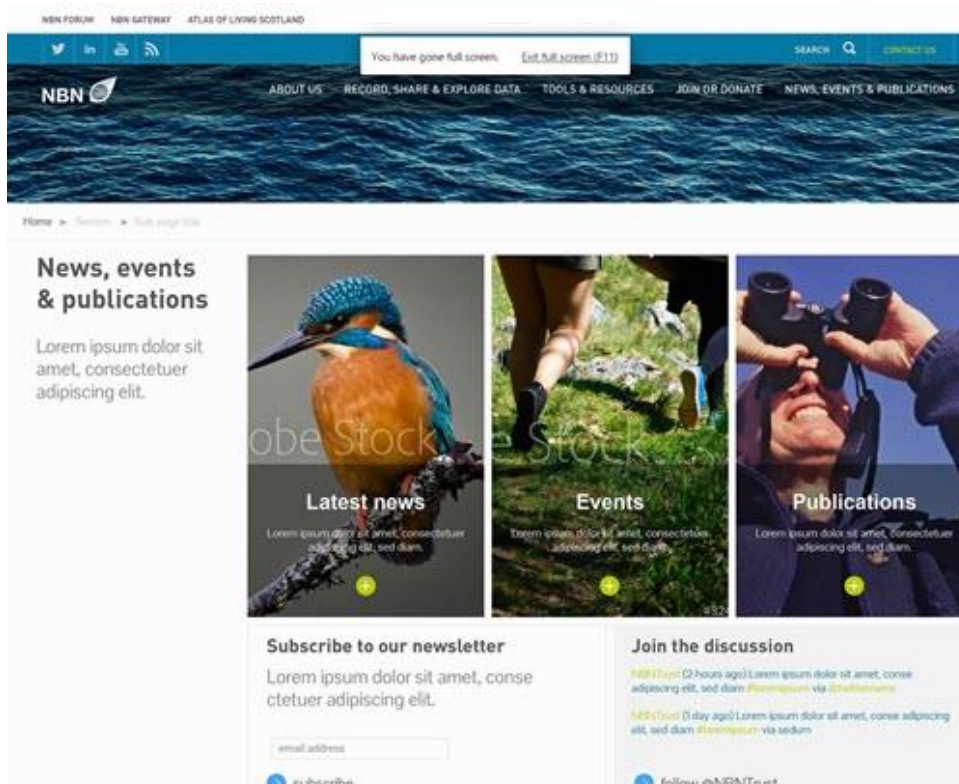
News page



Specific page - Membership



News, events and publications page



Record, Share and Explore data page

