

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 and action specific requests.

NBN CONFERENCE 2018

3. The event will be held at the Albert Hall in Nottingham this year on Wednesday 21st and Thursday 22nd November. From a poll of delegates regarding the days on which it should run, 79% preferred this option to the usual Thursday / Friday, hence the change.
4. The first planning meeting to discuss the theme of the Conference and possible speakers is taking place on Tuesday 27th February.
5. We will be seeking sponsorship of the Conference and any suggestions of possible sponsors or contacts would be very helpful.

Trustee action: Provide details of any possible Conference sponsors to Mandy Henshall / Giselle Sterry.

Note the date of the NBN Conference.

SOCIAL MEDIA

6. The number of Twitter followers has risen from 4543 at 23rd October to 4718 at 12th February. The NBN Facebook page "likes" have risen from 1071 to 1152. LinkedIn Group members have dropped from 4655 to 4651. More posts are being made on LinkedIn to try to redress this.

NBN ATLAS HELP AND DOCUMENTATION

7. As we have the NBN website and three NBN Atlases, managing some of the documentation across the four sites has become problematic. For instance, if we make a change to the Help pages on the NBN Atlas, we also have to make the same changes to the Help pages on NBN Atlas Scotland and NBN Atlas Wales, as the process cannot be automated.
8. We therefore took the decision to develop a separate NBN Atlas Help and Documentation site. This means that generic help and guidance will be held in one central location and, as a result, will only need updating in one place.
9. The first iteration of this site will be live by the end of February, with further enhancements to follow.

NBN COMMUNICATIONS STRATEGY & CORPORATE IDENTITY

10. The launch of the new NBN Communications Strategy will take place in early 2018.
11. A new NBN style guide to protect our corporate identity is also being developed and will be launched at the same time.
12. The Senior Communications Officer and Communications Officer are planning a Communications meeting to be held in March/April. Communications teams from NBN member organisations will be invited to the event which will promote the new NBN Comms Strategy as well as highlight key activities for the NBN year. Member organisations will also be invited to provide details of their main events and activities. The idea is to foster greater links and joined up communications across the NBN to help support each other.

OTHER ACTIVITY

13. The final UK Award for Biological Recording and Information Sharing was presented to Mhairi McCann on 12th February at the Field Studies Council (FSC) Centre in Millport. Mhairi had been unable to travel to Cardiff in November, when the other award presentations were made, due to illness.

As Mhairi was the winner of the David Robertson Youth Award (named after the Scottish naturalist who founded the University Marine Biological Station at Millport, in 1897) the location of the award giving was wholly appropriate.

Information on all of the Award winners can be found on the NBN website:

<https://nbn.org.uk/news-events-publications/uk-awards-biological-recording-information-sharing/winners-2017-uk-awards-biological-recording-information-sharing-announced/>