

UKNOF Communications Committee - 2020 Report

Mailing List

1,590 e-mail addresses were subscribed to the UKNOF list at the end of 2020. A total of 812 messages were exchanged throughout the year. The list archive is only accessible to subscribers and this configuration will be reviewed in 2021.

Mattermost

At the end of 2020, Mattermost had 286 user accounts with approximately 37 monthly active users. Over 8,000 messages were sent during 2020.

Social Media

UKNOF uses multiple social media platforms. Social media activity was ramped up in 2020, both by adding a Facebook Page and Instagram, and in approach taken. When social media activity dropped ahead of UKNOF45 there were fewer registrations. While “Zoom burnout” was doubtless also a factor, a causal link in the reduction in registrations is also likely.

Platform	Audience / Followers
Facebook (UKNOF Page) new in 2020	246
Facebook (UKNOF community group)	400
Instagram (uknof.uk)	127
LinkedIn (UK Network Operators Forum)	826
Twitter (uknof)	2,328

Website

The new website design was planned for deployment on new infrastructure in 2020. The transition to the new hosting infrastructure was not complete at the end of 2020. We now plan to complete this work early in 2021.

Plans for 2021

The Communications Committee plans to:

- Complete the deployment of the new website design
- Develop a committee charter for the UKIF Ltd board to review
- Review and update the UKNOF Mission Statement to ensure that it is clear and easy to understand the objectives and benefits of UKNOF by all stakeholders
- Review the mailing list configuration

- Develop and implement structures processes for developing and deploying communications in support of UKNOF's mission
- Investigate outreach opportunities that can bring people at the start of their careers into UKNOF, helping those people develop their careers while making the UK Internet more robust by enabling communication between all involved stakeholders