

UKNOF Communications Committee - 2021 Report

About the Communications Committee

The Communications Committee is chartered to develop and execute UKNOF's communications strategy. It can have up to six members plus liaisons from the UKIF board and Programme Committee. The current Membership is:

- Cathy Almond (PC Liaison)
- Denesh Bhabuta (Board Liaison)
- Rebecca Class-Peter
- Steve Jones
- Fearghas McKay (PC Liaison)
- Portia Rabonda
- Leo Vegoda (Chair)

Mailing List

The UKNOF list grew to 1,606 subscribers at the end of September 2021. This was a growth of 16 subscribers on the subscriber count at the end of 2020.

The average list traffic in Jan-Sep was 17 messages a month. The signal content is high, with some discussion having moved to our Mattermost chat server.

The list archive is only accessible to subscribers and this configuration will be reviewed in 2022.

The 'rural' list was closed over the summer because it had not seen any list traffic for years and had few subscribers. All the subscribers were invited to subscribe to the main list.

Mattermost

At the time of this report, Mattermost had 360 user accounts, which is a 26% growth on the user count in December 2020. There are approximately 46 monthly active users. Over 18,000 messages have been sent over the last two years.

Social Media

The UKNOF social media strategy grew organically over the course of the pandemic, led by Denesh Bhabuta. It started with the creation of accounts for additional platforms and the creation of company pages for official announcements in addition to community groups for informal discussions. We now need to build our capacity to maintain a social media presence by adding people who can create and post content.

UKNOF continued to use social media to promote events in 2021. Building on last year's success we started promoting speakers in a broader range of social media groups to engage people who would be interested in a talk but do not 'hang out' in the groups popular with Internet network engineers and DevOps people.

Platform	2020 Audience	Sep 2021 Audience
Facebook	246	371 (+50%)
Facebook (UKNOF community group)	400	407 (+0.02)
Instagram (uknof.uk)	127	350 (+175%)
LinkedIn (UK Network Operators Forum)	826	855 (+3%)
Twitter (uknof)	2,328	2,423 (+4%)

Social media postings were strongly correlated with event registration and appear to be an effective way of publicizing both the event itself and the speakers.

Website

The new website was launched over the summer.

The key driver for the new site was not design but the ability to use a platform that could be used by multiple editors, removing a single point of failure.

The site was developed with leadership from Mike Hughes. Chris Russell's support was invaluable in getting it ready for launch.

The CC has identified a number of improvements to make to some of the templates and a developer is working on the changes.

Plans for 2022

The Communications Committee plans to:

- 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 to see if archives can be opened
- Improve processes for developing and deploying communications in support of UKNOF's mission
- Investigate additional outreach opportunities for:
 - Bringing people at the start of their careers into UKNOF
 - Helping those people develop their careers
 - Making the UK Internet more robust by improving communication between all involved stakeholders