

UKNOF Communications Committee - 2022 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.

- Steve Jones and Portia Rabonda left in 2022.
- Leo's term as Chair ended at the end of 2022.
- Emmy GANDAR joined at the start of 2023.

The current Membership is:

- Cathy Almond
- Denesh Bhabuta (Board Liaison)
- Rebecca Class-Peter (Vice Chair)
- Emmy GANDAR
- Steve Karmeinsky (Chair)
- Fearghas McKay (PC Liaison)
- Leo Vegoda

Mailing List

The UKNOF list grew to 1,506 subscribers at the end of September 2021. This was a drop of 100 members..

The average list traffic in 2022 was 14 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. This configuration choice needs to be reviewed as part of addressing UKNOF's overall technical operations.

Mattermost

At the time of this report, Mattermost had 360 user accounts, which is a 24% growth on the user count in December 2021. There are approximately 34 monthly active users. Almost 29,000 messages have been sent over the last three years.

Social Media

We implemented a social media strategy in 2022, with more interaction during events. In 2023 we intend to regularly interact with the UKNOF community on social media.

Platform	2020	Sep 2021	Dec 2022
Facebook	246	371 (+50%)	405 (+9%)
Facebook (UKNOF community group)	400	407 (+0.02)	
Instagram (uknof.uk)	127	350 (+175%)	140 (-60%) Adjusted 2020 to 2022 +10%
LinkedIn (UK Network Operators Forum)	826	855 (+3%)	865
Twitter (uknof)	2,328	2,423 (+4%)	2,496

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. It seems the Instagram figure in 2021 was based on people UKNOF followed not following UKNOF.

Website

The website technology will be reviewed as part of a broader review of UKNOF technology.

Plans for 2023

The Communications Committee plans to:

- Utilise the new website and automate blog postings to social media
- Do regular social media postings and engage with the community
- Hold regular meetings and ensure the CC is ready for events/meetings/etc
- If possible post automatically to all channels including Mattermost and in future Mastodon
- Try and improve engagement on all social media channels
- Try and unite all social media channels with the same name. So @references will work across all of them
- Get more people on the CC who may be relevant to specific tasks