

Engagement Summary 2021

Overview

Progress with the ambassadors is moving forward with a few having signed up and more considering being involved we are getting this ready to be launched at the conference.

Engagement Plan

We have amended the engagement plan with an engagement level at the current time which indicates the groups and organisations that we need to prioritise working with. We have also added a GANTT timetable to schedule in upcoming engagement work. This can be adapted and changed as we move forward.

Grants

Louise has started to visit grant groups from the first round of grants. She has been documenting visits and the work done by the groups and will be reporting back on the progress of groups receiving grants. Once visits with the first grant round groups are completed Louise will move onto the second round in July.

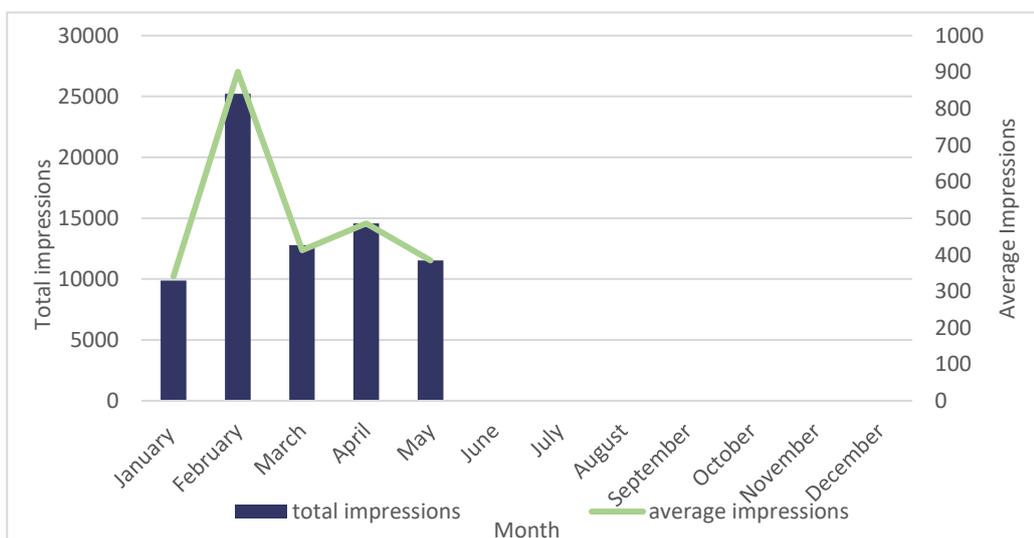
Conference

Work is moving ahead with the conference with the programme confirmed, booths booked, and all the sessions have been set up including the lounge. We've made it so that each section (e.g., social recovery, economic recovery etc) is one continuous section rather than individual talks to allow for a better flow throughout the day.

Social Media

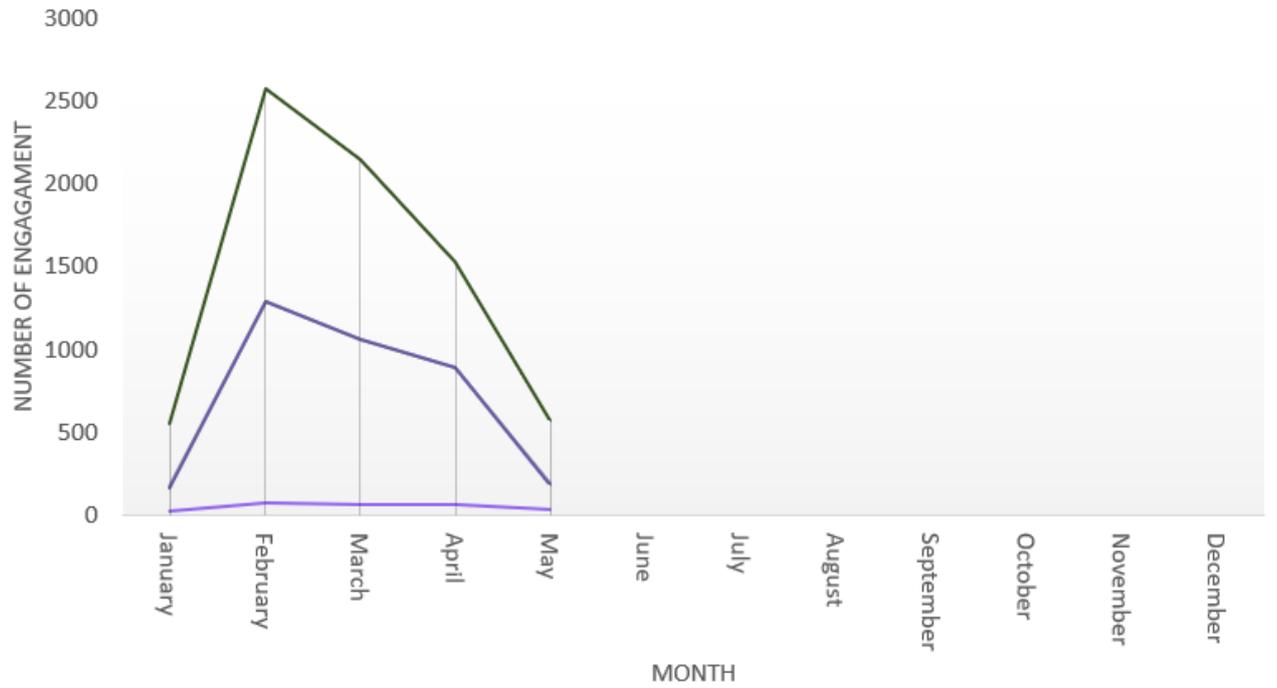
The monthly focus for social media is continuing to work well with engagement rates much higher than the previous year. Facebook engagement rates have been falling over the last couple of months so this needs to be addressed in the coming months especially with the lead up to the conference possibly with a separate strategy for Facebook, Twitter, Instagram etc.

Twitter



Facebook

2021 Facebook Engagement Data - Averages



— 28 Days Page Engaged Users — 28 Days Total Reach — 28 Days Organic Reach — 28 Days Total Impressions