



British Society for
Research into
Learning Mathematics

www.bsrlm.org.uk

Executive Committee 2017-18

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Online Communications Coordinator

Pete Wright, UCL Institute of Education

Online Communications Report 2017-18

The new BSRLM website has now been up and running for two years. Whilst the design and appearance of the website have proved popular with members, there are several issues that we have not yet been able to resolve relating to the accuracy of membership details, payments and the functionality of the database. We are currently reviewing the functionality and design of the website and hope to be able to report back on further developments at the 2019 AGM.

During 2017-18 the website has developed as follows:

- The number of visitors to the website continues to grow and in October 2018 we had 1213 users, 9% higher than the previous record in April 2018.
- The five most popular pages are proceedings of day conferences (2979 views in last 12 months), future conferences (2117 views), next conference (2023 views), bsrlm events (1072 views), members/become a member (1056 views).
- The blog section continues to expand, and we now have seven blogs from various authors.
- We now have moved over to emailing members exclusively via the website.

During 2017-18 the Twitter account developed as follows:

- The BSRLM Twitter account is used to publicise BSRLM events, other events and news items of interest to members. Retweets are not necessarily endorsements by BSRLM.
- Up until 1st November 2018, a total of 1442 tweets have been sent from the account (since April 2014) and we currently have 1121 followers.
- This compares with a total of 1113 tweets and 866 followers on 3rd November 2017

To avoid overburdening members with communications, we agreed the following policy on emailing members and posting news of events on the website at the October meeting of the Executive:

BSRLM will make use of posts on the website and the facility to email members through the website for the following purposes:

- *To publicise conferences/events/announcements relating directly to BSRLM activities.*
- *To publicise conferences/events/announcements relating directly to the activities of organisations to which BSRLM is affiliated (e.g. RME, BCME, BERA Maths Education SIG).*

We will not use website posts or emails for the following (although we will tweet/retweet this information):

- *To publicise conferences/events/announcements on behalf of organisations to which we are not directly affiliated (e.g. universities, ATM).*
- *To publicise conferences/events/announcements relating to the activities of organisations to which we are not directly affiliated (even if these have been publicised by organisations to which BSRLM is affiliated, e.g. RME, BCME, BERA Maths Education SIG).*

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November 2018