



British Society for
Research into
Learning Mathematics

www.bsrlm.org.uk

Executive Committee 2019-20

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Online Communications Coordinator

Pablo Mayorga, University of Roehampton

Online Communications Coordinator's Report 2019-2020

The priority for this year has been the launch of the new website which will allow greater functionality and efficiency in the processes relevant to our membership such as, type of memberships, payments and the management of the membership database. Several steps have been taken towards this goal but some obstacles have also arisen at the same time. These obstacles are linked to the functionality of WPress, in particular the plugins used by this platform which are not always updated by third-party developers or they stop being developed altogether. This has resulted in 'glitches' with the management of some aspects of the website and issues with updating of memberships. All these issues will disappear once the new website is up and running which is scheduled to take place after the Autumn Conference.

During 2019-2020 the website has developed as follows:

- The number of visitors to the website is as follows: 7900 users viewing 13000 sessions (down 15% and 12% on the previous 12-month period).
- The device used the most to access our website is desktop/laptop (75.8%) followed by mobiles (22.1%) and tablets (2.1%).
- The most popular pages were in the last 12 months: BSRLM events (2875 views), proceedings of day conferences (1710 views), future conferences (1361 views) and members/become a member (988 views).

During 2019-2020 the Twitter account developed as follows:

- The BSRLM Twitter account continues to be used to publicise BSRLM events, events organised by other organisations we have affiliations with, other events and news items of interest to members. Retweets are not necessarily endorsements by BSRLM.
- Up until 13th November 2020 our number of followers has increased from 1325 to 1540.

- **To avoid overburdening members with communications, we continue to employ the following policy on emailing members and posting news of events on the website (agreed by 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).*

Pablo Mayorga, November 2020