



British Society for  
Research into  
Learning Mathematics

[www.bsrlm.org.uk](http://www.bsrlm.org.uk)

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**Online Communications Coordinator**

*Pablo Mayorga, University of  
Roehampton*

**Online Communications Coordinator's Report 2020-2021**

The implementation of the new members' website has been completed successfully and it has afforded us the following benefits:

- The new website has improved the access to our database.
- The payment options are more user-friendly than WordPress.
- The communication option offered by Whitefuse is very user-friendly and has allowed us to send messages and reminders efficiently.
- Whitefuse also was used to select the Janet Duffin Award winners which proved more efficient than Google Forms used in previous years.

A new approach was tried to increase the number of contributions to our blog. A selection of conference presenters was approached with an invitation to contribute to our blog. As a result, two blogs were published which increased the traffic to our website and Twitter account. This new approach will continue to be used.

**Website data 2020-2021**

<b>WordPress site</b>	<b>2019-2020</b>	<b>2020-2021</b>
Website visits	7900 users viewing 13000 sessions	9700 users viewing 17000
Devices use to access our website	desktop/laptop 75.8% mobiles 22.1% tablets 2.1%	desktop/laptop 69.7% mobiles 28.2% tablets 2.1%
Most visited pages	BSRLM events (2875 views) Proceedings of day conferences (1710 views) Future conferences (1361 views) Members/become a member (988 views).	proceedings of day conferences (1625 views) publications (873)

<b>Whitefuse site</b>	<b>2019-2020</b>	<b>2020-2021</b>
Website visits	N/A	2100 users viewing 3600 Data available from May 2021

**During 2020-2021 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.
- As of 5<sup>th</sup> November 2021 the number of followers has increased from 1540 to 1722.

Pablo Mayorga  
Online Communications Coordinator  
November 2021