UCML AGM & Plenary 2019
5 July 2019

King's College London, Waterloo Campus
James Clerk Maxwell Bldg, basement room 18

UCML
University Council of Modern Languages

UCML ANNUAL GENERAL MEETING 2019

Item 6 Report of VC Communications

1) The Facebook site and twitter account are both relatively active with continued growth in likes and retweets.

	25 June 2019
UCML on Facebook	2,059 followers
UCML on Twitter	3,531 followers and 8,184 tweets

The types of messages that stand out are often those that are created by UCML – surveys, letters, reports as well as stories that have made the national press. Dialogue on twitter is picking up with others often adding @UCML to their own message – this type of interactivity is much more limited on facebook and it is something we want to develop if possible in both platforms. (Snapshot of activity at end of report)

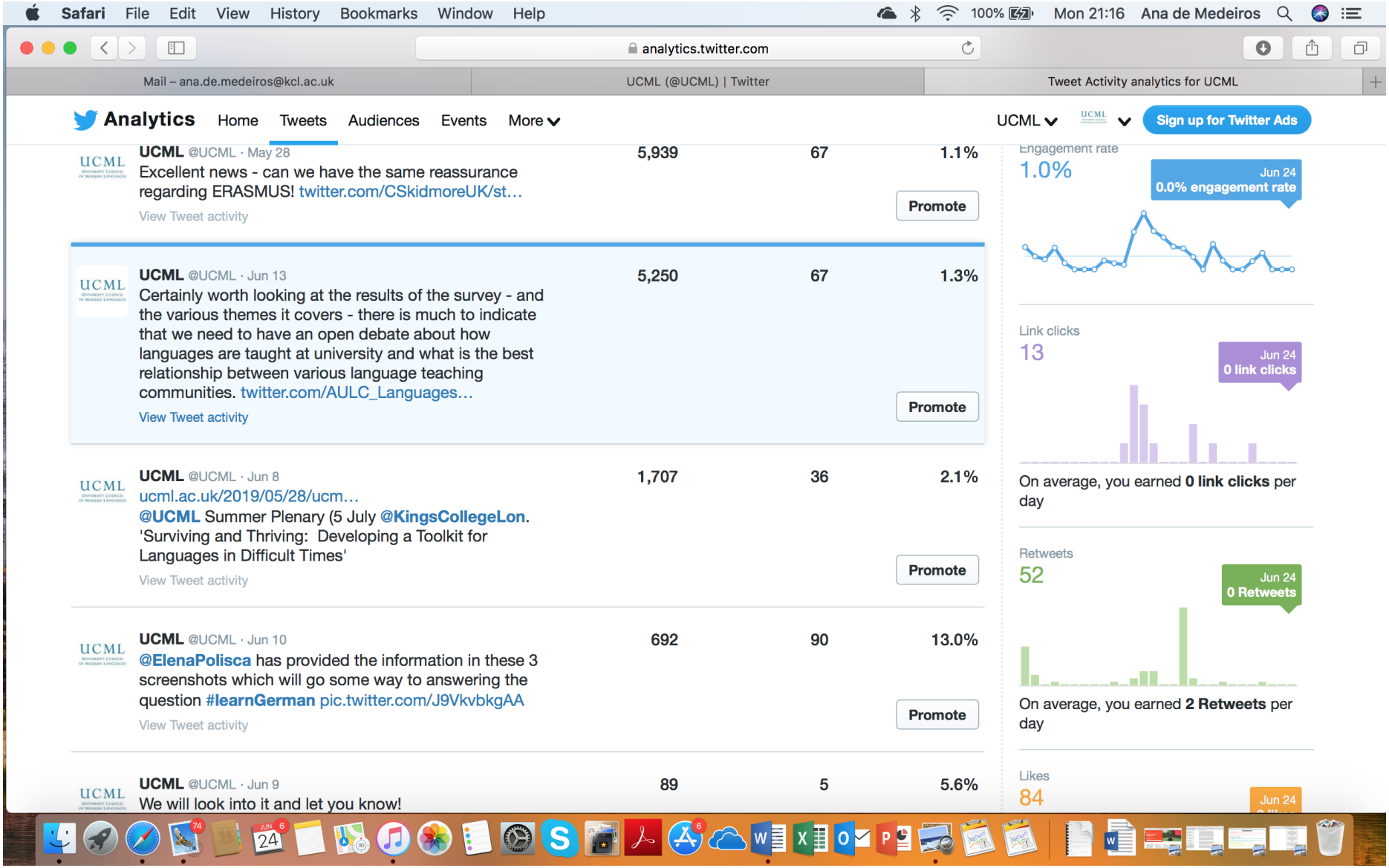
2) Gender Action update:

Week commencing	Number of people registered on the website	Number of Supporter schools	Number of schools submitting Initiator plans
24/06/2019	287	75	31

Gender Action executive team members will come to speak to UCML in November (further details to follow)

Language Acts and Worldmaking debate series included Gender Action members and researchers in May

Presentations on Gender Action by VP Communication at Languages Network (June) event as well as at London's 'Healthy Schools Partnership Summer Event' (July)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Events
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UCML
Sign up for Twitter Ads
UCML @UCML · May 28
Excellent news - can we have the same reassurance regarding ERASMUS! twitter.com/CSkidmoreUK/st…
View Tweet activity
5,939
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Promote
UCML @UCML · Jun 13
Certainly worth looking at the results of the survey - and the various themes it covers - there is much to indicate that we need to have an open debate about how languages are taught at university and what is the best relationship between various language teaching communities. twitter.com/AULC_Languages…
View Tweet activity
5,250
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Promote
UCML @UCML · Jun 8
ucml.ac.uk/2019/05/28/ucm…
@UCML Summer Plenary (5 July @KingsCollegeLon. 'Surviving and Thriving: Developing a Toolkit for Languages in Difficult Times'
View Tweet activity
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36
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UCML @UCML · Jun 10
@ElenaPolisca has provided the information in these 3 screenshots which will go some way to answering the question #learnGerman pic.twitter.com/J9VkvbkgAA
View Tweet activity
692
90
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UCML @UCML · Jun 9
We will look into it and let you know!
89
5
5.6%
Engagement rate
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0.0% engagement rate
Link clicks
13
Jun 24
0 link clicks
On average, you earned 0 link clicks per day
Retweets
52
Jun 24
0 Retweets
On average, you earned 2 Retweets per day
Likes
84
Jun 24

Tweet id	Tweet perma	Tweet text	time	impressions	engagement
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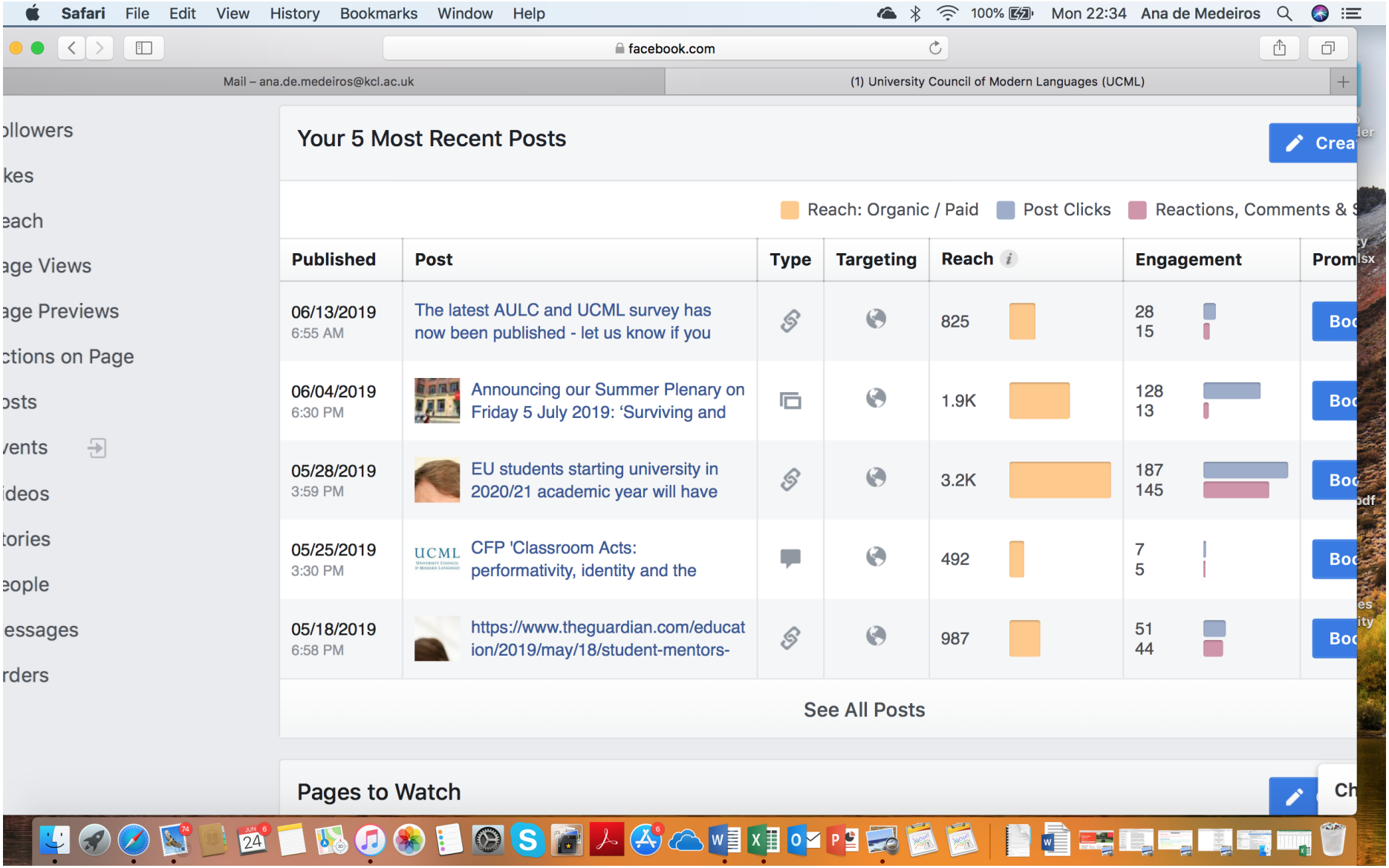
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06/13/2019
6:55 AM
The latest AULC and UCML survey has now been published - let us know if you
825
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Announcing our Summer Plenary on Friday 5 July 2019: 'Surviving and
1.9K
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EU students starting university in 2020/21 academic year will have
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UCML
CFP 'Classroom Acts: performativity, identity and the
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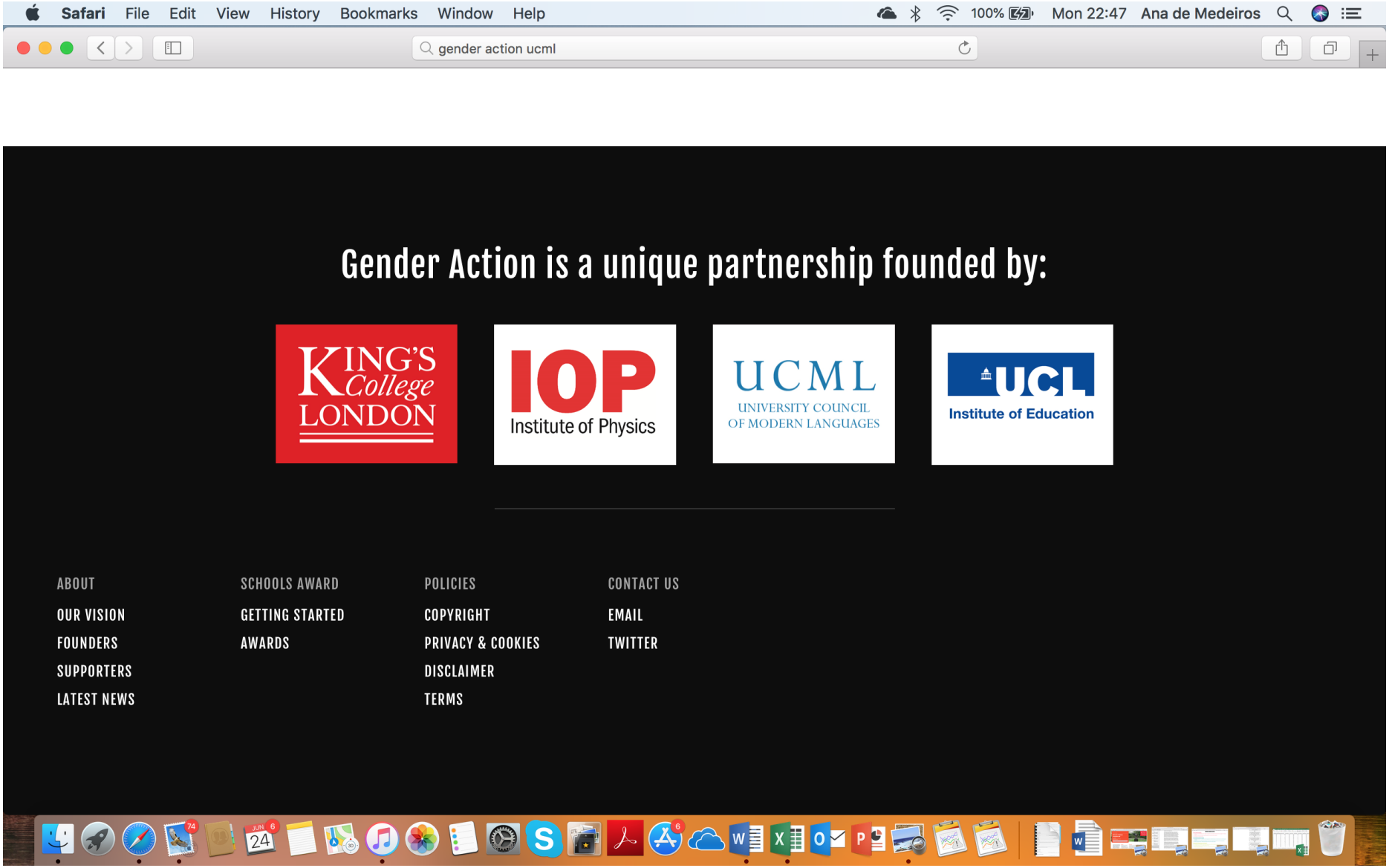
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gender action ucml
Gender Action is a unique partnership founded by:
KING'S College LONDON
IOP Institute of Physics
UCML UNIVERSITY COUNCIL OF MODERN LANGUAGES
UCL Institute of Education
ABOUT
OUR VISION
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LATEST NEWS
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