

## UCML AGM

Friday, 14<sup>th</sup> July, 2023

### UCML Report, Vice-chair external engagement and comms.

Dr Fransiska Louwagie

#### **(Social) media:**

- announcement of some new data around language uptake at school level, also in the Guardian and around GCSE marking
- announcements of schemes and awardees, new ambassador schemes, and various events and recognitions
- Twitter and Facebook activity was maintained, and reports have been run on Twitter and website traffic.
- The emergence of 'Threads' as an alternative to Twitter may be worth exploring, though one issue is that you can only log in to a single profile at a time, and building community or network will take time.
- Move to incorporate the jiscmail list more systematically also support reach).

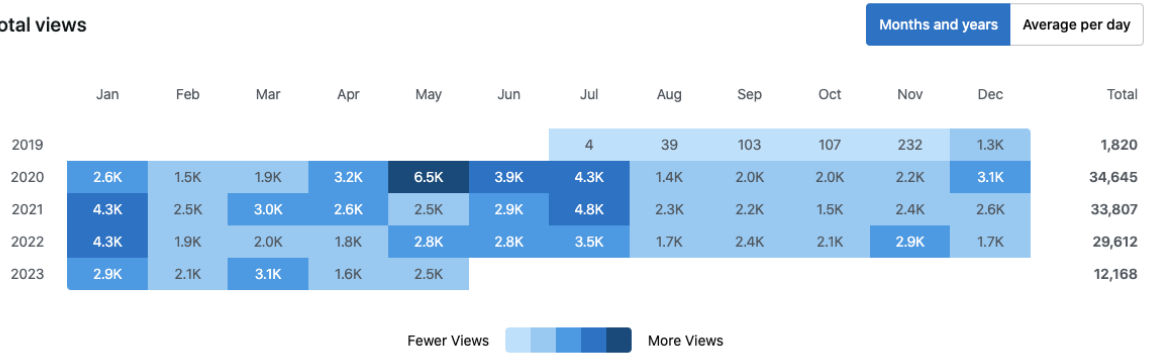
**Liaison with ECA group:** Spring meeting took place on 10 February.

**Advocacy:** letter of support and signatures sent for Birkbeck, UEA and Kent, with positive returns in some cases. Other closures or reductions have been announced, particularly within the widening participation group.

**Translation Studies:** report/policy paper prepared with colleagues in Translation Studies to be presented as afternoon panel.

Website views:

## Total views



## Referral stats (90 days ending 23 May):

- Search engines (mainly Google) 1,309
- Twitter 450
- Routes into Languages 311
- Facebook 256