UCFL report July 2024

Dr Fransiska Louwagie, Vice-chair external engagement and comms.

(Social) media activity:

- Activity maintained across Twitter and Facebook, extended also to BlueSky (and Instagram) trial
- Activity on Twitter has been particularly intense this year, with a peak of over 123k impressions in the month of December, and high engagement across several months, except April (Easter period) – indicative of moments of crisis at several universities (accompanied by announcements on the website) and policy discussions (e.g. APPG); also diversified followers (increase)
- Analysis is made more difficult due to a number of changing features (Analytics; Likes) – Analytics limited to Premium subscriptions.
- Effective round-ups via jiscmail list also support reach.
- Range of reports (eg on research) and media engagements (particularly in the Times Higher) around languages landscape, going from AI to cold spots and internationalisation.

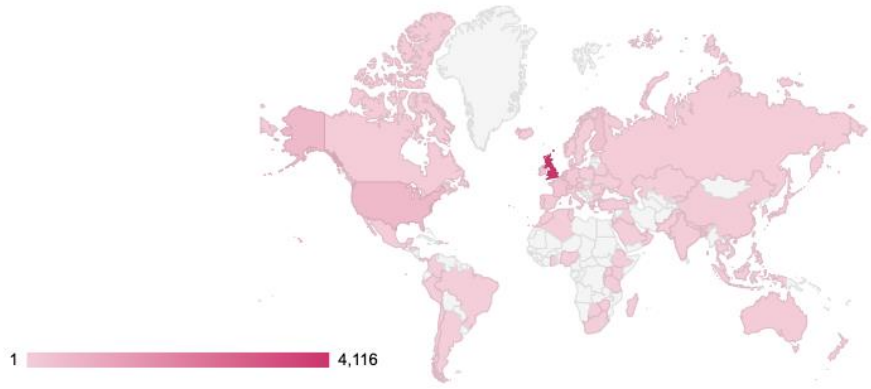
Liaison with ECA group: Meeting attended on 7 June.

Advocacy: support has been needed at Aberdeen, Kent, Lincoln and Surrey – outcomes vary in terms of staff and programme reduction, but with some ground gained in at least a number of cases. In light of the broader threat to the Humanities, the BA has called for a HE regulator.

Engagement figures (website):

Stats for 90 days ending 21 May 2024 (Summarized)

Day Summary | 7 days | 30 days | **Quarter** | Year | All Time



Countries	Views
United Kingdom	4,116
United States	517
Finland	263
Netherlands	258

Stats for 90 days ending 21 May 2024 (Summarized)

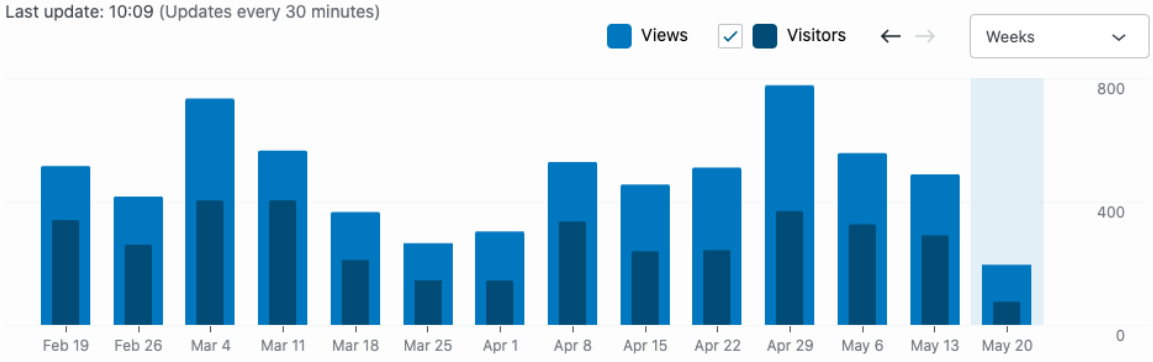
Day Summary | 7 days | 30 days | **Quarter** | Year | All Time

Posts & Pages	Views
University Council For Languages	1,023
Early Career Academics	602
Routes into Languages	341
Home page / Archives	340
Code of Best Practice for Early Career Academic Employment	261
Petition for Modern Languages at Lincoln	259
Language Learning in Britain: The Conversation	224
Executive Committee	185
AI and the Value of Language Learning (THE)	146
About	144
UCFL Small Grants Scheme	130
Call for Nominations: Scotland, French Hispanic, IWLT, Hon Secretary	130

21 May 2024 - 27 May 2024

Last update: 10:09 (Updates every 30 minutes)

Last 90 Days



Views	Visitors	Likes	Comments
195	75	0	0