



## **ANNUAL GENERAL MEETING 2021**

### **Social Media Update** Christopher Claxton (Maternity Cover)

#### Overview:

Christopher Claxton took over social media duties from Katie Wiles in February 2021 due to her going on maternity leave.

The main focus is to initially 'hold the fort' whilst Katie is away, promoting the Guild's events, news from corporate members, and connecting with members of the Guild.

There still appears to be a huge benefit of using Twitter to communicate with the guild members as the number of followers has been increasing month on month.

Profile visits and tweet impressions were extremely high in November / December, mainly due to the Guild dinner, with many of our followers in attendance having a large Twitter following - often tens of thousands.

Covid-19 is still having a significant impact on the hospitality sector and quite often many discussions become political and quite heated. It was decided that we would not engage in these discussions and remain fairly impartial.

With restrictions easing over the next few months, it is looking more likely that face-to-face events and training sessions will resume which will hopefully give us more promotional materials such as photos, videos and feedback to use to help advertise events.

#### New initiatives on Twitter:

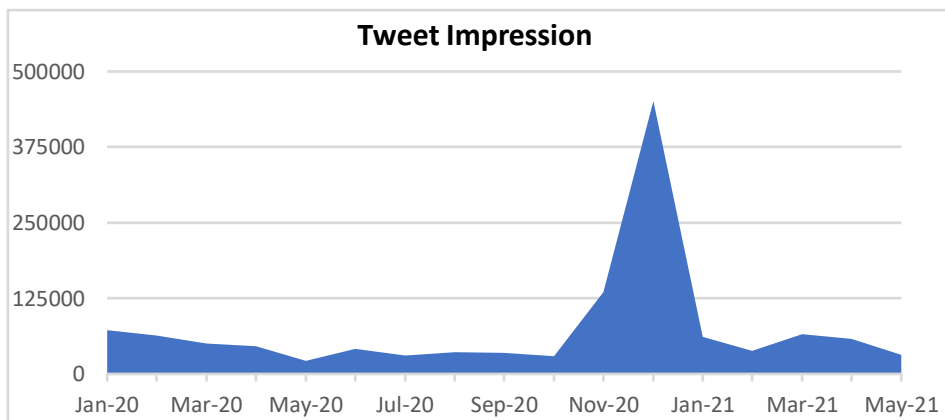
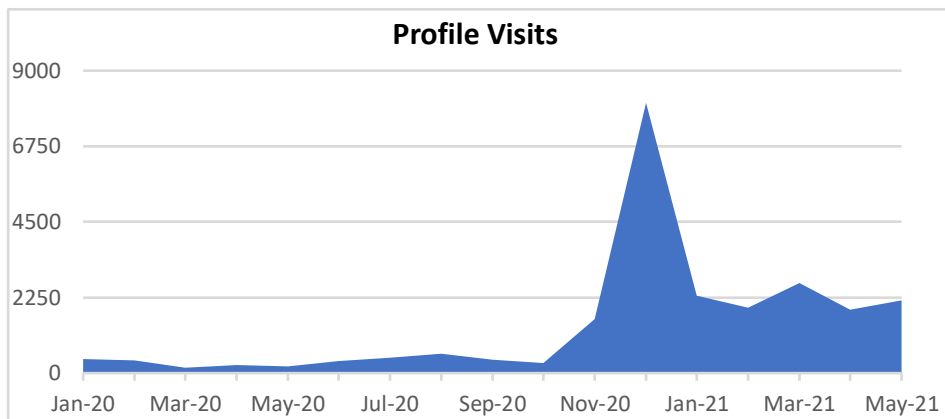
- Promote Guild members with a dedicated tweet
- Share photos from Guild events
- Share updates from daily newsletter

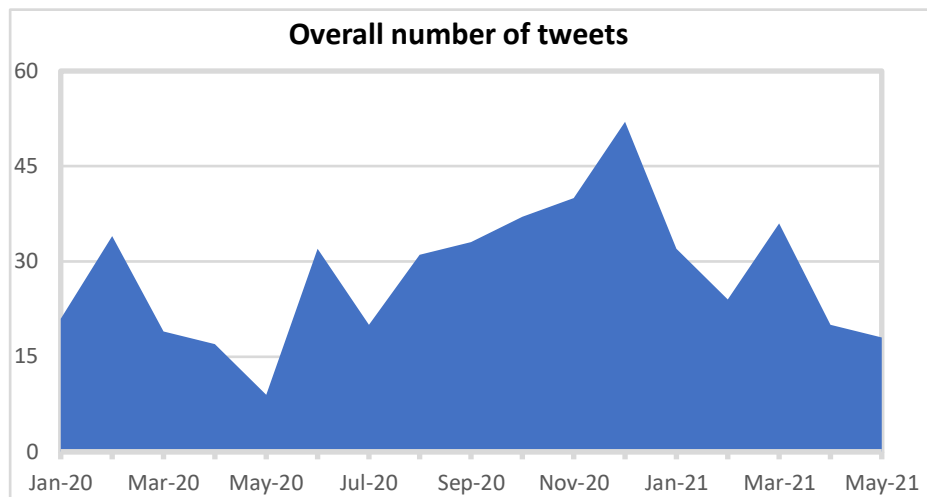
- Add bespoke images to event post to increase engagement
- Promote events / news using video content - 68% of marketers say video has a better return on investment than Google Ads.

Twitter outcomes:

- The overall number of Tweets has increased significantly in the last year
- The spike in Nov/ Dec is due to the promotion around the Guild Award Dinner
- The dip in April/May correlates to a late Easter and beginning of restrictions easing
- Impressions, visits, mentions, and followers all follow the general outline from the # of tweets issued

Social Media charts (Jan 2020 - May 2021)





(Full analytic data available at the end of the report).

### New initiatives on Facebook this year:

Secondary focus due to our member operating space

Facebook group membership numbers 2021 = 127

### Focus for 2021/2022:

There are still area's we need to explore from 2020/21 such as:

- Investigate how we can improve the Facebook group to act as an internal 'forum 'for Guild members, such as conducting Q&A with trainers or moving zoom conversation to the channel after a meeting
- Generate more dialogue through polls
- Look into social media advertising to attract new members to the Guild - Although word of mouth and organically tend to work very well.

With restrictions coming to an end in the next few months (with any luck) we should spend more time and effort creating video content. We should also share snippets of the events (both paid and free).

Full Twitter analytics for reference:

Date	Tweets	Tweet Impression	Profile Visits	Mentions	New Followers
Jan-19	0	7812	0	0	30
Feb-19	2	8979	15	2	44
Mar-19	3	9905	525	43	27
Apr-19	0	3512	346	28	23
May-19	3	5007	480	51	31
Jun-19	1	4645	455	36	30
Jul-19	2	6891	322	35	28
Aug-19	4	8535	333	190	33
Sep-19	1	5126	90	62	10
Oct-19	2	10600	233	54	29
Nov-19	58	65400	1217	274	86
Dec-19	29	117000	3708	547	114
Jan-20	21	72600	416	104	55
Feb-20	34	63500	386	67	66
Mar-20	19	50500	164	32	38
Apr-20	17	45500	234	157	45
May-20	9	21800	211	59	37
Jun-20	32	41500	350	136	69
Jul-20	20	29900	458	61	51
Aug-20	31	36300	573	109	51
Sep-20	33	35200	395	158	22
Oct-20	37	29300	291	68	36
Nov-20	40	135000	1614	317	105
Dec-20	52	451000	8043	714	167
Jan-21	32	61500	2314	194	145
Feb-21	24	37900	1947	41	95
Mar-21	36	65300	2684	180	107
Apr-21	20	58400	1890	128	65
May-21	18	31800	2169	121	30