



ANNUAL GENERAL MEETING 2022

Social Media Update

Katie Wiles

Overview:

Volunteer Chris Claxton took over the running of the social media pages in February 2021 while Katie Wiles was on maternity leave. He has done a fantastic job, maintaining the average of ~20/30 tweets/ month and helped increased our Twitter followers from 3.7K to 4.9K.

Katie returned to the board in January 2022 and has been working closely with Chris to manage the social channels since. We thank Chris for all his hard work and ongoing support to Katie in managing the channels.

Our key objectives on social media include:

1. Improving brand awareness of the Guild (within beer community and externally)
2. Recruit new members to the Guild (converting followers)
3. Keeping our members up to date with industry news and Guild updates
4. Ensuring our social media pages offer a membership benefit as a channel to promote their work

New initiatives this year:

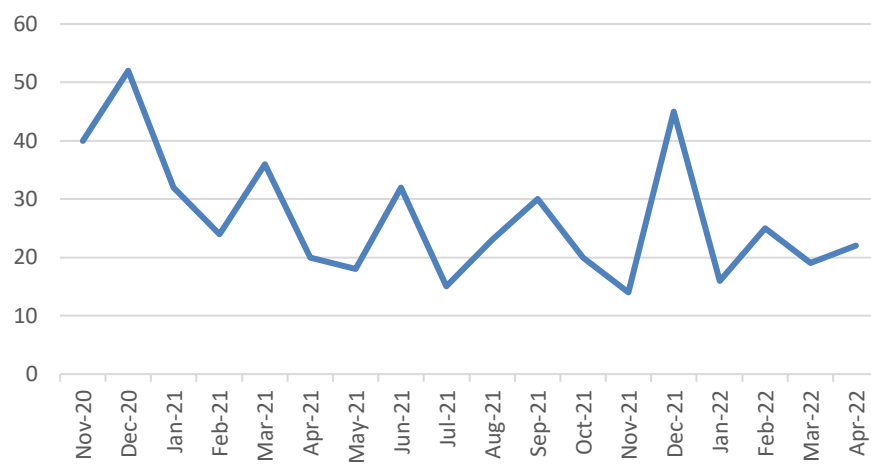
- Update look and feel of the social channels (Twitter & LinkedIn)
- Revive the LinkedIn account, updated look and feel, promoted to members and have begun sharing content across it
- Replace BGBW Member tweets with quotes from member profiles about why they joined the Guild
- Proactively follow members of the beer and writing community
- Welcoming new members to the Guild on a regular basis
- Regularly promoting member benefits with graphics
- Sharing news and training opportunities across the feed
- Utilising external newshooks to generate conversation (Dry January, Valentine's Day)
- Share member updates on the feed
- RT and share news from members, celebrating their achievements

Social media outcomes:

- Regular engagement and activity on Twitter, averaging around 20 tweets per month
- Our annual awards continue to drive the most coverage/ interaction throughout the year, although we hope for more opportunities with the return of the summer party and in-person events post-pandemic
- Significant growth in new followers (nearly 5K)
- Greater use of graphics and images to prompt engagement – such as by sharing quotes from member profiles about why they joined the Guild
- Greater engagement with members by sharing member news and welcoming new members to the Guild

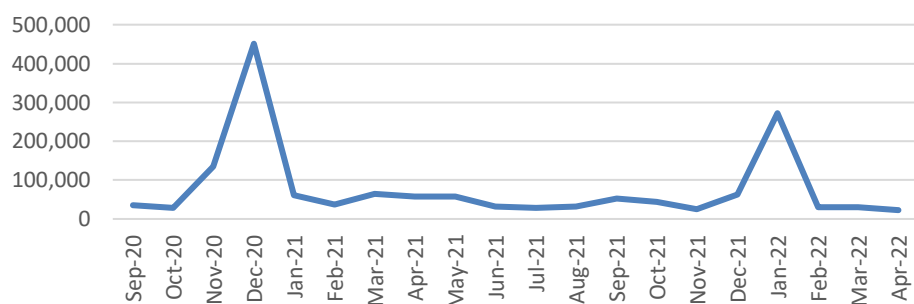
Social media charts

of Tweets



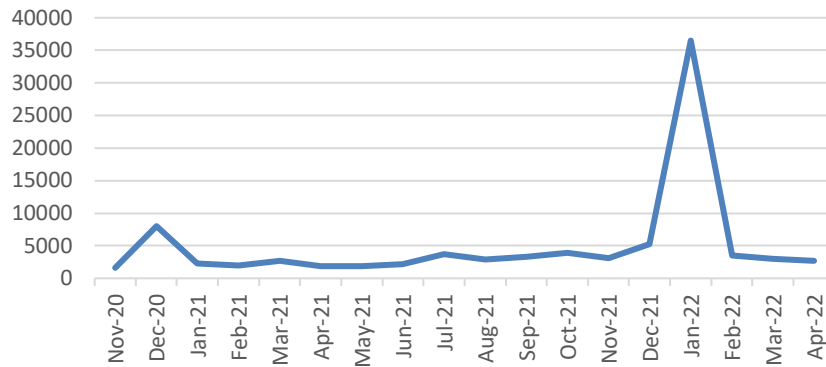
- Currently averaging around 20 tweets per month
- Regularly sharing news and graphics for training and membership promotion, including quotes from members bios
- Best performing tweets are photos from actual events (board meeting, BeerX, House of Commons), and from where we can tag lots of members into the post (such as welcoming new members or celebrating their achievements)

Tweet impressions

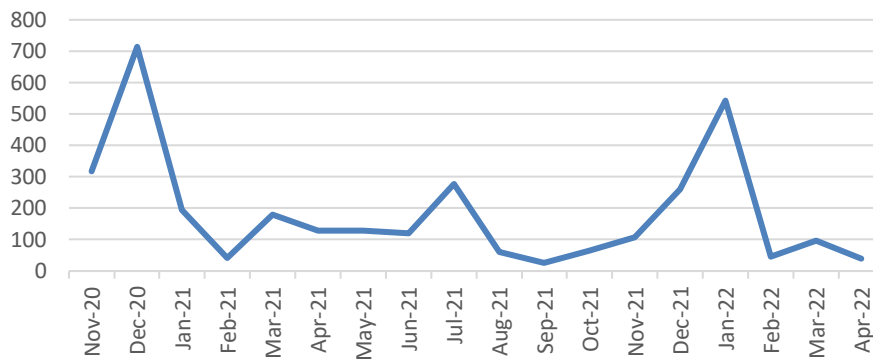


- The spikes in tweet impressions align with our annual awards which indicates that it is our most visible event for our members and followers.

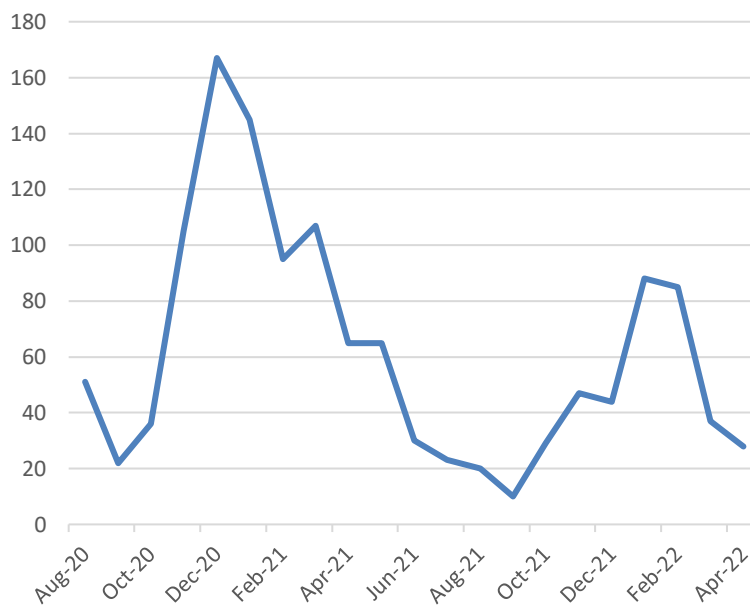
Profile visits (twitter)



Mentions (twitter)

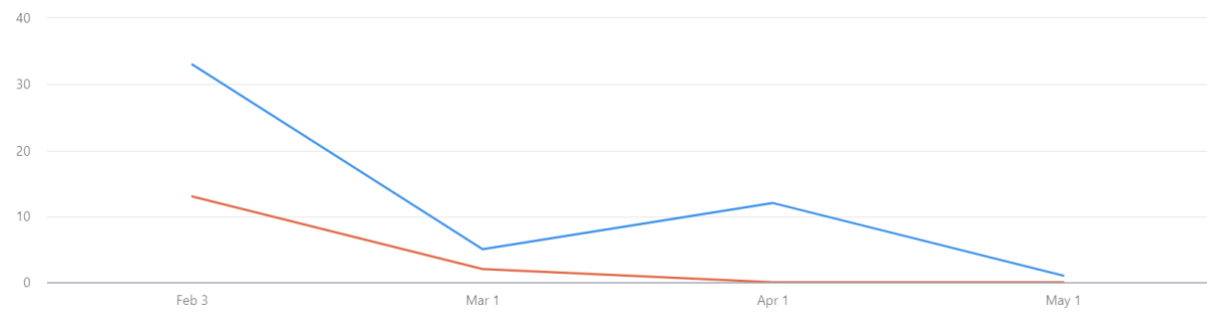


New followers (twitter)



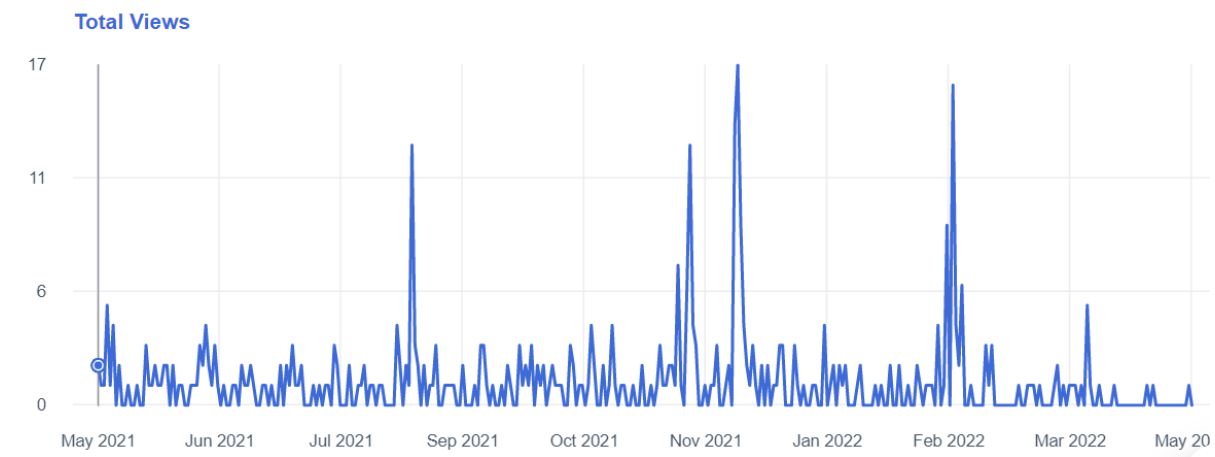
- Spikes in Nov/Dec 20 and Jan/ Feb 22 – potentially around awards and then our drive to welcome new members
- Currently at 4,925 followers (in March 2020 we were at 3,422)
- Recent top followers include: delicious magazine, Hackney Brewery, Marc Zammit, Purple Moose Brewery

LinkedIn



We have recently updated the LinkedIn page, invited members to follow it and shared several posts, all of which was well received. If we want to maintain momentum, we need a scheduling service like Hootsuite to properly cross share content.

Facebook



Unfortunately, the facebook page has been very quiet as our focus has been on Twitter. As below, this can be resolved with Hootsuite.

Focus for 2022/23

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

- Investing in a social media management tool (such as Hootsuite) to improve our scheduling across all social platforms, rather than focusing on just Twitter.
- Katie will start supporting more general PR comms for the Guild, which would provide us with more news “hooks” to share across social (e.g. outcomes of the AGM, new award categories, etc).
- Launch polls around news topics – have done so once but need to do more regularly, would be good to have some ideas on topics we could share
- Asking those running training sessions to produce a short video to share – have asked previously but not had any responses yet