



LESI Committee Form

Update for the 2020 IMDM – May 17, 2020

Committee Name

**Communications
Committee**

Chairs and Vice Chairs

**Omer Hizirolu &
David Swain**

Action Plan

(See following page)

We have had semi regular calls as co-chairs, often with LESI coordinator Dana

We have been staying in touch with our LESI board of directors liaison Mattia Dalla Costa.

Most activities have been focused on:

- Promoting LES events activities such as the EPO collaboration and the LES Education Committee. We have also taken an active role in promoting LES' Basel, Istanbul and Dublin events.
- Engaging LES Germany to: (i) set up a Twitter account (which has now been done); (ii) promoting the LES annual conference in Berlin; and (iii) suggesting content and posting a calendar.
- Reach out to national societies for information. Efforts to reach national societies have been mostly unsuccessful, e.g. we reached out to the Asia-Pacific national society presidents to obtain information about the YMC in each PanAsian: 6 out of 11 national society presidents responded.
- Provided guidance to the LES Asia-Pacific Committee with their Twitter problems.
- Increasing Twitter followers for @LESI (+130 followers): >1500 in May 2019, and 1630 in April 2020.

Where our activities did not meet 2019 projections:

- Setting up a steady content flow to LESI social media accounts / and a posting calendar strategy.
- Our postings are on an adhoc basis, not supporting an active communication policy.
- Assisting national societies to do the same.
- Our content is still mostly news and event announcements. There is very little analysis, case studies, white papers published through social media. Such content tends to create more impact.
- There are still many national societies without or very little / ineffective social media presence.
- While difficult to track, communications policies have not yet had a strong impact in recruiting new members.
- LinkedIn group's potential is still not optimized, it is more of semi-public posting board rather than specific LESI approved content.

We would like to / propose that:

- LESI administrator acts as a gateway for content.
- We would assist the LESI administrator with posting content and calendar.
- We would like to organize a webinar / Zoom meeting for LESI board of directors and national society presidents and general secretaries on the importance of social media and effective use of it (third party presenter).
- LESI YMC's digital LES Nouvelles special edition project. We encourage this idea and would like the board's support of the YMC's project.

Goals for 2020-21:

- Clear content pipeline for LESI.
- Posting calendar and strategy.
- Once the above is done, engaging most active national societies to try to have cohesive mutually supporting communications strategy.
- Have Comcom in a position as early as possible to help/ assist annual meetings organization committees.

Needs:

- LESI should consider hiring a professional company to look at our branding, target audience, our relevance to them, our ways to reach them, KPIs to measure impact, etc.
- Perhaps a social media manager on payroll would be great

