



## **Draft Social Media Plan** **December 2018**

### **Introduction**

The IHBC East Midlands Branch aims to meet all aspects of the Institute's Branch Operations Guidance and Branch Guidance on Social Media.

As part of this, the Branch has developed this *draft* Social Media Plan to set out how the Branch will engage with social media as part of its public communication to achieve its goals and the goals of the IHBC nationally.

### **National Goals**

The Institute's Branch Guidance on Social Media states that the IHBC's social media goals include the following:

- Raising the IHBC's profile by increasing the visibility of IHBC core services such as the NewsBlog and 'Jobs etc' email alerts, HESPR membership
- Promoting IHBC and Branch related events and training opportunities
- Networking with members, non-members, stakeholders, sector organisations and beyond.

The IHBC East Midlands Branch supports these and will actively seek to promote these through its own social media activity.

### **East Midlands Branch Goals**

The IHBC East Midlands Branch's key objectives are set out within its Branch Plan, namely:

- Supporting Members – continued response to member's needs / requests to help develop the profession.
- Increase number of East Midlands members.
- Building Partnerships – through continued representation by branch members on advisory committees, panels and forums.
- Maintaining an Active Branch – through regular Branch meetings, links though County groups and County Reps and CPD events and electronic networking.
- Organise a successful and profitable IHBC Annual School 2019 through the Conference Subcommittee.
- Send 2/3/4 people to the 2019 IHBC Conference Day School.

The use of social media as a public communication tool can aid all of these objectives, in particular the Branch's current main project of working with the national office on developing the 2019 Annual School which will take place in Nottingham.

Based on this, the IHBC East Midlands Branch's social media goals are:

1. To promote the 2019 IHBC Annual School in Nottingham;
2. To promote the activities of the IHBC East Midlands Branch, in particular its CPD events and Branch Committee meetings;
3. To support the Branch's members and build partnerships with like-minded organisations, particularly where these are based in the East Midlands.

### **Social Media communication methods**

The Branch has a well established [IHBC East Midlands Branch website](#) within the Institute's website pages and uses this to publicise the activities of the IHBC East Midlands Branch. Beyond this, the Branch has historically not sought to engage with social media communication tools beyond the use of emails.

However, the findings of the national 'Branch Survey', circulated in Summer 2017 advised that social media tools can provide tremendous opportunities to promote heritage events, CPD and local networking and to engage with people who are not currently IHBC members but are interested in joining.

In light of this, together with the 2019 Annual School being based in Nottingham, the IHBC East Midlands Branch has chosen to establish a Twitter account as part of its social media communication methods. This has been set up for the Branch by the National Office and is [@IHBCEastMids](#)

### **Operation and Review arrangements**

The Branch will delegate the operation of the [@IHBCEastMids](#) Twitter account to its Communications Officer and any other Branch members as agreed by the Branch Committee.

The Branch Committee and the Branch's wider membership will aid those operating the Branch Twitter account by providing potential subjects, reports, photographs, etc., that can be published online through the Branch Twitter account.

The Branch will publish this Social Media Plan once agreed by the National Office on its website and the Branch will review and as necessary update its Social Media Plan at the Branch AGM each year.