



ANNUAL GENERAL MEETING 2020

Social Media Update

Katie Wiles

Overview:

A new board member was co-opted onto the Board to specifically support social media in October 2019. Since joining, the primary focus has been on improving the Twitter page to connect with Guild members, share information and promote their work. The reason behind focusing on Twitter is that most of our members use Twitter for professional purposes, as compared to other social media channels.

We saw some significant success and engagement around the promotion of the Guild dinner, both in the run-up (which includes activity such as creating graphics to highlight beer and food pairings and promoting finalists in each category), live tweeting during the event and post-event congratulations.

We've been able to maintain momentum with the Twitter channel through regular postings, increasing these from 2-3 posts per month to 20-30 a month due to new initiatives such as the *BGBW MEMBER!* Tweets, and promo of newsletter information. This has had a positive impact on our impressions, profile visits, mentions and followers.

We have also developed a new Facebook Group for Guild members as a space to share best practice and information. This is a closed group with 120 members. It has not been fully utilised to date, and we hope to give it more attention in the coming year.

It is worthwhile mentioning that COVID-19 has undoubtedly had a significant impact on social media activity. While the move to digital has obviously placed social media front and centre for many members, we have not been able to capitalise on events and in person training to generate engagement through photos and videos. Please find details as follows.

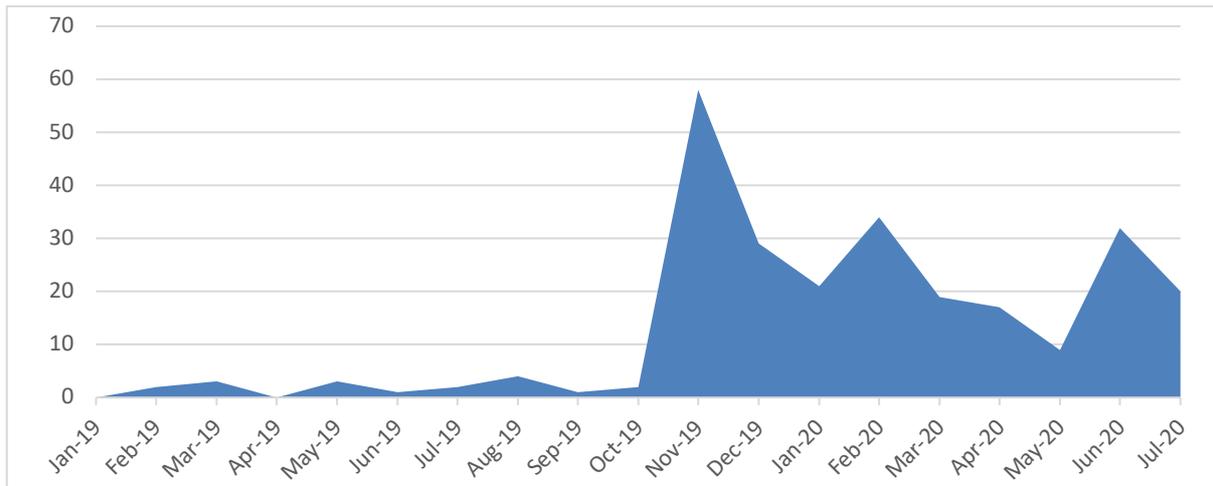
New initiatives on Twitter this year:

- Proactively followed all members with Twitter handles
- Updated look & feel of the page
- Promoting a member each day with a dedicated tweet
- Created bespoke graphics for the beer & food tasting notes on the award night and promoted the finalists and winners on the evening
- Shared photos from Board meetings
- Sharing updates from daily newsletter

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 May correlates to a particularly busy time for the Social Media Manager (COVID/work related!)
- Impressions, visits, mentions, and followers all follow the general outline from the # of tweets issued

Overall number of Tweets 2019-2020:

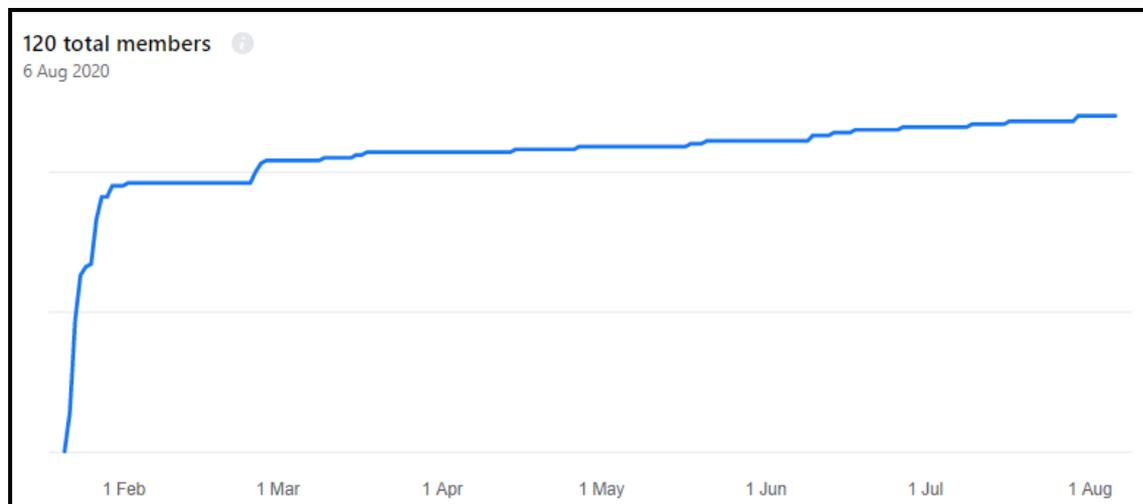


(Full analytic data available at the end of the report).

New initiatives on Facebook this year:

- Secondary focus due our member operating space
- Update to the official Page, where we have been sharing events and training
- The creation of a dedicated Facebook group for Guild members to join to share best practice/ advice which has 120 members. This is a closed group just for members.

Facebook group membership numbers 2020:



Focus for 2020/2021

- Obviously, the move to digital will be more important than ever before as the COVID-19 continues to impact the industry and our events
- We will need to focus on how we can increase visuals across the pages, even if it's just screen grabs of virtual events, like the AGM, to improve storytelling
- Worth investigating 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
- There is the potential to investigate social media advertising to attract new members to the Guild in the absence of traditional activities and events – currently, the platforms are used to connect with members organically.
- Can look at how we generate more dialogue through polls, engaging in conversations and potentially sharing outcomes from Board Meetings, in the absence of Guild members being able to meet face-to-face

Full Twitter analytics for reference:

Date	Tweets	Tweet impressions	Profile visits	Mentions	New followers
19-Jan	0	7812	0	0	30
19-Feb	2	8919	15	2	44
19-Mar	3	9905	525	43	27
19-Apr	0	3512	346	28	23
19-May	3	5007	480	51	31
19-Jun	1	4645	455	36	30
19-Jul	2	6891	322	35	28
19-Aug	4	8535	333	190	33
19-Sep	1	5126	90	62	10
19-Oct	2	10600	233	54	29
19-Nov	58	65400	1217	274	86
19-Dec	29	117000	3708	547	114
20-Jan	21	72600	416	104	55
20-Feb	34	63500	386	67	66
20-Mar	19	50500	164	32	38
20-Apr	17	45500	234	157	45
20-May	9	21,800	211	59	37
20-Jun	32	41500	350	136	69
20-Jul	20	29900	458	61	51