**BALEAP Information & Publicity Officer Report**

**AGM 2022**

**Jobs**

The jobs page on the BALEAP website has remained free for institutional members while a small fee for non-institutional members means a wider range of jobs are advertised on the website.

From April 2021-March 2022 there have been approximately 96 jobs advertised on the jobs page. This is slightly up from last year (77 posts) which perhaps shows an encouraging return post-Covid and reported institutional budget freezes/reductions.

The jobs page on the website was also tweaked to enable a smoother process for both institutions submitting advertisements and the Information and Publicity Officer in publishing them.

**Social Media**

Twitter and LinkedIn remain the two main social media platforms, in addition to the News area on the website, that BALEAP can communicate with both members and non-members. (This is in addition to the discussion list available to members only.)

Much of my time on day to day tasks has been devoted to various social media related activities e.g. live tweeting at PIMs and the Glasgow conference, publicising/reminding of events to sign up to, signposting resources available, and raising awareness of BALEAP and exec roles e.g. interviews on Twitter, as well as helping to publicise the various SIG events and their work.

Social media guidelines have been written. These are now available on the website. A version for the executive committee has also been written to enable a wider group of committee members can use BALEAP’s social media thereby generating more content and sharing the workload. This could form the basis of a possible social media working group that may form over the next year.

**BALEAP Values**

Launched at the 2021 AGM, BALEAP’s values

* *Professionalism*
* *Development*
* *Collaboration*
* *Inclusivity*

have now also been turned into a visualization which was co-constructed with the Web Officer. This is now available on our website and will start to become more prominent in various resources (webpages, handbooks, social media etc).

Work continues to be done in identifying where our values are already embedded in our work as well as missed opportunities or possibilities for future initiatives that reflect these values.

**Membership**

We currently have 108 institutional members (up from 98 last year) and around 12% are outside the UK (up from 5%). We have 275 individual members (up from 225) with a further 125 individual concession members (up from 116) and around 31% (up from 27%) of the individual members, including concession, are reported as being based outside the UK. We also have 2 associate members and 9 honorary members

It is encouraging to see an increase in membership numbers despite the possible financial impact on budgets the last few years might have had.

I continued to be a member of the membership working group whose remit is to analyse the current benefits of BALEAP membership, and where possible look at enhancing these. This work has been paused as we look at taking a longer-term view on this. Work can be done to better articulate the benefits of membership and is something that can be incorporated into the website redesign.

**Other activities**

I continued to provide support to other executive committee members and BALEAP activities as needed. For example, providing feedback (EDI statement), generating ideas (50th event/AGM, website redevelopment), and helping with copy for handbooks or other resources where needed.

March 2022

Lisa Hanson, Information & Publicity Officer (2020-2023)