



COMMUNICATIONS & ENGAGEMENT STRATEGY 2019-20

INTERNATIONAL INSTITUTE FOR CONSERVATION OF HISTORIC AND ARTISTIC WORKS



**WE BRING TOGETHER
CONSERVATION
PROFESSIONALS FROM
AROUND THE WORLD,
EDUCATING, ENABLING
AND RECOGNISING
EXCELLENCE.**

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www.iiconservation.org

COMMUNICATIONS

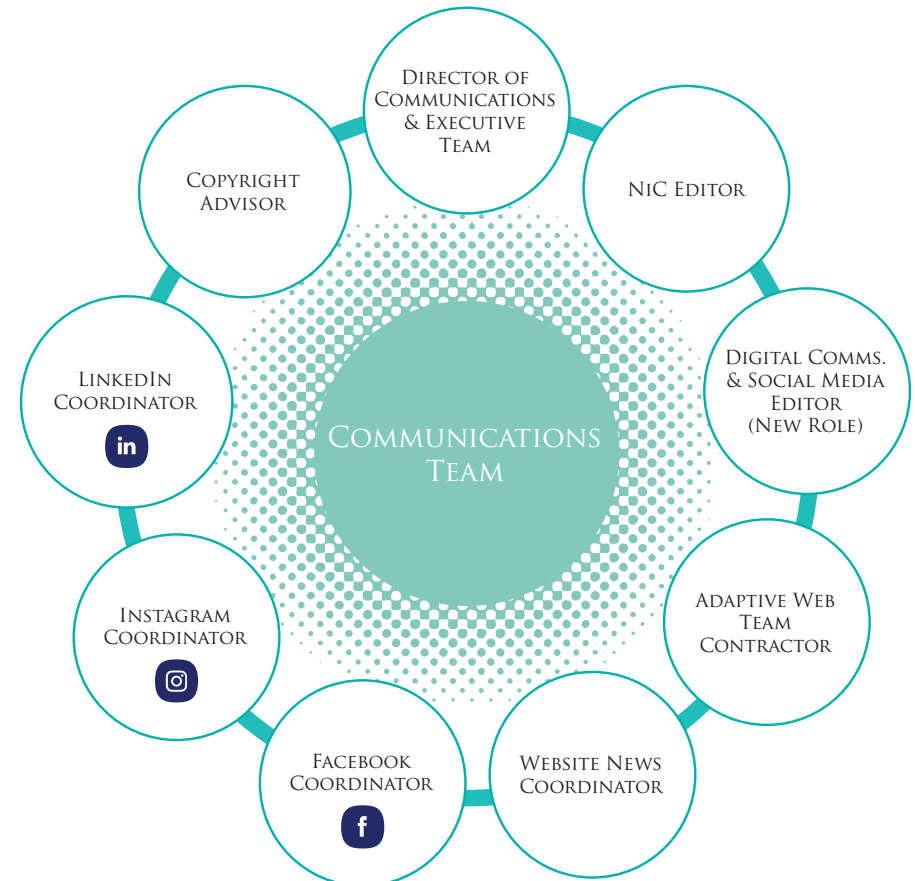
Fundamentally our aim is to develop a really active and engaged membership over the next 12 months.

We've been inspired to look at ways members can feel more engaged with IIC, through a participatory membership approach. However, we know that for this strategy to work we need to:

- Ensure our purpose and brand are clear and consistently presented.
- Improve our understanding of our membership through insight and analytics.

- Increase and encourage different forms of participatory engagement in order to improve retention and growth of our membership base.
- Create campaigns and content plans that grow our reputation globally and that activate our strong network of members, 7,000 engaged social media supporters and 40,000 Facebook followers.

This is how we will do it...



MEMBERSHIP INSIGHT

We have a strong global network of members, Fellows and engaged supporters from over 70 countries. It is important that we use a mix of methods from surveys, event questionnaires, focus group, interviews, google and campaign analytics to understand what drives membership.

PLANNING & COORDINATION

We use this insight to create an informed content plan that fuses insight, campaign planning and execution in one place, helping the Communications Team coordinate in a more agile way.

CAMPAIGN MONITOR

A great platform for emailing and communicating quickly, with excellent analytics to monitor impact.

WEBSITE

Our website is the main home for engagement, where members go for information, event registration and ultimately member value.

SOCIAL MEDIA PLATFORMS

These channels encourage active participation. It is vital we share content that triggers conversations amongst our supporters.

EVENTS & CONGRESSES

We should never underestimate the opportunity value of face-to-face communication and participation, especially in the digital age.

SHARING OUR PURPOSE & PASSION

Personalisation is a powerful tool to drive participation of individuals, helping people share in our purpose and passion. It is important that in all the messaging we use we ensure people feel welcome and involved across different media.

Therefore, the main programmes of work for 2018/19 are:

- Finish implementing our new brand across all print and digital assets – an important signal that IIC is moving forward.
 - Undertake a mix of analytics, focus groups and insight surveys to get to know our members and supporters better and in a way that informs our programme and content planning.
 - Move on from traditional moderator functions e.g. *webmaster*, towards more proactive roles for *Digital Engagement, Communications and Social Media within the Communications Team*.
 - Create an informed Engagement and Communications Content Plan, that drives retention and growth in membership.
- Look to invest in platforms, including digital community platforms, that help facilitate participatory membership.
 - Develop some informal but tangible 'Rules of Engagement' and a 'Simple Guide to Copyright' to help volunteers manage IIC's various Social Media accounts confidently.
 - Produce a joint Marketing Plan for Studies in Conservation with T&F so we can increase readership, quality submissions and IIC's impact factor.



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