

Report by the Director of Communications 2015

Key to IIC's interface with its members and the broader conservation profession is the IIC website. Management of the website for 2013-14 continued to be very ably handled by IIC's web master Thanasis Velios, whose prompt responsiveness and constant and progressive improvement of the web site ensures that IIC continues to present a contemporary and informative face to the world.

The website is closely integrated into the broader social media outreach of IIC. IIC's Facebook page goes from strength to strength recently reaching 22,000 followers. This is in no small measure due to the work of Amber Kerr who ensures that postings are frequent, and informative. IIC's Linked In Group started the year as a group for members only, efficiently hosted by Sharra Grow. Due to lack of traffic the decision was made to open it to non-members, vindicated by the numbers quickly reaching over 300, with a wide range of topics being discussed along with position advertisements being posted free for members.

To ensure maximum coverage, conservation stories were cross posted on IIC's Facebook page, website and also on Scoop.It The results of the effectiveness continued to be closely watched by Kate Stonor using Google Analytics to monitor the page hits and analyse what these told us.

Using these communication tools, not only the ICOM CC conference in Melbourne in September 2014 but also the IIC Congress was widely reported as it happened, ensuring IIC was at the forefront of conference dissemination to the conservation profession.

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