

## Report by the Director of Communications 2017

IIC communicates electronically with its members, the conservation profession and the broader community through *News in Conservation*, its active social media presence, particularly through the IIC Facebook page and the IIC LinkedIn Group, and through the website. The content of all these sites is provided free and IIC produces and monitors content for these sites very carefully as befits the leading international independent organisation for the conservation profession. We are pleased to report that during the period under review patronage of these sites continued to grow, indicating there is an ever increasing interest and demand for informed conservation content. *News in Conservation* reached an average of 7,100 readers per edition and a total of over 42,600 readers during the year, not counting the 75,000 times articles were viewed on Scoop.it. Facebook followers have grown over the past year to over 35,000 (from 30,000), our LinkedIn Group followers surged past 1,000 (from 630), and website hits increased by 20%.

The website continues to provide a key central resource for the membership with further streamlining of access to on-line IIC publications and, additionally, book reviews and obituaries. A feature added recently is the permanent Chinese language pages section, edited by Casey Liu in Hong Kong. As with any website, elements of it require regular upgrading and the IIC Council will be considering during 2016 how best to expedite this. IIC's electronic communications continues to rely heavily on Athanasios Velios, our website manager, and Barbara Borghese, our *News in Conservation* editor, supported tirelessly by Amber Kerr, Facebook coordinator, Sharra Grow, LinkedIn Group co-ordinator, Kate Stonor and the Communications Team, all of whose contributions are very gratefully acknowledged.

*Julian Bickersteth, Director of Communications*