

## **Report by the Director of Communications 2016**

Electronic communications is achieved by IIC in a number of ways; by electronic publication of News in Conservation six times a year, by an active social media presence, particularly using Facebook and Linked In, and by continual addition to and refreshment of IIC's website. As the lead independent organisation for the conservation profession, IIC continues to manage these activities carefully to ensure timely and regular delivery of content.

All these platforms are provided free not just to members but to the wider conservation community and the general public. Increasing numbers of people continue to access this information. IIC's Facebook followers have grown over the past year to over 30,000 ( from 22,000), and our Linked In Group followers now number 630 ( from 300). Both these social media platforms provide IIC with a strong base from which to initiate and develop dialogue on conservation matters.

News in Conservation continues to be a publication without parallel in the conservation world. For the first time a special themed edition was published in February on conservation of heritage in areas of conflict. This proved to be a big hit with the edition being accessed almost six times higher than normal. In the light of the subsequent tragedies involving Syrian conservators and heritage sites, it proved to be sadly ahead of its time.

Key to the success of IIC's electronic communications are Thanasis Velios, Website manager, Barbara Borghese, News in Conservation editor, Amber Kerr, Facebook coordinator and Sharra Grow, Linked In coordinator.

*Julian Bickersteth, Director of Communications*