



## **Website and Social Media Steering Group Report to Executive – March 2021**

### **Website**

During 2020 we worked with WB to restructure and migrate the website from the older CMS platform to a new Word press home. This has been very successful and has created a fresh look for the Society and a site that is easier to edit, has a cleaner look and has much better overall functionality. This means that changes and updates can happen faster and in some instances now happen automatically.

We are still in the phase of final editing and management of pages as in the new format, it's become evident where and when things needed to move/be created and/or deleted too. We'd still welcome more quality images for inclusion so that we can make subtle refreshment to pages over time – and it's better in terms of creating connections to our site if we have 'real' people rather than iStock models!

We are all learning to do more and more online, so keeping track of what we have and where it sits will be important going forward. I created a PESGB YouTube account last year, so we can upload and keep copies of online events there for future; it's all about linking that to the website too so that we increase traffic.

In the coming months we plan to have some review groups to examine user experiences of the site and ensure it meets the needs of all our users – one critical aspect of the new build was usability of the site for visitors/members with disabilities. The site rebuild included adhering to the latest accessibility requirements and functionality so we will be checking that these are working well to support all users.

Thanks so much to the Steering group – we keep growing and it's a necessary reflection of the work that now happens online. In particular, thanks to Kim at SAS who is our main site editor and responds to the many tweaks and suggestions we regularly throw at her!

### **News and newsletter**

Jane Gatley will aim to have a newsletter together by September. It will be in PDF form. In the meantime, if articles are ready beforehand, they will be posted under the 'news' section of the website. It would be good if PESGB members could let Jane know about events happening so that she can ask for articles on them, or if anyone wants to contribute directly to the newsletter, they could send her their articles. Jane will also keep an eye on events and contact organisers for pieces to include. Jane's email address is [jane.gatley@gmail.com](mailto:jane.gatley@gmail.com).

### **Blog**

The long-awaited PESGB Blog launched in December 2020, with a post by and audio interview with John White. The Blog is attracting a steady stream of submissions – currently we're posting at a pace of a new piece roughly every two weeks, and this allows us, at the time of writing, to plan nearly a month ahead. As interest and the number of submissions grow, we'll likely need to look at weekly and/or simultaneous posting.



The Blog is an excellent way to connect with a wider, generalist readership (and potential membership), as well as being a platform for launching new work (emerging or in progress), promoting *JOPE*, and generating discussion. We have, for instance, curated a strand on examinations/assessment in the wake of Covid-19 and the summer 2020 exams controversy; and we are in the process of curating a literature, philosophy, and education series, proposed by David Aldridge (we have four posts lined up for that, due for publication from late March onwards). Hopefully, the Blog is one way of demonstrating the relevance of the Society's work, and philosophical thinking generally, to current debates about and policy issues related to education.

Looking ahead: accessibility is something to think about. Oli is considering asking contributors to submit an audio-recording of their work as standard, so that posts can be read or listened to as preferred or needed. All posts are in a relatively large font, as are the PDF versions that are available so that posts can be read offline.

At the time of writing, we've had no engagement with the open comments sections at the bottom of the posts; and it's not clear how wide a reach the Blog has currently. We may need to think about how we promote the Blog in general, and whether or not we want actively to encourage written responses on the website.

## **Social Media**

One of the most successful elements of our online presence this past year has been having Sharon Smith to manage posting on Twitter (n=2872) and Facebook (n=962). The frequency and pace of interactions has been much more assured and responsive and I have to thank Sharon for her work on this.

Mary Richardson  
March 2021

## **Website and Social Media Steering Group Membership**

Mary Richardson (Chair)  
Ruth Heilbronn  
Jane Gatley  
Oli Belas  
Steph Graham (SAS)  
Kim Thurlow (SAS)