Chair, Communications Committee Report to Council (Dec. 18, 2019)

Social Media

The MAUT Facebook and Twitter accounts remain effective social media outlets for the association to highlight the successes of McGill faculty (e.g., CIFAR AI Chairs, Prix du Quebec), commemorate important events (e.g., École Ploytechnique), promote upcoming MAUT events (e.g., November Open Form on Faculty Salaries, Apple Picking, Guide to the University), and provide opportunities for members and the public to dialogue on topical issues (e.g., gender bias in teaching evaluations, McGill carbon reduction initiative, Bill 21). Both accounts also continue to regularly provide links to relevant academic news developments (e.g., CAUT academic freedom investigations, University of Calgary budget cuts, UK faculty strikes) and professional development content (e.g., social media, maternity leaves, mental health), including workshops specifically for McGill faculty (e.g., Faculty of Education, Dec. 5; Digital Scholarship Hub, Nov. 6).

The MAUT Facebook account audience has increased to over 1,280 followers, with FB Insights data continuing to suggest that most followers are female (61%) between the ages of 25-44 (72%) from over 40 countries (e.g., Canada: ~22%; U.S.: ~26%), with audience engagement varying substantially over time (reach per month; April: 7K; May: 5.9K; June: 5.5K; July: 5.1K; Aug: 3.7K; Sept. 3.7; Oct.: 2K; Nov.: 296K). The MAUT Twitter account increased to over 500 followers and maintains comparatively lower engagement levels (impressions per month; April: 16K; May: 5.2K; June: 2.6K; July: 3.1K; Aug: 924; Sept. 1.4; Oct.: 781; Nov.: 4.1K). Demographic data from Twitter Analytics continues to suggest that most followers are female (62%), from Canada (53%) or the U.S. (23%), and residing primarily in the provinces of Quebec (44%) and Ontario (14%). MAUT events continue to be posted on our YouTube channel (e.g., Open Forum on Faculty Salary, Mar. 2019), with total engagement since launching the channel including 659 views, 120 hours of watch time, and 120-200 views for each publically posted MAUT event. The MAUT LinkedIn account was discontinued in April 2019 due to minimal engagement. All social media feeds remain available to MAUT members to assist in promoting McGill events, publications, or public engagement efforts upon request.

MAUT Website

Website updates continue to be performed by MAUT Member Engagement Officer Jo-Anne Watier, with Jo-Anne also sharing responsibility for posting on our Facebook account. Following from her continued training with McGill WMS, the new online membership form was used successfully by over 60 new members since the spring, with the membership page content revised to ensure consistency with promotional materials. All broken website links have been fixed with further updates planned for the Current Issues and Resources sections to improve usability. Website access to our continually updated repository of online information and reports remains steady as indicated by Google Analytics showing an average of 485 page views per week (range: 201-908 views per week) and a total of 20,383 page views since the Spring 2019 VP Communications Report (February 25, 2019 - December 15, 2019).

MAUT Newsletter

Both the June and September 2019 MAUT Newsletters were well-received and addressed several topics of interest including the MAUT local unit representatives initiative, the McGill policy against sexual violence, Bill 21, supplemental health care, retiree affairs, salary equity, and climate change initiatives.

The December 2019 newsletter will further commemorate the 1989 École Polytechnique massacre, provide critical updates (e.g., commuter train delays, upcoming events), and provide differing perspectives on the recent McGill carbon reduction announcement. The Envoke system continues to serve MAUT well for disseminating newsletter content directly to members, subscription costs continue to be covered by the McGill Communications and External Relations office, and membership lists are continually updated according to up-to-date membership records. Envoke analytics indicate a consistent recipient open rate for newsletter emails (Dec. 2018: 49%; Mar. 2019: 51%; June 2019: 52%; Sept. 2019: 50%) and consistent click rates for newsletter links (Dec. 2018: 5.1%; Mar. 2019: 2.9%; June 2019: 4.8%; Sept. 2019: 4.4%); engagement rates that are above average according to Envoke statistics (open rate average: 20%; click rate average: 3%; source: https://envoke.com/send-emails-get-clicks).

Report respectfully submitted by Nathan C. Hall on December 18, 2019.