

Chair, Communications Committee Report to Council (April 10, 2019)

Social Media

The MAUT Facebook and Twitter accounts remain effective social media outlets for the association in providing event updates and promotion (e.g., Family Discovery Event, Open Forum on Faculty Salaries, Winter Brunch) and opportunities for members and the general public to engage in online dialogue on important issues on which MAUT has issued formal public letters/statements (e.g., Bill 21; April 8, 2019; RedMen name change, Feb. 22, 2019; McGill Sexual Violence Policy, Feb. 15, 2019). Both accounts also continue to provide regular professional development content (e.g., blogs, news articles on course evaluations, instructional practices, student mental health, contract faculty issues). The MAUT Facebook account audience has remained steady over 1,130 followers, with FB Insights data continuing to suggest most followers to be female (62%) between the ages of 25-44 (72%) from over 45 countries (e.g., Canada: ~24%; U.S.: ~26%), with audience engagement remaining steady (reach per month for Nov. 2018: 7.8K; Dec. 2018: 8.1K; Jan. 2019: 6.8K; Feb. 2019: 8.4K; Mar. 2019: 7.9K). The MAUT Twitter account remains at just over 450 followers and similarly maintains consistent engagement (impressions per month for Nov. 2018: 4.1K; Dec. 2018: 6.5K; Jan. 2019: 4.9; Feb. 2019: 14.6K; Mar. 2019: 7.9K), with demographic data from Twitter Analytics suggesting that most followers are female (70%), from Canada (55%) or the U.S. (23%), and residing primarily in the provinces of Quebec (44%) and Ontario (17%). MAUT events continue to be posted on our YouTube channel (e.g., Open Forum on Faculty Salary informational talks; 93 views since Mar. 27, 2019), with links to internal events (e.g., Guide to the University) available to McGill faculty upon request and three public events since 2017 garnering over 407 views to date. The MAUT LinkedIn account continues to show minimal engagement (19 page visits from Nov. 1, 2018 to Mar. 31, 2019) and will be discontinued shortly. 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 and LinkedIn accounts. Following from recent consultations and training with McGill WMS, the website home page has undergone a significant overhaul to make it more visually attractive (e.g., hero block functions on main page), better highlight current events/reports/activities (e.g., image-identified columns on main page, calendar function), and reduce clutter in website menus. Website updates additionally include replacing the MAUT membership form with a more user-friendly online format to facilitate ease of member enrollment. Website access to our extensive repository of online information and reports remains steady as indicated by Google Analytics showing an average of 434 page views per week and a total of 6,958 page views since the Fall VP Communications Report (Nov. 5, 2018 - February 24, 2019).

Varia

Both the December 2018 and March 2019 MAUT Newsletters were well-received and addressed several topics of interest to MAUT members and McGill faculty at large (e.g., salary negotiations, CAUT censure, teaching staff-student intimate relationships, health care coverage, child care survey results, open educational resources, divestment). Following from ad hoc email correspondence with Communications committee members, and regular in-person meetings with Jo-Anne Watier, the newsletter format was

updated to provide more visuals, to adhere to updated template requirements on the Envoke website, and to more fully utilize the Envoke site mailing list functionality to ensure fidelity of email formatting (e.g., to ensure optimal viewing for both mobile and desktop users). The MAUT mailing list was updated on both internal and Envoke records to remove missing and correct incorrect email addresses, with the continued minimal costs associated with utilizing the full functionality of the Envoke site for MAUT newsletters to be covered by the McGill Communications and External Relations office (as per correspondence with Heidi Strohl, Digital Design Manager; Dec. 14, 2018).

Report respectfully submitted by Nathan C. Hall on April 10, 2019.