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### **Web Chair's report 2020**

2020 was certainly an interesting time to be working on the ETAS web team! Obviously, COVID has moved many of everyone's activities online and this has been true in our organisation as well. All of our achievements have been a team effort and I am extremely grateful to the members of the Web Team (Carol Waites and Yuval Shomron) and the Social Media Team (Hannah McCulloch, Michele Kolloeffel, Sally Welti and Trudy Krkoska) for the work they've done. I am also deeply appreciative of the massive contributions made by Jayne Kyte and the National Events Team; Hannah McCulloch and the Publications Team (especially Markus Dietz and Barbara Althaus on the Newsletter Team); Rose Travers with her Public Relations work; and Alice Knöpfel, our Digital Advertising Coordinator and Gather Town guru. Finally, I'd also like to thank Annegret Richmond, the ETAS Administrator, for her diligence, professionalism and dedication to her work with the member database (and also, in fact, to every aspect of her work). The best part of this year has been seeing this team grow, take shape, and meet the challenges we've faced.

This team brought ETAS its first (and soon the second) online event, the Online Professional Development Day in September. We also organised an Emergency General Meeting which allowed us to update our statutes to permit online Annual General Meetings. Our social media presence has grown with dedicated managers of our Facebook, Instagram, LinkedIn and Twitter accounts, and we've started a new Facebook group that's only for ETAS members. All of the work done on social media and the newsletters has brought 15% more users to the ETAS website in 2020 than in 2019.

I will officially be stepping down from the role of Web Chair after the AGM if I am approved by the members as ETAS President. The role of the Web Chair and the positions underneath them have expanded quite a bit in the last two years. I will continue to offer my web skills to the new Web Chair, but they will take the lead on all of the online decisions ETAS will make in the future and I am very excited to see what their ideas and goals for our online presence are.

We are always looking for new members of the web team, no matter their technical ability or the amount of time they can offer. Please get in touch using the email address below or speak to me or the new Web Chair at the Annual Conference to find out how you can help.

Ben Hoyt, December 2020

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