



THE INSTITUTE OF HISTORIC BUILDING CONSERVATION

The Home of the Conservation Professional

IHBC BRANCH CONNECTON DAY 081111:
Communications, profile & press

Seán O'Reilly, Director, IHBC

Charles Strang: C&O Committee Chair

IHBCD 8 November 2011

✦ Communications Strategy:

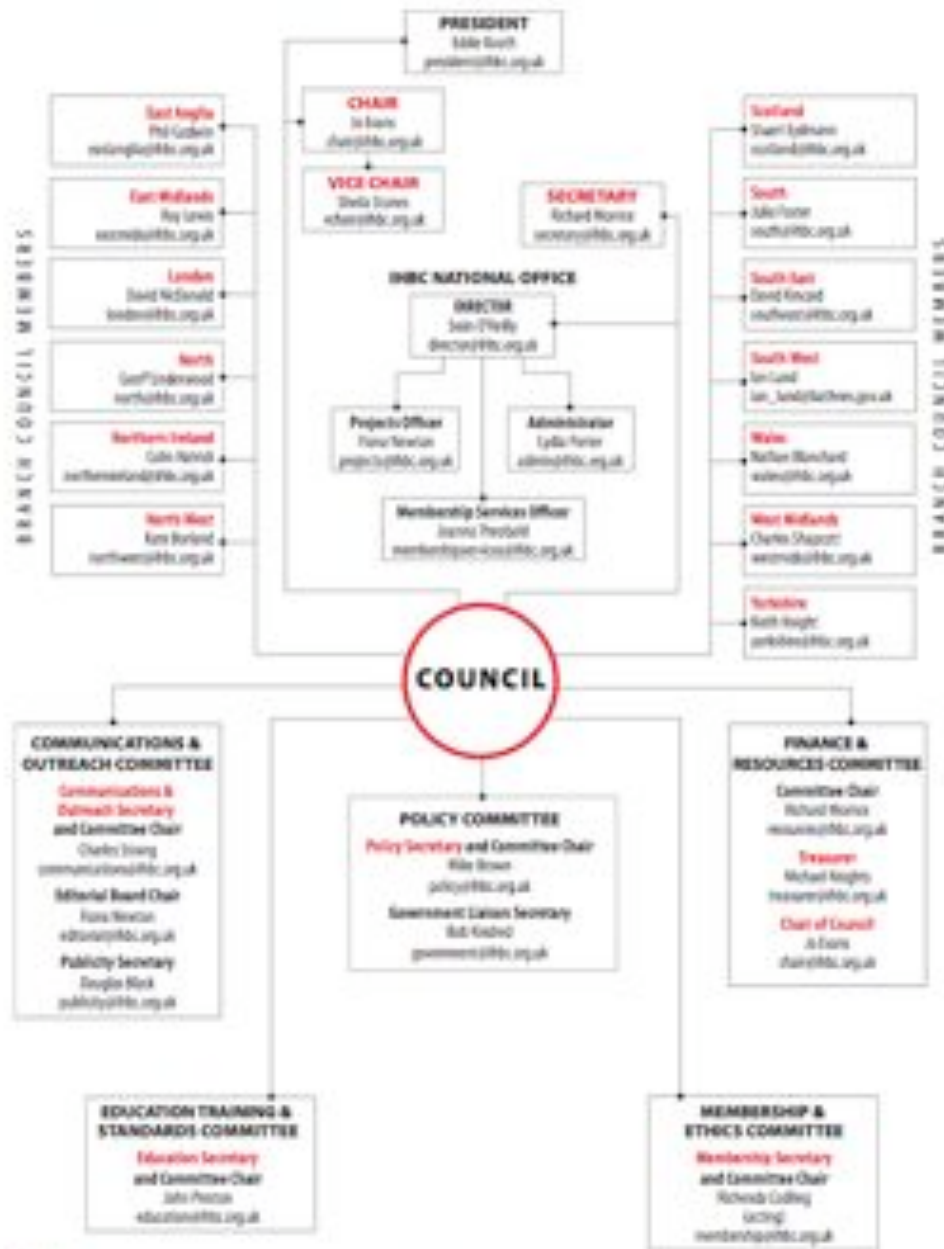
✦ Welcome, introduction & aspirations

- ✦ - Current services & practice: Under C&O Committee

- ✦ 1 of 5, with annual business plan

✦ Informal; flexible; CPD Day

STRUCTURE OF THE IHBC



NOTES

Red text indicates sitting posts of Council. Other officers can attend Council as required.
For further details of the regional branch contacts see map on page 6.
For contact details of all officers please refer to the directory of members on page 44.

IHBC Corporate Structure

Current operations

- ✦ Web site: Heart of operations
 - ✦ E.g. CO web resource; Event booking; GASA; Guidance; Research (On line context/tech bib)
- ✦ *'Homepage... the sector hub for conservation news from the UK and beyond.'* (JT)
 - ✦ 24000 pages; c200,000 pv/m; 2.5 ppv;
 - ✦ Web accessed databases online
 - ✦ Income
 - ✦ Ref: Y'book 2010 pp.18-9; About web updates

Current operations

- ✦ NewsBlogs (1 alert @ 10 items/wk):
Shaping conversations: 'NPPF chat'
- ✦ Calendar/events
 - ✦ inclusive & open, but limited capacity
 - ✦ Listing by AoC
 - ✦ 1st port of call for supporting partners
 - ✦ Recognised CPD providers
- ✦ Jobs
 - ✦ Sector resource & income

Current operations

- ✦ Branch web pages
 - ✦ Standardised, & serviced
- ✦ Social networking
 - ✦ F'book & Twitter (1200 T followers)
 - ✦ LinkedIn c730
- ✦ Mass/Branch emails etc
 - ✦ Guidance re SPAM

Current operations

✦ Publications: CC partnership

- ✦ Context: Edit Panel
- ✦ Yearbook: CC
- ✦ Membership eletters: IT Team

Communications Strategy: Context

★ Needs

- ★ Influence & shape agenda
- ★ Raise profile
- ★ Expand membership

★ Issues

- ★ Capacity
- ★ Branch links
- ★ Diverse clients/objectives

Communications Strategy: 1a

★ **1.a Develop Web-related resources**

- ★ i. Maintain support for current services
- ★ ii. Manage ranking using key words
- ★ iii. Integrate news service & consultations

Communications Strategy: 1b-e

- ★ 1.b Agree national & local protocols [and processes] for issuing press statements
- ★ 1.c Enhance Branch press resources, inc. pop-up banners & guidance
- ★ 1.d Institute a rolling 'Forward Grid' programme for key dates in policy/communications
- ★ 1.e Develop an 'image library' resource for easy access to images for press use

Communications Strategy: 2-3

- ✦ **2. Develop and evaluate monthly news releases programme**
- ✦ **3. Explore options for developing the IHBC communications**
 - ✦ 3.a Establish a formal blog
 - ✦ 3.b Establish a 'dedicated' IHBC press office
 - ✦ 3.c Establish an IHBC 'face'