

**IALA COUNCIL  
72<sup>nd</sup> session****8-10 December 2020  
Video conference****16 – COMMUNICATION*****16.1 and 16.2 Website and Other media***

Note by the Secretariat

**1 WEBSITE**

The website is the principal communication channel to our members. During the pandemic several updates have been made through the latest news section. IALA has been implementing new tools of communications to continue to progress the work of the committees throughout the pandemic. The Committee Dashboards were created under the meeting docs section to facilitate the virtual committee meetings. A new file sharing system connected to the users of the website was also put in place for facilitating the committees work. The secretariat is working on improving further these tools for the members. A section dedicated to Heritage and the lighthouse of the year is also under development.

**2 SOCIAL MEDIA**

To further enhance the corporate identity and presence on social media, IALA has company pages where relevant news are posted regularly on the following media:

LinkedIn (1878 followers):

<https://www.linkedin.com/company/iala/>

LinkedIn Group for technical discussions (2530 members):

<https://www.linkedin.com/groups/86242/>

Facebook (318 followers):

<https://www.facebook.com/ialaism/>

Twitter (256 followers):

<https://twitter.com/IALAISM>

Youtube channel (40 subscribers):

[https://www.youtube.com/channel/UCvbSHKfXGTwNuSJ2OSvXCIQ/videos?view\\_as=subscriber](https://www.youtube.com/channel/UCvbSHKfXGTwNuSJ2OSvXCIQ/videos?view_as=subscriber)

Members of the Council are invited to follow IALA on social media.

### **3 BULLETIN**

The printed Bulletin was currently issued two times a year in the spring and autumn supplemented by the e-Bulletin four times a year. The printed version requires many resources from the Secretariat and is also quite expensive; around 20.000 € per year.

During the pandemic it has become clear that more emphasize should be given to digital solutions and social media and it is therefore, and after consultation with some users of the Bulletin, decided to stop the printed version of the Bulletin from the end of 2020.

With this decision more resources will be dedicated to digital communication (newsletters, webinars) and social media.

### **4 THE COUNCIL IS INVITED TO**

**Note** the information.