The Institution of Engineering and Technology

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Board of Trustees

CORPORATE COMMUNICATIONS 2019 UPDATE

(Paper by Mr Christopher Knibb. If you have any questions on this paper before the meeting please contact Christopher Knibb on 01438 767226 or by email cknibb@theiet.org)

1. Issue

This report provides an update on activities undertaken by the Corporate Communications team in the past 12 months and outlines plans for the year ahead.

2. Timing

Board of Trustees meeting, 19 March 2020.

3. For Note

The Board of Trustees is invited to note this report.

4. Background

4.1. The IET's Corporate Communications team consists of a number of functions setting the professional standards and policies. Any internal and external communication requirements are handled by the team, as well as the coordination of crisis communications. The scope of the team is as follows.

4.2. **Strategic communications**: Undertakes horizon scans for the whole organisation and develops the core narrative, gathers insight and evaluates public relations (PR), media and social media activity, protecting and enhancing the IET's reputation and the role of engineering in society.

4.3. **Media (traditional and social media):** Produces publishable content rather than simply distributing press releases. Runs corporate PR campaigns and manages social media engagement on the IET's corporate accounts with a variety of audiences.

4.4. **Public affairs:** Develops effective two-way relationships with key public affairs audiences, so that the IET becomes a stronger influencer for UK engineering-related policy.

4.5. **Internal and member communications:** Works to engage staff and members in delivering the key priorities and objectives of the IET, supporting our culture.

4.6. **Equality, Diversity and inclusion:** Develops internal and external campaigns to demonstrate that the IET and the engineering profession are welcoming and inclusive to all, where everybody has an equal opportunity succeed.

4.7. In late 2018 the Executive Team approved the IET's Corporate Communications Strategy for 2019-2024. A paper outlining the strategy was later presented to the Board

of Trustees. This report highlights the progress in Year 1 of the Strategy and outlines plans for the year ahead.

5. Key Achievements from 2019

The following achievements from our work across corporate communications strategy, internal and stakeholder communications, public affairs and equality, diversity and inclusions are summarised below.

6. Delivery of Corporate Communications Strategy (Year 1)

6.1. The IET's Corporate Communications Strategy has three themes – Reach and Impact, Standing Out and Making our Messages Work – with objectives under each of these (Appendix A).

Reach and Impact

6.2. For the fifth year the IET ran its Engineer a Better World campaign, aimed at inspiring children aged six to 13 to consider a career in engineering and technology.

6.3. We teamed up with the children's comic, the Beano, to run a competition asking children to re-engineer something they could not live without so that it could be used if they went to live on Mars. A ten-year-old girl won the prize of seeing a prototype of her design – a re-engineered clarinet – produced and sent up to the edge of space where it was photographed.

6.4. The IET again teamed up with IPSOS Mori to ensure 'Engineers' were included in the list of professions in the annual Veracity Index. This index measures the public's trust in a range of professions. Yet again, Engineers scored highly in the trust index (fifth most trusted). The IET commissioned the polling company to carry out more research, asking the interviewees why they trusted engineers and what they thought engineers did. The research secured national and regional media coverage.

6.5. I Am An Engineer, our social media diversity campaign, was launched in the summer. The video featured about 20 engineers and highlighted that those working in the profession come from all backgrounds. Profiles of each of the engineers we featured in the campaign are available on our website.

Standing Out

6.6. The IET undertakes a lot of external communications activities, however, there are times when we acknowledge it is more effective and efficient to work with our partners. Examples of this in 2019 included the following.

6.7. Working to support the Royal Academy of Engineering's This is Engineering Day which aimed to break the stereotype of what engineers look like by working with Google to ensure modern and relevant images were shown on relevant search results. As well as promoting the campaign, the IET contributed a range of images for a new library for journalists and the public to access.

6.8. The IET has a long partnership with the Science Media Centre and last year we worked together to launch the IET's 'Transitioning to hydrogen – Assessing engineering risks and uncertainties' report, securing substantial media coverage.

6.9. The Government's legacy campaign following the 2018 Year of Engineering, Engineering: Take a Closer Look, did not take off as planned during 2019 due to Government departments working on Brexit scenarios. Despite this, the IET continued to support the initiative, promoting events and badging Engineering Open House Day as a 'Take a Closer Look' activity.

Making Our Messages Work

6.10. The Corporate Communications team supported the launch of the IET's new website and re-engineered brand. The latter project launch was communicated to all stakeholders and communications were carefully managed during the following weeks. Online sentiment showed that the vast majority of people (80%+) were positive about the refreshed branding, while about two per cent were negative.

6.11. The team continued to identify individuals who could act as spokespeople for the IET. In addition, we held two media training sessions and supported our spokespeople when they were interviewed by the media.

7. Internal and Stakeholder Communications

7.1. During 2019, we delivered over 200 messages to staff and almost 100 *Member News* stories (with average open rate over 30%). We also launched a range of new activities to support the re-engineered brand including a social media campaign, brand video, desk drop, visuals, photo opportunities and the introduction of informal coffee chats.

7.2. The team also supported the Employee Engagement Survey rollout, running a campaign to encourage colleagues to complete the survey which led to 78% response rate.

7.3. A number of communications plans were initiated to support IET-wide projects including the Know Your Customer phase 2 implementation (International, Strategic Marketing and Engagement directorate), single sign on launch (IT and Digital Services department (IT&DS)), telephone replacement system (IT&DS) and supporting messaging following a change in strategy due to Office 365 for volunteers licencing limitations.

7.4. The team also wrote over 50 speeches for Trustees, volunteers and senior staff.

8. Public Affairs

8.1. We have continued to engage with Government Ministers and civil servants in the past year, focusing on the Government's Chief Scientific Advisors.

8.2. The Corporate Communications team works very closely with our colleagues in the Strategic Engagement and Policy (SEP) team to develop messaging. This was against a backdrop of an unstable political environment and the Government focussed on Brexit.

9. Equality, Diversity and Inclusion

9.1. The IET continued to support awareness days linked to LGBTQ+ audiences both externally and internally. We also partnered with RS Components to hold our first Reflect event – a special day for 300 delegates aimed at encouraging young people from either BAME (Black, Asian and minority ethnic) or economically deprived areas to consider a career in engineering.

9.2. Sophie Harker, our 2018 Young Woman Engineer of the Year winner was the face of our Engineer a Better World campaign. Our judging process and marketing ensures we have a diverse range of applicants and a fair/unbiased judging process.

10. KPIs for 2019

KPI	Target	Actual
Quality Coverage	9250	9,349
Staff Satisfaction in Communications	74%	78.3%
Social Media Followers	300,000	307,571

11. 2020 Activity

11.1. During 2020 we plan deliver the following projects.

11.2. The sixth year we will run our Engineer a Better World campaign, aimed at inspiring young people to consider a careering in engineering

11.3. A breakfast meeting with all the Government's Chief Scientific Advisors and working with Engineering UK to brief politicians (Westminster, devolved Governments and regional mayors' offices) on the IET's Skills and Demand survey results and Engineering UK's State of the Nation report.

11.4. Working with SEP colleagues we will commission a survey, asking consumers what lifestyle changes they are willing to make to ensure our world is more sustainable. We then plan to run a PR campaign promoting the results and the work engineers are doing (subject to funding approval).

11.5. Our internal communications activities will continue to support some large programmes, such as the Human Resources roadmap, Michael Faraday House refurbishment and our response to the Coronavirus outbreak.

11.6. Additional activity will include running Reflect, supporting the replacement platform for Career Manager, promoting National Apprenticeships Week, Neurodiversity Celebration Week, LGBT Pride month, Tomorrow's Engineers Week and the Royal Academy's This Is Engineering.

12. Preparing and Delivering IET@150

The Board of Trustees will receive a separate report updating them on our 150th anniversary celebrations. The Head of Corporate Communications is a member of the core delivery team, working on the project since March 2019. The Corporate Communications team has developed a detailed communications plan to support the 20 activities identified as part of our milestone celebrations.

13. KPIs

Alongside the agreed KPIs for 2020, the Corporate Communications team is keen to introduce a new social media engagement measure which allows us to compare our engagement rate across all our corporate channels with similar organisations (example in Appendix B shows monthly engagement rate) on a rolling annual basis as of May 2020 (when we will have a full year's data).

14. Risk

There are no risk implications resulting from this report.

15. Resources

The resources are assigned to this function through the annual planning process.

The Institution of Engineering and Technology

Appendix A

Themes	Objectives
Reach and impact	• Work to change the status of engineers in the UK to be on a par with doctors and solicitors • Identify megatrends and take advantage of them to show the relevance of engineering to society • Work with Engineering UK and other PEIs Institutions to identify opportunities for longitudinal studies into the impact of our campaigns so that we can continually improve • Enhance public and stakeholder confidence in engineering and technology, highlighting the role they play in engineering a better world • Promote engineering as a great career choice, regardless of an individual's gender, ethnicity, sexuality, disability or socio-economic background
Standing out	• Further define our boundaries (inter-disciplinary verse multi-disciplinary) so we have a clearer view on what we will promote and comment on • Work with other PEIs to ensure we use the same language, facts and figures and investigate establishing a shared image library so modern engineering is reflected appropriately and consistently across all media • Manage and enhance our reputation in every internal and external interaction to ensure we remain a relevant and trusted source of information
Making our message work	• Take control of our social media channels, reducing the number of accounts and developing a social media/content strategy linked to the IET's brand which will outline how we will engage with our audiences, rather than merely broadcast to them • Broaden the number of spokespeople we use, ensuring they are media trained, qualified and relevant so our audiences can relate and have confidence in them • Ensure our messages are consistent across the IET and managed with the intended audience in mind so we avoid confusion • Co-design a constantly evolving internal communication programme with staff to ensure they feel engaged and empowered to support the IET's strategy

Appendix B

		The Institution of Engineering and Technology (IET)	Institute of Electrical and Electronics Engineers (IEEE)	Institution of Civil Engineering (ICE)	Institution of Mechanical Engineering (IMechE)	Royal Academy of Engineering	Royal College of Nursing (RCN)	Institution of Chemical Engineering (IChemE)	British Medical Association (BMA)	Association of Chartered Certified Accountants (ACCA)
FACEBOOK	Page Category	Non-Profit Organisation	Engineering Service	Engineering Service	Non-Profit Organisation	Public & Government Service	Labour Union	Engineering Service	Medical Company	Financial Service
	Current Fans	25,496	2,826,471	255,968	478,750	4,554	45,279	69,126	30,034	1,962,483
	Current Engagement Rate	**12.19%**	**6.85%**	**0.33%**	**0.20%**	**1.49%**	**0.71%**	**0.20%**	**0.98%**	**0.00%**
	Total Engagement	3107	193612	857	956	68	321	135	295	137
TWITTER	Current Fans	59,320	252,207	51,509	38,913	33,506	10	12,695	122,748	92,905
	Current Engagement Rate	**3.35%**	**1.91%**	**1.56%**	**1.51%**	**4.04%**	**0.00%**	**1.53%**	**1.17%**	**0.62%**
	Total Engagement	1,986	4,805	803	587	1,354	0	194	1,435	572
INSTAGRAM	Lifetime Posts	111	1,213	400	0	0	402	308	336	426
	Total Followers	3,326	164,000	10,800	0	0	15,899	842	2,458	51,056
	Current Engagement Rate	**16.51%**	**15.86%**	**3.56%**	**0**	**0**	**12.35%**	**50.60%**	**30.11%**	**9.55%**
	Total Likes	549	26,014	385	0	0	1,963	426	740	4,877
LINKEDIN	Number of posts in 30 days	85	9	79	46	5	8	36	1	22
	Total Followers	35,002	209,687	75,001	34,256	10,524	18,793	22,758	10,124	285,999
	Current Engagement Rate	**7.52%**	**1.45%**	**1.54%**	**1.72%**	**1.15%**	**0.81%**	**3.06%**	**0.10%**	**0.57%**
	Total Likes	2,632	3,049	1,156	588	121	153	697	9	1,632
		123,144	3,452,365	393,278	551,919	48,584	79,981	105,421	165,364	2,392,443
		8,274	227,480	3,201	2,131	1,543	2,437	1,452	2,479	7,218
	Weighted average (method 1 - followers)	6.72%	6.59%	0.81%	0.39%	3.18%	3.05%	1.38%	1.50%	0.30%
	Weighted average (method 2 - equal weight	9.89%	6.52%	1.75%	0.86%	1.67%	3.47%	13.85%	8.09%	2.69%