

Annual Communications Report July 2020

Over the last year the communications committee has been continuing to develop and expand BSE virtual platforms. Many processes have become automated with booking exams and reaccreditation now easier and faster both for members and our dedicated BSE admin team. We hope that the year ahead will allow us to make more internal changes to platforms so that processes are even more user friendly.

Thankfully, our new website came to fruition just in time for the COVID era and we were able to make the best use of it yet. It was a 'go to' source for updated guidelines relating to echocardiography protocols, patient and medical professional safety as well as new and developing knowledge in relation to disease and clinical outcomes. The website also allowed us to create a safe covid-19 community forum where people from all the around the UK had the opportunity to check in with each other. There were discussions regarding how to manage clinics and staffing, logistics and ways of working as well as delving into the personal health impacts, how we maintained our mental health and stress levels in the biggest uphill battle we have seen within the NHS.

One positive that came from COVID and lock down was the opportunity for BSE members to engage with #RunBSE and the #TwoPointSixChallenge. On one of the sunniest weekends in April, 63 BSE members (and their families) doffed their PPE and donned their running shoes, completing over 340 miles combined, all in aid of encouraging a #HealthyHeartHealthyMind. The energy and excitement this initiate delivered at a time when things were pretty tough, was truly uplifting, bringing just a little bit of joy back to people's faces.

We continue to see more and more growth in relation to our social media presence. We now have over 5 800 followers on Facebook and over 4 700 followers on Twitter. That's over 1 600 new followers compared to last year. We really are getting our voice and opinions out there, with over 600,000 twitter impressions this year. It looks like our BSE president (@BSE_President) will be finishing his presidency with nearly 700 Twitter enthusiasts. We challenge Claire Colebourn to increase this to 750 before Christmas!

In the year ahead, the communication committee will be taking a small sidestep. We will be embracing a few new challenges including improving our members only content. We hope to deliver a few more snippets in relation to informal blogs, career pathway interviews, learning from the perspective of the patient, whilst focussing on some interesting clinical themes. With this in mind, please do ensure that your profile is kept up to date. In addition to this, the comms committee will be joining forces with some of the other steering committees, to provide a more structured, coordinated, member- focussed approach to publications, and both the echo and ERP journals.

We are excited about the work ahead of us and hope that as the world around us continues to change, we can continue to improve and expand communication for our members.

Kelly Victor, Chair for the Communications Committee

Subcommittee Members

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