

OPEN UNIVERSITY STUDENTS ASSOCIATION**Central Executive Committee (CEC)**

24 – 26 January 2020

THE HOOT

The CEC is asked to: -

- i) **receive** this update.

1. Overview

- 1.1 The Hoot continues to grow consistently in both content and readership as we approach its first anniversary in April, despite not being able to utilise mass-mailing to raise awareness of the site. 173 user accounts have been created, and 126 articles have been published at the time of writing this report.
- 1.2 Vice President Media & Campaigns and the Digital Communications team thank the student leadership team for their support of the platform and encourage the team to continue creating content for the site.

2. Recent success

- 2.1 During December, at least one piece of content was posted every day as part of an Advent series. As a result of posting so consistently, we achieved both the highest month and highest day view counts since launch.
- 2.2 Having more content to post led to The Hoot social media accounts achieving higher levels of reach and engagement due to a more consistent posting schedule.

3. Student creators

- 3.1 The Hoot does not currently receive enough student-generated content to continue to post at the pace set in December. This year, further emphasis will be put on encouraging OU students to submit articles to The Hoot, so that we can keep up the momentum. As part of this effort, Vice President Media & Campaigns and the Digital Communications team would like to encourage the student leadership team to consider utilising the platform on a more regular basis.

- 3.2 The Hoot could be useful platform for the team, as a place to engage with the student community, share updates on their recent work, and collect informal feedback via comments and/or polls.
- 3.3 Currently six members of the student leadership team have accounts on The Hoot, enabling them to create content to share with the student community and to comment on other articles. Four members of the student leadership team have submitted well-received articles about a variety of subjects under their named accounts. In addition to this, several members have sent through content to be posted by the admin account, 'hootbot.'

4. Moving forward

- 4.1 Vice President Media & Campaigns and the Digital Communications team would be delighted to discuss ideas for potential Hoot articles, or to share advice on using the platform.

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Vice President Media

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Head of Digital Communications