Hong Kong Sustainable Seafood Coalition

Branding and Communications Working Group Minutes  
**Date:** 06 November 2019  
**Location:** Skype

<table>
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<th>Agenda</th>
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<td>1. To confirm the member welcome package</td>
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<td>2. To identify events for HKSSC to attend</td>
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<td>3. To confirm communications plan</td>
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<td>4. To discuss HKSSC website and social media</td>
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1. **Welcome package**  
   - Feedback provided on the working draft of the welcome package  
   - Governance structure of the HKSSC was confirmed and should be revised  
     - [Secretariat] To update governance structure in Terms of Reference and HKSSC website

2. **Events to be considered attending**  
   - Most events that members have registered were cancelled in Q3  
   - No current desire from the working group members to host an event  
   - Will focus on increasing warm connections to increase recruitment instead

3. **Communications plan**  
   - A member of the Steering committee is helping to develop a communications plan

4. **Website/social media of HKSSC**  
   - Data of the website will be collected for analytics  
   - In future, there is interest for a social media account, but blog/website should be primary point of contact  
   - The working group agrees that Google ads are of interest

[final version - 27/02/2020]  
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