



Branding and Communications Working Group Minutes

Date: 06 November 2019

Location: Skype

Agenda

1. To confirm the member welcome package
2. To identify events for HKSSC to attend
3. To confirm communications plan
4. To discuss HKSSC website and social media

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