



THE INSTITUTE OF CONSERVATION

Icon Online

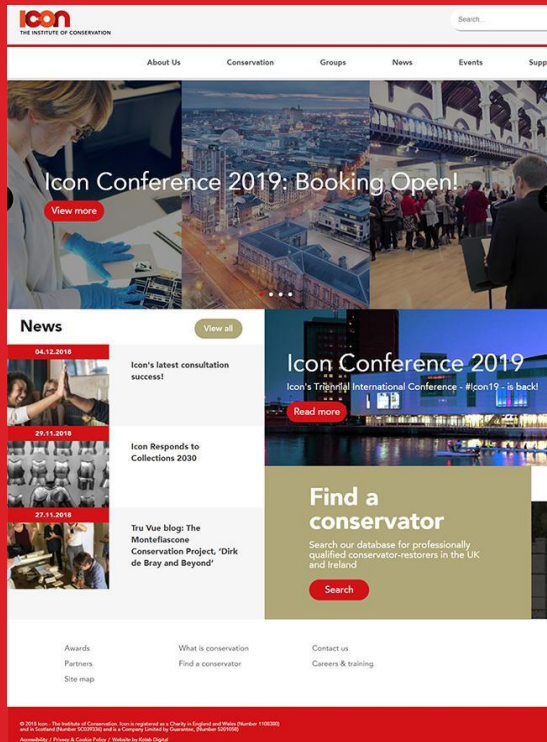
Our brand, our voice, our presence on a global scale

Cynthia Iñesta
Digital Content Officer

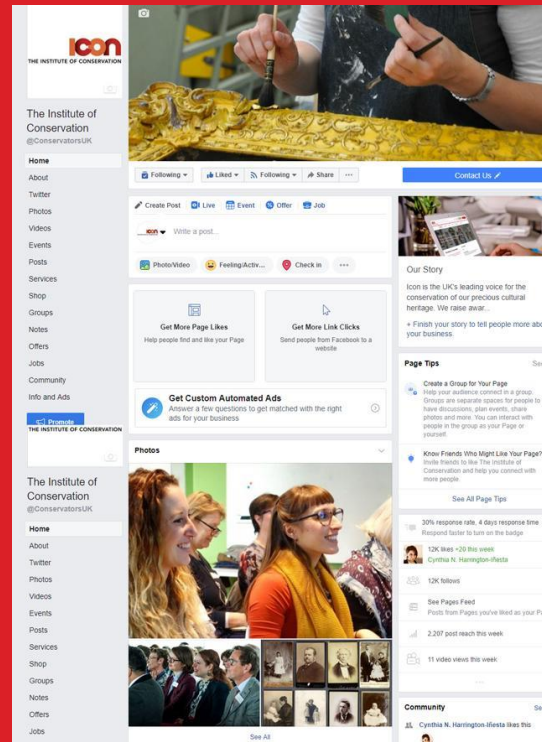


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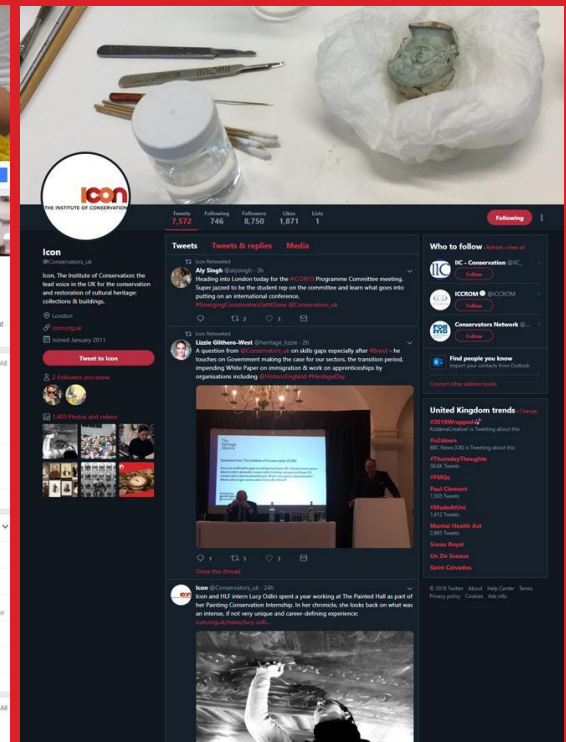
Where are we now?



Website
icon.org.uk

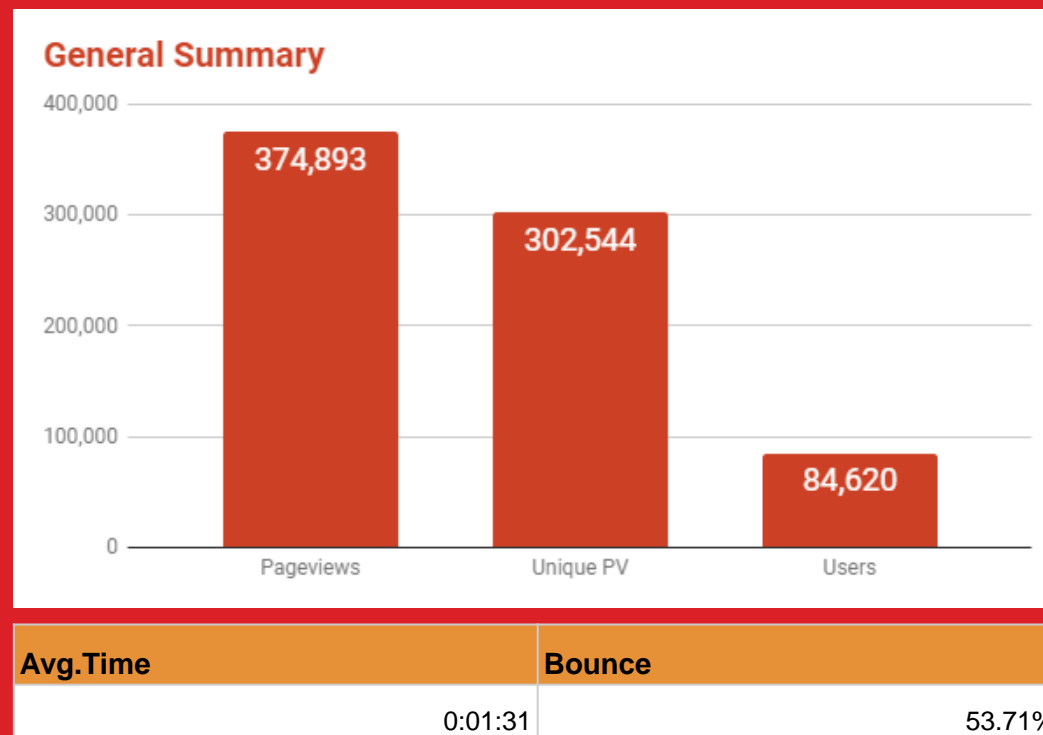


Social media
Facebook and Twitter



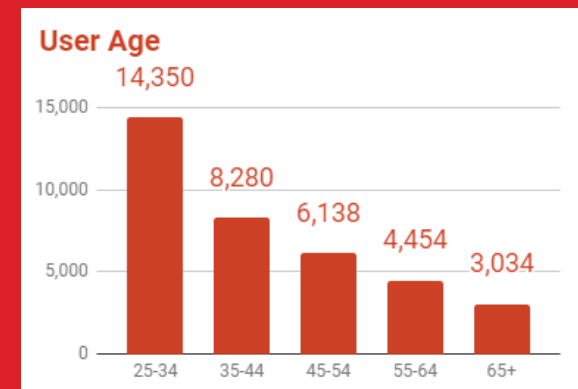
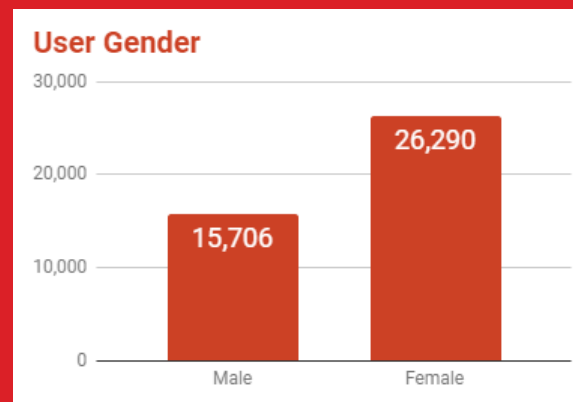
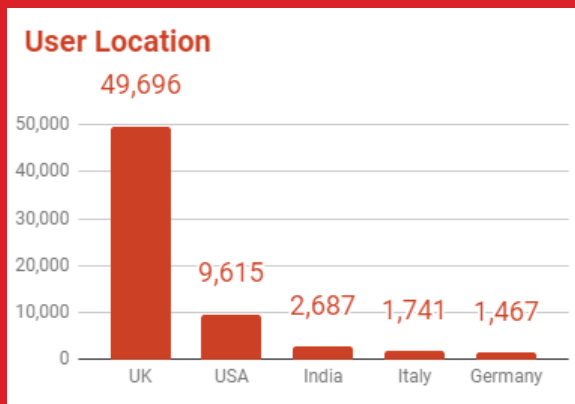
Where are we now?

Website Analytics, 2018



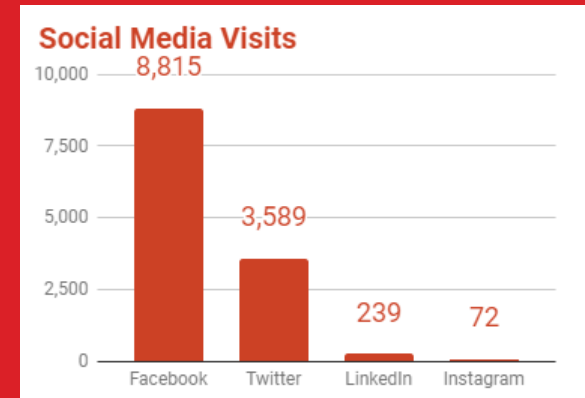
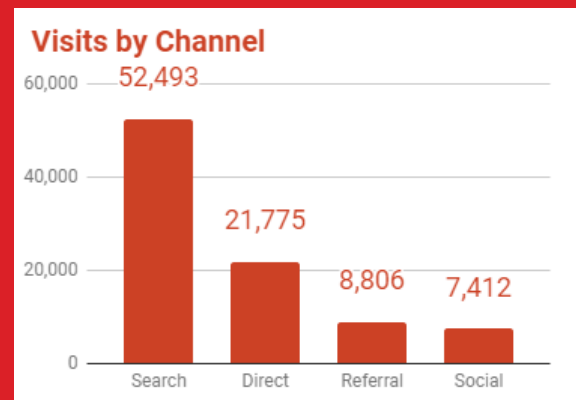
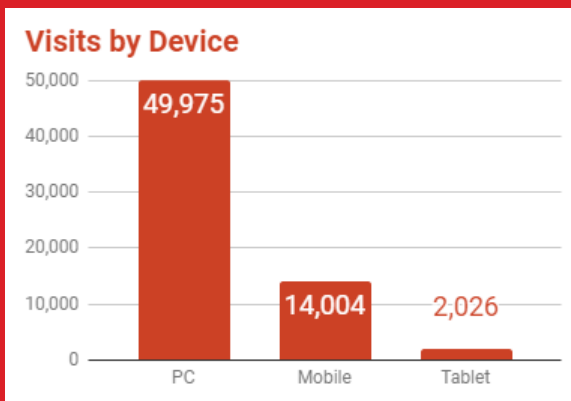
Where are we now?

Website Analytics, 2018



Where are we now?

Website Analytics, 2018





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Where are we now?

Website Analytics, 2018

MOST POPULAR PAGES in 2018

Page title	Pageviews	Unique Pageviews
Homepage	46,706	38,483
Careers & Training	17,741	12,036
Events	14,079	9,311
Internships	13,441	9,926
Conservation Jobs	7,546	5,891
Qualifications	7,461	5,751
Member Sign In	7,431	6,212
Member Homepage	6,626	5,786
Publications	6,311	4,765
What is Conservation	6,270	5,183

Where are we now?

Website Analytics, 2018

GROUP PAGES in 2018

Page title	Pageviews	Unique Pageviews
book-paper	2,708	2,018
textiles	1,759	1,149
heritage-science	1,149	739
care-collections	1,124	788
archaeology	1,087	774
photographic-materials	906	685
contemporary-art-network	857	681
furniture-and-wood	840	645
scotland	803	613
paintings	784	609

Where are we now?

Website Analytics, 2018

GROUP PAGES in 2018

Page title	Pageviews	Unique Pageviews
historic-interiors	671	505
ceramics-and-glass	659	515
metals	565	425
stained-glass	554	409
gilding-and-decorative-surfaces	543	397
stone-wall-paintings	527	380
dynamic-objects-network	338	256
documentation-network	289	218
ethnography	287	215

Where are we now?

Social Media Analytics, 2018

	Followers	Reach	Engagement	Link Clicks
Facebook	12,903	400,243	15,052	5,190
Twitter	8750	525,108	5,526	2,516

Where are we now?

Social Media Analytics, 2018

Most popular Facebook posts

The Institute of Conservation
Published by Hootsuite [?] · August 23 ·

Historic England's new brochure lists all their current technical conservation guidance and research reports, as well as information on their Practical Building Conservation books and guides. A fantastic free resource you can download at: <http://snip.ly/mzi96k>



Historic England

Technical Conservation
Guidance and Research

Online Advice and Downloadable Guidance



Reach: 7,338
Engagement: 179

The Institute of Conservation
Published by Hootsuite [?] · June 14 ·

Camberwell College of Arts has launched a new programme of Conservation courses for Summer 2018. They're being delivered across 3 weeks so students can choose to take individual courses or book onto one of the suggested packages. Find out more at: <http://snip.ly/fplpv>



ua1: camberwell college of arts

Conservation
Short Courses
Summer 2018



Reach: 5,414
Engagement: 145

The Institute of Conservation
Published by Hootsuite [?] · June 1 ·

A fantastic collection of conservation and design project blogs by Icon member Sirpa Kutilainen. Her passion for paper conservation and her work in research and digitisation comes through in everything she writes, so don't miss out! Give it a read at: <http://snip.ly/4qizo>



Reach: 5,318
Engagement: 271

Where are we now?

Social Media Analytics, 2018

Most popular Facebook posts

Title	Reach	Engagement
A fantastic collection of conservation and design project blogs by Icon member Sirpa Kutilainen. Her passion for paper conservation and her work in research and digitisation comes through in everything she writes, so don't miss out! Give it a read at: http://snip.ly/4qizo	5,270	123
"Never wear synthetic fibers while making a forgery." A fascinating read from the NYT exploring the techniques used to detect a forged painting: https://www.nytimes.com/2018/05/02/arts/art-forgeries-sothebys.html	4,704	97
From a hat to a goat, Bob from the Colchester + Ipswich Museums writes about a day in his life as a conservator. An easy read to start the week with! http://snip.ly/j3xh5	4039	460
3 years and a total of 5,972 conservation hours. That's how long it took to restore just one of the 13 Hardwick Hall tapestries. A fascinating read by Maria Jordan ACR and Elaine Owers in our Podium feature: http://bit.ly/Podium-tapestries	3,941	327
Icon member Leonie Seliger ACR is the star of a new film from Canterbury Cathedral about a technique she developed to display 30,000 shards of medieval stained glass found beneath the floors of Westminster Abbey. We couldn't be prouder! https://bit.ly/2yW6Z7U	3,821	261
Don't miss the opportunity to see behind the scenes of conservation at one of the UK's oldest museums! Icon Trustee Lorraine Finch ACR will be at Wisbech and Fenland Museum this Sunday, 7 January, showing how and why books are conserved: https://icon.org.uk/events/conservation-live-i	3,666	209
Icon is hiring!! Could YOU be our next Administration and Events Officer? Visit the website for details! http://ow.ly/Ts8O30hSTX	3,527	112

Where are we now?

Social Media Analytics, 2018

Most popular Twitter posts

 **Icon**
@Conservators_uk Following

The British Library Centre for Conservation offers four deaf tours a year with a sign language interpreter. The next tour is on Wednesday 05 September at 2.00 pm. A fantastic initiative for accessibility and integration - don't miss out! snip.ly/2niikv



Reach: 27,194
Engagement: 113

 **Icon**
@Conservators_uk Following

Icon member Leonie Seliger ACR is the star of a new film from Canterbury Cathedral about a technique she developed to display 30,000 shards of medieval stained glass found beneath the floors of Westminster Abbey. We couldn't be prouder! bit.ly/2yW6Z7U



11:20 AM - 2 Jul 2018

Reach: 16,704
Engagement: 228

 **Icon**
@Conservators_uk Following

What an amazing find by our friends over at [@HistoricEngland](#): over 4000 medical photographs revealing an extraordinary slice of pre-NHS Britain. Few things could be as relevant to the times we live in! Check it out: snip.ly/2ggrj



Reach: 9,591
Engagement: 142



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Where are we now?

Social Media Analytics, 2018

Most popular Twitter posts

Title	Reach	Engagement
A fascinating read of century-old warship paintings and the subjects that inspired them, in this blog by @HistoricEngland:	7,956	66
Happy Birthday Shakespeare! A day to celebrate the greatest writer of the English language! We're fortunate to have Icon members preserving his legacy such as Nicola Fleming ACR	7,740	45
3 years and a total of 5,972 conservation hours. That's how long it took to restore just one of the 13 Hardwick Hall tapestries. A fascinating read by Maria Jordan ACR and Elaine Owers in our Podium feature:	7,022	201
"I am a conservator, not a taxidermist" - Icon Trustee Lucie Mascord ACR is our latest Spotlight feature. Read it now at: https://t.co/u2QJqN8a4w #IconSpotlight https://t.co/CgcrNbhII5	6674	198
We're very pleased and excited to announce that the #Icon19 Portal is live! The conference will be taking place in Belfast next year and we're now inviting contributions from one and all. Submit yours through the website and get the speaker's rate! https://icon.org.uk/icon-conference-2019 ... pic.twitter.com/PQzsHCQile	5,672	155
Do you have a new perspective on conservation? We want to hear it! Send your abstracts for #Icon19 - what will be our biggest conference yet! Deadline for submissions is October 31st: https://icon.org.uk/events/icon-conference-2019/call-for-papers ...	5,229	116
.@HistoricEngland have released new Emergency Plan guidance for those who look after heritage assets or work in heritage management. Find out more at: https://t.co/OIDQWew4Mu https://t.co/DorWTnOYHX	4965	160

Where are we going?

Icon Website: We're listening to you!

- Website review of 2018
- Remapping of core structure and navigation
- Redevelopment of Events template
- Upcoming changes to Professional Development



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Where are we going?

Icon Social: We want to talk about you!

- Content review of 2019
- Implementation of new media and channels
- Further outreach to members to appeal for member-centric content



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Stay tuned & Stay in touch!

Follow us on:

facebook.com/ConservatorsUK

twitter.com/Conservators_uk

Contact me on:

cinesta@icon.org.uk

Cynthia Iñesta