

## Costume Society Communications Report September 2021

**Natascha Radclyffe-Thomas VC Comms**

**Babette Radclyffe-Thomas News Editor**

**Vicky Haddock Social Media & Ambassador Editor**

**Emma Kelly Blog Editor**

This year saw the Society undertake an extended review of its communications resulting in a number of recommendations which we are in the process of implementing. The main methods of communication are via direct emails, our website and social media platforms and our newsletter.

Following the review, we have prioritised the following areas of focus for our communications:

- engaging with current members;
- highlighting the work of our members;
- support attendance at our events;
- promoting our Grants and Awards and encouraging new members to join the Society.

Another outcome of the review has been to streamline areas of responsibility with our Vice Chair Professor Natascha Radclyffe-Thomas representing the Communications area supported by the newly created posts of News Editor (Print and Digital), Ambassadors' Officer and Social Media Editor and Blog Editor and a team of Costume Society Ambassadors.

One of our key communications platforms is our [website](#) and we commissioned a new site which launched earlier this year. Our aim was to make it fresher, faster, easier to navigate and more user-friendly and we have received extremely positive responses from members since the launch. The Society is also active across the main social media platforms and you are encouraged to follow us and to interact with the Society - you can find links to these from the website's [News and Social](#) page.

Our social media following continues to grow thanks to our Ambassadors' Officer and Social Media Editor Vicky Haddock and her team of enthusiastic new and continuing Ambassadors. The [Blog](#) continues to be central to our public engagement receiving high levels of engagement and its new look has been complimented by contributors and readers thanks to our Blog Editor Emma Kelly, our Ambassadors and Guest bloggers.

To broaden our content and to highlight the interests and activities of our members we are particularly interested to hear how our own members are promoting the study of clothing and textiles in dress and we have put out calls for any Costume-related news to be shared with our News Editor [Babette Radclyffe-Thomas](#). Examples that have already been published include recent blog posts

['Middleton Folk' - Regency Costume Exhibition at the National Botanic Garden in Wales](#)

[Holy Hands: a study of knitted liturgical gloves](#)

Unfortunately, as you are aware our blog Editor Emma Kelly stepped down from this position in July and currently Babette is managing the commissioning and uploading under her News Editor role, with the help and support of Vicky.

Babette is also currently finalising content and design for the launch of **The Thread**, the new Members' Magazine and thanks to everyone for supporting this with your contributions and reports.

I know everyone really appreciates the great work of the Ambassadors, especially in the promotion of our events, and we are now at the time of year when we will be advertising for a new cohort of Ambassadors. In discussion with Vicky 4 of the current Ambassadors have agreed to stay on for the next calendar year.

In her support of the Ambassadors and in developing our social media presence I would like to reiterate our thanks to Vicky for her sterling work in this area and so I am sad to report that Vicky will be stepping down from her role at the end of the year and we will shortly be seeking expressions of interest from applicants and I will be asking for your support in circulating the opportunity with your networks.

We have reviewed the Ambassador role and will be looking to support the Social Media Editor and Ambassador Manager role to provide more consistent mentoring and development opportunities for the Ambassadors. This will be discussed at the upcoming Committee meeting, but in a nutshell we would like to integrate the Ambassadors more closely with the activities and expertise of the Society committee members and wider membership.

### Website

Website active users 3.7K

Most users in US (low engagement), followed by UK (high engagement) and Australia (high engagement) (Source: Google Analytics)

Most popular pages: Homepage, Blog (Peacock & Mantuas), Journal

### Social Media

**Facebook** 10K followers

**Twitter** 11K followers

Top month May 2021 316K impressions

Top Tweet May 21: May #CSFashionHour @PrincessHamira interview dress and material culture historian @Serena\_Dyer 30.8K impressions

**Instagram** 45.1K followers



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FYI:

Costume Society Website <https://costumesociety.org.uk/>

Costume Society News and Social <https://costumesociety.org.uk/news>

Costume Society Blog <https://costumesociety.org.uk/blog>

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