



Institute and Faculty of Actuaries

The 400 Club

Survey 1 of the 2018/2019 sessional year: Feedback

## Marketing, Communications and Digital survey

### Introduction

In August 2018, the 400 Club were surveyed for their views on the topic of IFoA communications to enable the IFoA's Marketing, Communications and Digital team to evaluate our communications offering and identify areas for improvement.

The survey aimed to:

- make sure that we are delivering the information and services that members need
- make sure that we are communicating with members through the right channels, at the right time
- assess our media profile
- find out how we can improve our communication and digital services in the future.

Out of the 439 400 Club members who received the survey, 374 provided a response, representing an 85% response rate.

We would like to thank 400 Club members for responding to the survey and providing us with valuable feedback, which we will use to assess and improve our communications offering to IFoA members. The headline results have been shared with the IFoA's Policy and Public Affairs Directorate and the Marketing, Communications and Digital team.

### Our Channels (Q1, Q6 and Q8)

The most highly rated communications channels were The Actuary, the IFoA newsletter and the IFoA website. IFoA events and members' networks were highlighted as important ways in which 400 Club members keep up with developments in the actuarial field. There was a lack of awareness about the IFoA's presence across social media channels, however LinkedIn was the most popular of the IFoA's social channels. Members highlighted areas for improvement around the IFoA website and contact with IFoA staff. Members generally praised the quality of IFoA content.

### Response to 400 Club feedback:

- feedback comments on the IFoA website into digital strategy and iterative website improvement
- use feedback to inform our channel strategy for integrated communication campaigns, alongside data analysis, enhanced content and better use of paid platforms
- encourage members to update their communication preferences to ensure members are receiving information about most relevant events and news

- work with IFoA Research team to better promote IFoA journals as a resource for keeping up with the latest developments in the actuarial field
- facilitate better contact with IFoA staff through improvements to the website contact page
- investigate issues with newsletter links and other technical issues highlighted in survey comments.

## **IFoA Newsletters (Q2)**

Almost 80% of 400 Club members felt that the number of email newsletters they received was the correct amount. This is a marked improvement from a survey we conducted before we made changes to the IFoA newsletters in May 2018, in which only 48% of members surveyed felt they received the right number of email newsletters from the IFoA. 400 Club members indicate a strong preference for the new dynamic email newsletter.

### **Response to 400 Club feedback:**

- continue to refine design, dynamic content and length of IFoA newsletters
- remind members to update their communication preferences so ensure they are receiving the right content via the IFoA newsletter.

## **IFoA website (Q3, Q4, Q5)**

400 Club members most usually visit the IFoA website fortnightly or monthly. The comments section for Q3 indicated that exam booking, CPD and events are the most significant drivers for members to visit the IFoA website. IFoA website design and the clarity of information within the website were highly rated by 400 Club members. However, site search, navigation and finding information were highlighted as areas of the website that need improvement.

### **Response to 400 Club feedback:**

- feed survey responses into refining our digital strategy, including:
  - facilitate access to content through content visibility by improving content distribution of content to ameliorate issues with site search and navigation.
  - deploy a new homepage format which will further enhance our homepage engagement strategy and facilitate access to most valued content.

## **IFoA in the press (Q7)**

24% of 400 Club members had seen the IFoA mentioned in the press in the past year. The topics most commonly associated with the IFoA in the press were; pensions, mortality, longevity, Brexit and insurance.

### **Response to 400 Club feedback:**

- continue to promote the IFoA's key policy priorities through national and trade media
- consider which IFoA channels we can use to point members to our media highlights, especially to show the wide range of topics that get coverage. As well as those identified by the 400 Club, other examples include ESG issues, Inter-generational Fairness and Health and Social Care.

## **Future digital services (Q9)**

There most commonly requested digital service that we do not currently offer was an App for IFoA members. 400 Club members also wanted to see grater promotion of our social channels and content.

**Response to 400 Club feedback:**

- undertake initial research into demand for and potential functionality of an IFoA App
- promote our presence on social media channels.

**Volunteer opportunities at the IFoA (Q10)**

The IFoA newsletter and website were the most common channels for 400 Club members finding out about volunteer opportunities at the IFoA. Member networks and IFoA events were also highlighted as ways in which 400 Club members found out about volunteer opportunities at the IFoA.

**Response to 400 Club feedback:**

- use feedback on effectivity of various IFoA communication channels to enhance our digital volunteer recruitment strategy.

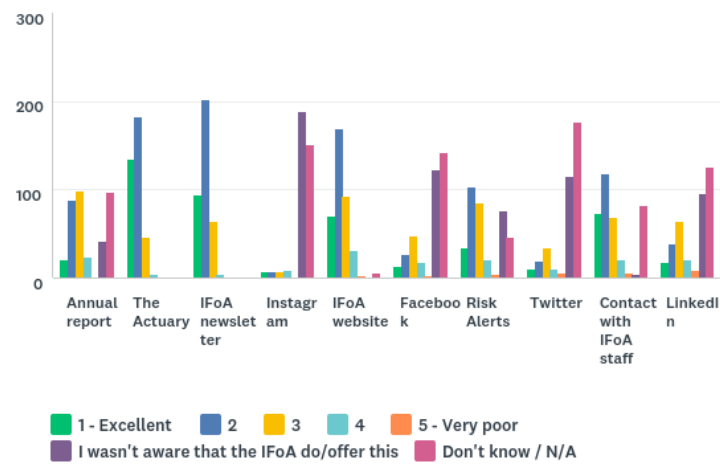
**Sarah Holman**

**Communications Leader - Membership and Internal Comms**

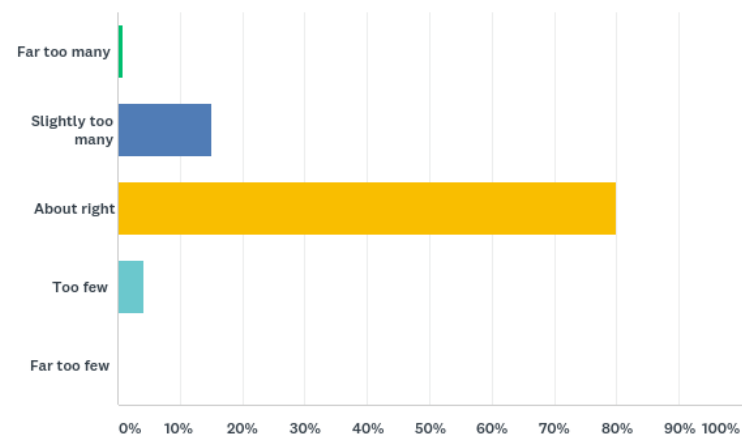
**October 2018**

Marketing Communication and Digital survey charts

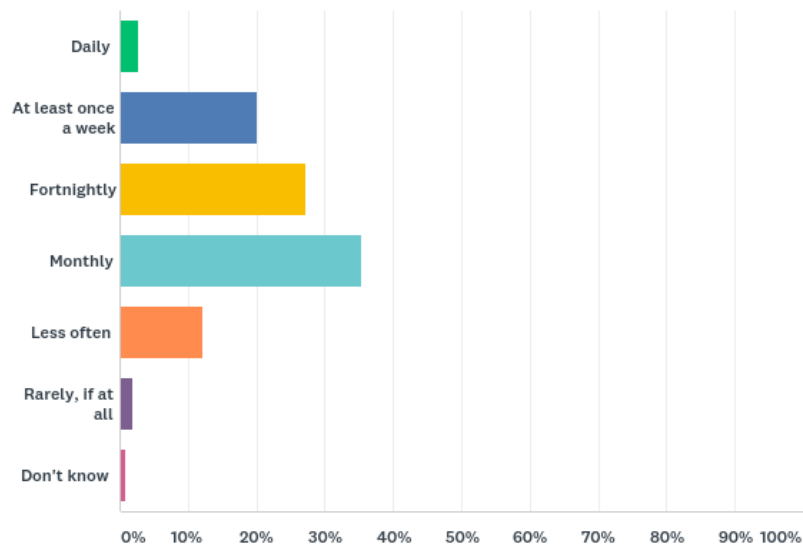
Q1 How do you rate the following IFoA communication activities and services, using a scale of 1 - 5, where 1 is excellent and 5 is very poor?



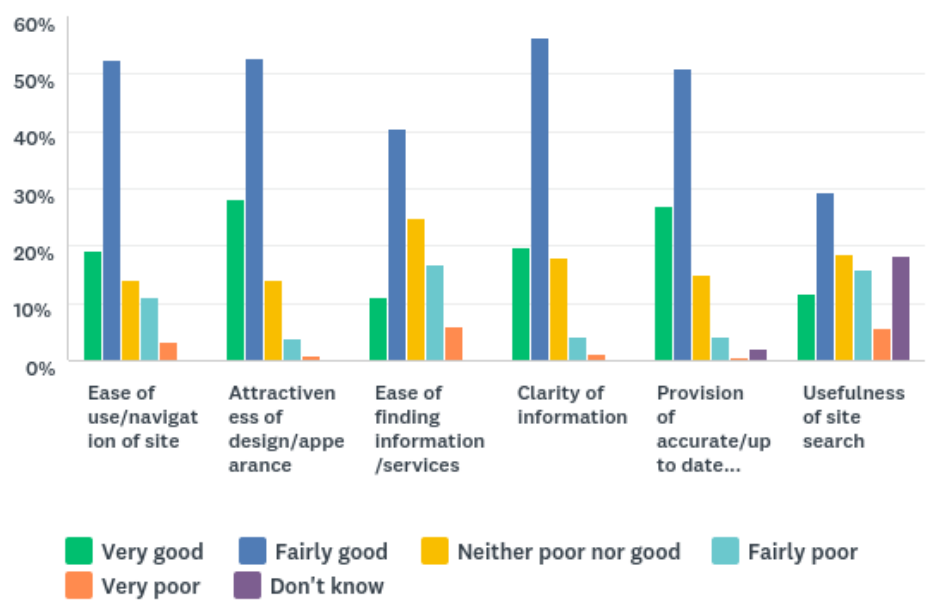
Q2 How do you feel about the number of email newsletters that you receive from the IFoA?



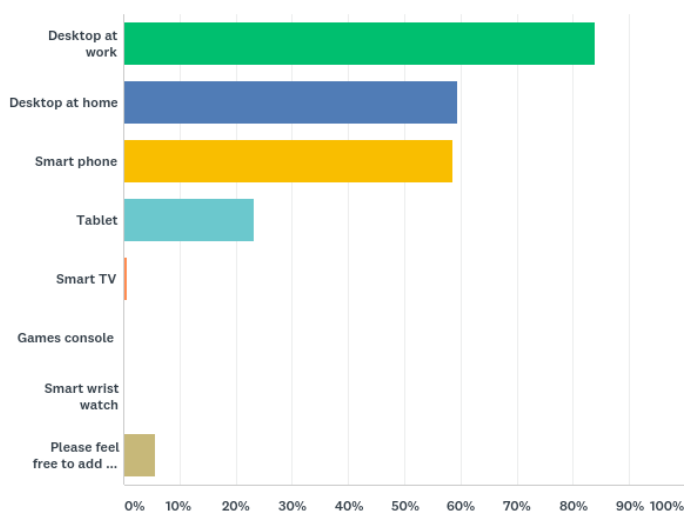
Q3 How often, on average, do you visit the IFoA website?



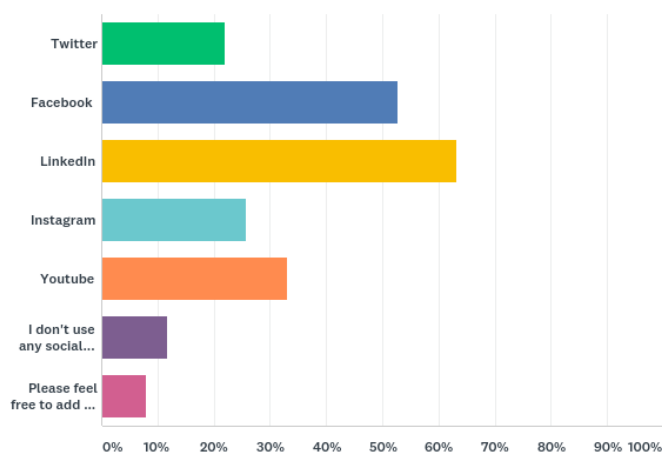
Q4 How do you rate the IFoA website on the following:



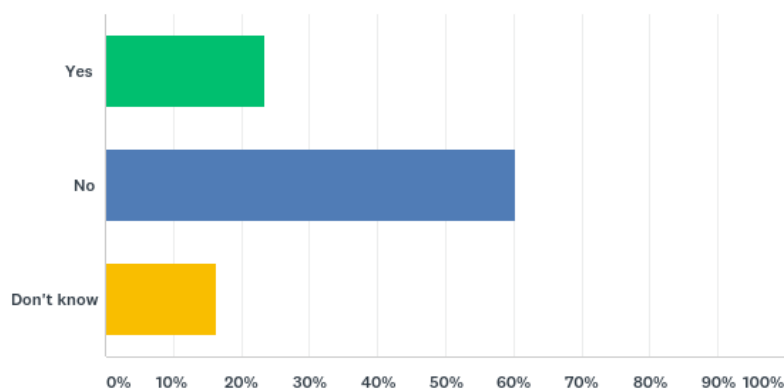
Q5 Which devices do you use to access the IFoA website?



Q6 Which social media channels do you regularly use?



Q7 Have you seen the IFoA mentioned or quoted in the press in the past year?



## Most common topics associated with the IFoA in press mentions



## Q8 How do you keep up to date with developments in the actuarial field?

