

Webmaster's report for BASK Executive meeting 4th Nov 2020

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Website

- Website on Wordpress format working well with new Wordpress updates performed to keep site up to date
- There are 691 members with 37 New/Pending applications
 - Bugs that had affected the new application process have been fixed
 - SSL certification
 - Membership management system with linkage to MailChimp
 - Access to The Knee
 - Web tracking cookies and opt out links working
 - GDPR update started and will evolve. BASK ICO registered
 - Mailchimp linkage has enabled emailing members with updates and newsletters very effective
 - All AGM Documents published on Website enabling this new virtual format
 - Speciality BOASTs published on website
 - Elective Surgery Prioritisation guidelines and COVID Pandemic guidelines published
 - Invitations for Applications for Executive Vacancies published on website and also sent to all members as email via Mailchimp
 - Invitation to join REJOIN Study extended to all members
 - Future development work
 - Website development – currently on hold due to other structural changes
 - Go Cardless: direct debit handling –
 - Xero: accounting/invoicing and linking with website –
 - conference booking system
 - Search engine optimisation
 - Increase content on both Professional and Public site
 - Exec to identify other BASK members to support content development
 - BASKInteractive YouTube account set up – more uploads to continue and awaiting videos
 - All surveys from Survey Monkey going out via baskinteractive@gmail.com

BASK Webinars, youtube channel and Twitter

- Twitter running with 903 followers. This has nearly doubled this year.
- BASK history on website- in progress
- Youtube video on History of Knee Replacement uploaded
- Due to the cancellation of the the Oxford face-to-face spring meeting we conducted 3 webinars and all communications for the webinars were done via Website and Twitter

Conference IT support

- Website and Twitter uploads for conference links and regular updates done

BASK supported surveys

- BASK High Tibial Osteotomy Survey
- BASK Patella Resurfacing survey