

HUPO MARKETING AND OUTREACH (MOC) COMMITTEE 2023 REPORT

22nd August 2023

Committee Members

Vera Ignjatovic, Chair (USA)
James Waddington, Co-Chair (GBR)
Conor McCafferty, Secretary (AUS)
Emily Hashimoto-Roth (CAN)
Benjamin Garcia (USA)
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Contact

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Committee objectives

The HUPO Marketing and Outreach Committee (MOC) is responsible for promoting proteomics via the HUPO brand to a wide audience using a range of tools and activities. The MOC promote and disseminate outreach activities, such as proteomics presentations / seminars and workshops organized by other committees (e.g., ECR, ETC, HPP). To assist in these efforts, MOC generates marketing materials for distribution using relevant contacts (e.g., clinicians) and social media platforms to reach audiences from all backgrounds. The MOC actively engages with third-party organizations to increase the profile of proteomics, for both visibility and potential streams of income and sponsorship. The MOC activities aim to increase the number of HUPO members and visibility of proteomics. The committee reports to the HUPO Executive Committee, providing updates on ongoing activities and future plans.

Summary of recent accomplishments (January to August 2023)

WeChat Content *ongoing	<p>Created and enabled a global team of students and post-docs in assisting in the ongoing creation of WeChat material, translating HUPO related posts from English into regional languages (currently in China only). To date, we have attracted 1,782 followers on the HUPO WeChat, containing 159 articles, with over 62,000 views.</p> <table><tr><td>-</td><td>Views</td><td>Articles</td><td>Followers</td></tr><tr><td>Sep-22</td><td>35,000</td><td>118</td><td>1,296</td></tr><tr><td>Aug-23</td><td>62,000</td><td>159</td><td>1,782</td></tr><tr><td>Increase</td><td>77%</td><td>35%</td><td>38%</td></tr></table>	-	Views	Articles	Followers	Sep-22	35,000	118	1,296	Aug-23	62,000	159	1,782	Increase	77%	35%	38%
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Humans of HUPO *ongoing	<p>https://www.hupo.org/humans-of-HUPO</p> <p>Continued to highlight HUPO members in the monthly HUPOST newsletter each month. Sub-committee set up to identify and contact members to highlight, taking diversity (including geography and seniority) into account. Twenty members highlighted to date.</p>																

Humans of HUPO t-shirts	After setting up the initiative in 2022, this has now been handed over to ICS for the upcoming 2023 HUPO meeting. MOC has provided feedback to ICS on the design and content on the 2023 Humans of HUPO t-shirts.
Strategic review	Vera Ignjatovic, as Chair of the MOC, participated in regular HUPO strategic review meetings throughout 2022 and reported back to James Waddington (co-chair) and the remainder of the MOC in late 2022. During 2023 all MOC members have contributed to a term of reference working document, outlining the MOCs tasks for implementation of the recommendations from the strategic review

List of activities in progress (September 2023 to March 2024) *

DESCRIPTION	PLANNED ACTION and AIM	TIMELINE
Line	Creation of a HUPO specific LINE account to increase reach into South Korea and Japan – hoping for additional uptake after HUPO 2023	Ongoing
HUPO Website Review	<p><i>Previous update - Completed a review of the existing HUPO website membership pages and revised the information to create a web page that is simple, exciting and attractive to potential new members.</i></p> <p><i>Completed a comprehensive review of the HUPO website (as a whole) and provided specific recommendations to the HUPO EC for improvements that could be actioned as “low hanging fruit” improvements at minimal or no cost.</i></p> <p>Currently in the process of setting up a sub-committee to begin working on suggestions for the new/improved HUPO website.</p>	Ongoing
Working groups	<p>Several working groups have been set up to address future projects. These include website, branding, social media, and promotion and outreach.</p> <p>Our focus for each group will be as follows.</p> <p>Website</p> <ul style="list-style-type: none"> o Improving HUPO online presence and functionality of the HUPO website. o At least one external person supplied by HUPO can be made available to help with this process <p>Social media</p> <ul style="list-style-type: none"> o Managing HUPO social channels for dissemination of HUPO information, events, humans of HUPO, and other success stories. o Not necessarily “generating” content, but responsible for disseminating HUPO content. <p>Branding</p>	Ongoing

	<ul style="list-style-type: none"> o Generation and updating of HUPO presentational material (e.g. PowerPoint slide backgrounds) and guidelines for using HUPO branding. <p>Promotion and outreach</p> <ul style="list-style-type: none"> o Promotion of HUPO and proteomics to a wider community. o Including promotion of proteomics to clinicians. 	
MOC membership	The MOC are actively recruiting new members to further increase outreach and to support the efforts of implementing the suggestions from the strategic review. As always, diversity will be considered to ensure a wide range of views and cultures are captured in MOC decision making.	Ongoing
HUPO Sponsorship Prospectus	<p>Working with the HUPO office to create a standardized approach for all HUPO-related sponsorship requests.</p> <p>The aim is to improve communication with potential industry sponsors and minimise multiple requests.</p>	Ongoing

Future goals, vision of committee

*The table above and this section will be updated and finalized towards the end of 2023 and beginning of 2024, based on implementation of the recommendations from the HUPO Strategic Review.

Financial impacts and/or requests (if appropriate)

Support for implementation of the suggestions for the HUPO website – the MOC will not be acting as webmaster in uploading content, as well as support to implement strategic initiatives (e.g., branding) resulting from the recent strategic review.

Recommendations to the HUPO Council and Executive Committee

None for this report, due to the strategic review and actions arising from that process.