



Communications Update

UKWF AGM – 24 March 2022

# UKWF members and stakeholders



**Over the last six months we have continued to deliver our comms rhythm activity, including:**

- **UKWF Newsletter** – sharing insights, news and updates. Next newsletter coming April 2021
- **Monthly activity reports and Ian’s Video blog** – providing the latest information and updates in one place – this has been a great platform to share information around the work we are doing with BEIS and the NMO.
- **Technical webinars** – latest one was about Brexit and ATEX with Geoff Botterill as guest speaker. Great to see so many members there.

**Stakeholder work:**

- Continued to support the UKWF team on their **engagement with OPS&S** to lobby on decisions such as plans to remove the NMO from the market. Plus communicate changes and updates to members.

# Social media

- Continued to see **organic growth** across our two social channels – **LinkedIn and Twitter** – which has raised awareness of the UKWF and its work.
- Now have **more than 490 followers on LinkedIn**.
- We'd encourage members to share posts and tag @UKWF when we work with you.



**Top Tweet** earned 183 impressions

The @OfficeforSands has confirmed that the NMO will withdraw from the CAB market on 30 April 2022.


You can read their announcement, which also includes guidance on the action you will need to take to ensure your certificates remain valid, here...

[bit.ly/3yVoYVI](https://bit.ly/3yVoYVI)

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**Top Follower** followed by 9,928 people



**Chartered Trading Standards Institute**  
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Founded in 1881, CTSI trains and represents trading standards professionals. Journal of Trading Standards (@jts\_editorial) - <https://t.co/19y1oe9Kn0>

**Top mention** earned 27 engagements

@stevenstrc  
@stevenstrc · Feb 4

A big thank you to Ian Turner from the @\_UKWF for his excellent training for our Engineers and Operations team Office yesterday.

#thankyou #team #training #engineering #weighingsolutions #weighing



[pic.twitter.com/dPZA2QwOtJ](https://pic.twitter.com/dPZA2QwOtJ)


**UK Weighing Federation**  
491 followers  
1mo · Edited · [🔒](#)

Thanks to Geoff Bottrill from EPIC for leading a brilliant webinar about ATEX and Brexit yesterday. It was great to see so many of our members at what was a very informative session.

If you missed the webinar or would like to watch it again, you can find it here...

<https://lnkd.in/dSHwcjQ9>

#webinar #atex #weighing #legalmetrology #ukwf #explosionproof #technical #legislation #safetymeasures #safety



**GOV.UK**

NMO Technical Services  
gov.uk · 6 min read

# UKWF Comms – focus areas in 2022



Over the last 18 months, we've put the foundations in place for UKWF communications and we'll continue to deliver our comms activities. In addition, communications will underpin the UKWF's business plans.

