



## Secretary and Social Media Annual Report 2026

Having acted as secretary since 2024, my primary responsibility has been to record the minutes of committee meetings. I have worked closely with the Society Convener to ensure the circulation of clear and accurate minutes following each meeting. This year, Simon Taylor is stepping down as Convener and committee member; his experience, wisdom and guidance have been of great value, and the Society is indebted to him for his contributions in this role. I will endeavour to support the new Convener as much as possible, ensuring continuity within the committee. In the same vein, Bill Patterson is stepping down as Newsletter Editor and committee member, and I would like to acknowledge his many contributions to the Society and express my gratitude to him.

### Social Media

Following the AGM last year, it was agreed that the roles of secretary and social media co-ordinator should be merged, and I am currently managing our social media accounts as part of my secretarial duties.

The society has a YouTube channel for uploading content, available at [Scotplacenames](#). In particular, this has proved useful for the purpose of uploading playlists with recordings from our online conferences to allow participants to view papers after the event. Having adopted this practice in the Autumn of 2024, we now have two (unlisted<sup>1</sup>) playlists with the papers from the 2024 and 2025 Autumn conferences. Anyone who would like access to these recordings is encouraged to contact me to receive the link(s). Here I would like to express my thanks to Simeon Krastev for all his hard work, not only in maintaining the Society website, but also in producing and providing the video recordings from our conferences, and much more.

### Twitter/X & Bluesky

As reported at the AGM last year, the running of the SPNS social media accounts has mainly focused on maintaining a Twitter/X presence by publicising conferences and other relevant events. The Twitter/X account (@scotplacenames) has 418 followers and the Instagram account (@scotplacenames) has 332 followers. The society also has a Bluesky account which is available at @scotplacenames.bsky.social.

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<sup>1</sup> Unlisted Youtube videos are only accessible via a direct link and therefore have limited public visibility.

It is worth noting that the current social media landscape continues to present challenges in terms of disseminating information to academic and broader audiences. Many academics no longer use Twitter/X, but at the same time, Bluesky does not have the same reach. Because of this, the committee may wish to consider other strategies for outreach, particularly in ensuring that the hard work by Eilidh Milroy as Newsletter Editor is appropriately publicised. Promotions may include more systematic sharing of events through existing groups, like the Scottish Place-Names Facebook community.

Sofia Evemalm-Graham  
SPNS Secretary  
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