

GWWC and 80k Cambridge Term Review Winter 16/17

Make a copy of this document for your group and enter your responses there.

This document is the written portion of the Winter 2016/2017 EA Group Term Review. If you haven't already, please fill out the [Typeform portion of the Review](#). After you finish this document there is an optional spreadsheet section of the Review - instructions for the spreadsheet section are at the bottom of this document.

This review is as helpful for other groups as it is for CEA. By default, your responses will be shared with other groups, and their responses will be shared with you. If you would prefer a response or section of a response not be shared with other groups, **change the font color to red for that section** and we will leave it out.

Bullet points, lists, and informal language are all welcome.

When you have finished filling out this document, send a copy to the CEA team at chapters@effectivealtruism.org. Please title the document "[Group] Term Review Winter 16/17", e.g. "Harvard Term Review Winter 16/17".

1. Events run this semester
 - a. When possible, include attendance, rough judgment of value, and time spent by organizing members

See [this spreadsheet](#)

2. Summary of your group's activities for the past term
 - a. Keep your answer between 5 sentences and half a page
 - b. Include as much or as little detail as you think will be useful to other groups

We aim to increase all levels of EA involvement in Cambridge. This has been done principally through speaker events (1-2 per week) in the past, but this term we have also run bi-weekly formal dinners, weekly socials and a discussion group series. These have been aimed at building an EA community so people can become socially involved without being on a society committee. We have also expanded our EA Reps scheme as a low-time commitment way for people to get more involved.

3. Describe your group's social media strategy

We currently use Facebook and YouTube.

Events Advertisement

- Having a FB event for every event we hold, with detailed description of the event & cover photo
- Mass FB Invites By Committee: 500-1000 invites each event
Facebook is the most popular answer to the question "Where did you hear about this event?" on the feedback forms we hand out after each event. This suggests that this is our most effective publicity strategy. However, there is a confounding factor as our emails always link to the Facebook event. Many people will therefore read about the event through the mailing list, then click attending on Facebook, and are then reminded that they wanted to go to the event through Facebook.
- Aiming to Co-host all events with other societies so they can share on their Facebook pages and mailing lists.

Post-Event Publicity

- Pictures from Socials and Formals posted on Facebook. These typically have high engagement and reach
- Most speaker events are filmed and posted on YouTube, then shared on Facebook.

EA Education

- Regularly share ea-related articles, podcasts or videos on Facebook, especially during the vacations.

Pledge Campaign

- Photo Campaign

4. Lessons learned

- a. What important updates has your group made that other groups might benefit from hearing?
- Operating a strict "no jargon" policy works really well and creates a welcoming environment for new people. Committee members aim to avoid acronyms and jargon at public socials and ask each other to define any technical terms they use e.g. "AI", "X risk". Try
 - It's important to make sure everyone who attends an event leaves with a basic understanding of what EA is and a few key facts. Most speakers do not cover this so we say it in the introductions to every event, and try to have a slide saying what EA is up while people are sitting waiting for a talk to start.
 - Share generic chapter mailing list emails you write to the EA event organisers group so people
 - Keep a focus on getting people more involved from socials to taking the pledge and making career plan changes

5. The purpose of your chapter, as understood by the organizing members

To spread Effective Altruism to people in Cambridge and form a local community of EAs. Increasing the number of people at all levels of involvement - from basic awareness EA to taking the pledge and making significant career plan changes.

6. If your group has run an EAGx event, explain what impact EAGx has had on your group and an estimate of the value produced by the event

n/a

Member Spreadsheet - [here](#)