

Communications Officer Report 2023

<p>Role of the Comms Officer and progress towards key priorities for 2023:</p>	<p>The Communications Officers role:</p> <ul style="list-style-type: none"> • Promote the activities of the MACP and its members. • To keep members up to date the items of interest in the MSK environment. • To keep members informed regard the work of the MACP Committee. • To link with the CSP to provide expert opinion. • Co-ordinate responses to MSK articles published in the media. <p>Communications Officer Strategic Objectives 2023</p> <ol style="list-style-type: none"> 1. Increase membership by 20% 2. Increase the visibility of the MACP and its work.
	<p>The year 2023 had a significant increase in activity to meet the strategic aims of the MACP.</p> <p>The Communications Officer function is being maintained as two members to support the growth of the in those functions to continue to meet the strategic objectives.</p> <p>The communications function embraced a greater marketing and promotional role in the past year with considerable resources directed to developing relationships with marketing firms to develop more professional and appealing promotional materials, the role out of our preferred educational partners relationships and the presence of the MACP at various face to face conferences such as the recent BAsem event as these return after a period of virtual events following COVID.</p> <p>Social media: We have strengthened our presence on social media further in 2023 having expanded our followers, moved onto the LinkedIn platform.</p> <p>Twitter: Twitter has been a key media outlet that has allowed us to communicate important news to both our members and to the wider public. We are expanding our use of the Canva platform to make posts more impactful.</p> <p>Our Twitter account is manned on a daily basis to promote a range of subjects from research, articles of interests, re-tweets of key</p>

musculoskeletal subjects and in some cases a 'lighter touch' to recognise student successes or promote courses.

Growth on Twitter since 2017:

2017-18	13k
2018-19	16k
2019-20	18.7k
2020-21	19.7k
2021-22	21k
2022-23	21.2k

Facebook:

Engagement with Facebook has shrunk with far less interaction from members in line with the general decline in popularity of this platform, we maintain a Presence on the platform

Instagram:

Instagram is mainly a visual platform requiring photos and video material. This has been used extensively to promote our courses and we have grown our followers from 614 in the past year to 860. This has been largely to do with the PDC team using this platform to promote courses and drive interest.

Touchnote:

We now deliver 4 issues of our Newsletter Touchnote which has a regular open rate of over 55% which is better than most industry standards. *(Ecommerce brands saw the highest open rates (11%), followed closely by finance & banking (10%). Meanwhile, marketers from tech sectors were lowest (3%) and came in second behind healthcare providers (5%).*

Touchnote continues to reach the membership with regular content based around.

- Updates from the Executive Committee or Key Messages
- Affiliate membership Information
- Promotion of MACP Evolve portal
- Research and bursary awards.
- Rheumatology CIG updates
- IFOMPT updates
- ARMA Updates
- Learning resources from HEE
- National and international conferences
- MACP AGM.
- Calls for abstracts
- Focus on resources shared on social media –references and links to resources shared on social media.