

Communications Officer Report 2024

<p>Role of the Comms Officer and progress towards key priorities for 2024:</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 2024</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 2024 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>It has been a busy year, building on the success of embracing a greater marketing and promotional role for the MACP executive committee in the previous year. We have consolidated social media accounts, started to grow LinkedIn, and promoted several different events across the year as well as continuing the success of Touchnote. This has included the Nurturing Research conference, IFOMPT, member benefits and developing new promotions to support the MACP.</p> <p>For the coming year, we plan to develop a strategy to link in comms across the EC sub-committees and increase the breadth of comms supported by the team.</p> <p>The comms team remain committed to driving up membership of the MACP and are working alongside the exec committee to consider alternative ways in which this could be achieved.</p> <p>Social media: We have strengthened our presence on social media further in 2024 having expanded our followers, and have cemented our presence on LinkedIn –</p>

which we now target for increased engagement. We are currently looking at Threads and whether it serves our purpose.

X (Twitter):

X/Twitter continues to be a key media outlet that has allowed us to communicate important news to both our members and to the wider public. We have increased our visibility by adding the blue tick.

We are expanding our use of the Canva platform to make posts more impactful.

Our X/Twitter account is manned on a daily basis to promote a range of subjects from research (this involves working closely with knowledge translation and research), articles of interests, re-tweets of key 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
2023 – 24	21.4k

Facebook:

We continue to have a limited presence on Facebook, as it continues to decline on a social platform. However, we are currently working to combine our Facebook and Instagram accounts into a Meta Business account which will allow us more capacity to schedule and release regular content through our SM platforms.

Instagram:

This has been used extensively to promote our courses and we have grown our followers. The comms team have increased the use of this platform to disseminate MACP information over the past year. The PDC team continue to use this platform to promote courses and drive interest.

2021-22	614
2022-23	860
2023 – 24	1,030

Touchnote:

We continue to deliver Touchnote 4 times a year and have worked with our marketing partners to develop Touchnote to a more user friendly interface and allow us to share information in an easier and more accessible way. The first release of this was in July 2024. Figures for touchnote are below and

continue to remain healthy in comparison to industry standards, showing good engagement with this format.

	Oct-23	Dec-23	Mar-24	Jul-24
Total Recipients:	1,265	1,075	1,218	1,246
Recipients Who Opened:	767 (61.7%)	627 (58.7%)	895 (74.5%)	709 (57.9%)
Recipients Who Clicked:	123 (9.9%)	56 (5.2%)	87 (7.2%)	79 (6.4%)

Industry standard for reference: 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
- Member benefits
- Nurturing research conference
- Research and bursary awards.
- 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.