

## Communications Officer Report 2025

<p>Role of the Comms Officer and progress towards key priorities for 2025:</p>	<p><b>The Communications Officers role:</b></p> <ul style="list-style-type: none"> <li>• Promote the activities of the MACP and its members.</li> <li>• To keep members up to date the items of interest in the MSK environment.</li> <li>• To keep members informed regard the work of the MACP Committee.</li> <li>• To link with the CSP to provide expert opinion.</li> <li>• Co-ordinate responses to MSK articles published in the media.</li> </ul> <p><b>Communications Officer Strategic Objectives 2024</b></p> <ol style="list-style-type: none"> <li>1. Increase membership by 20%</li> <li>2. Increase the visibility of the MACP and its work.</li> </ol>
	<p>2025 continues to see two people sitting on the exec committee in comms roles, with increasing volume for the comms team and bigger projects within the MACP ending a successful year for the comms team. We planned to grow the comms support in the 2024 report, to help engagement across the EC, with success but work that continues to be needed to make the communications as successful within the scope of our resources.</p> <p>There continues to be a greater marketing and promotional role for the MACP executive committee, highlighted by the launch of the MACP portfolio route in October this year which was completed in conjunction with OneFitLife. Our X post launching the routes garnered 18,875 impressions and 1,371 engagements, with total impressions in this month a staggering 70,731 for all posts. Over the year, posts on X have seen 312k impressions with over 12,000 engagements.</p> <p>This year also has seen collaborations with our CIGs, with a successful launch of the SOMM CIG at our study day in June. We have also engaged with the PPA, and whilst not coming to fruition at this time, there was good engagement from an MACP perspective.</p> <p>The study day was a great success across the EC and the event was well promoted, with a joint effort by all involved to get good engagement tickets sold for the study day in June.</p> <p>We have introduced Buffer as a tool to support both the communications and PDC teams, allowing management of our social media spaces with greater efficiency and allowing multiple users access to the MACP accounts for purposes of promotional and educational enhancement.</p>

Touchnote continues to be a successful member engagement, and the member benefits have continued to be promoted, with active review of the benefits taking place across the year. We have helped support other sub committees promotion of their engagements and will continue to build on this over the next year.

For the coming year, we plan to continue to build on a comms strategy, to ensure effective use of resources within the MACP exec and help promote effectively the work of the MACP. Examples include the use of an exec committee summary out on the socials which was launched last year, the comms spreadsheet highlighting when things are to be promoted and active projects.

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, alongside active promotion of the quality work of the exec committee.

**Social media:**

We continue to build our social media presence, with Buffer being a useful tool for the promotion of the MACP across our social platforms. We have also launched into Bluesky after looking at the move away from X for a number of users.

**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 continuing the blue tick.

However, numbers have shown a decline in terms of followers for the first time since 2017, perhaps reflecting consumers choices and the unsettled nature of X with it's recent history.

Growth on X 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
2024-2025	21.2k

**Facebook:**

We continue to have a limited presence on Facebook, and whilst it was felt that it was a declining platform, we do continue to have some engagement on it. We have been unable to combine our insta and FB to a single channel owing to the way that they were originally set up, however this is a problem that has been resolved with the advent of buffer.

2024-2025 – 1.8k followers

**Instagram:**

Continues to be utilised as per last years report.

2021-22	614
2022-23	860
2023 – 24	1,030
2024-2025	1,172

**LinkedIn**

This platform has increasingly become a success, and the followers have increased up to 620 across the year. Impressions remain high (1,705 in the past 30 days) and this is a positive professional space for us to be in.

**Touchnote:**

We continue to deliver Touchnote 4 times a year and have seen the user friendly interface launched for touchnote and other emails, which make the email communication easier and more professional looking. The figures for touchnote are below and continue to remain healthy in comparison to industry standards, showing good engagement with this format. However there has been an overall slight decline in the numbers receiving the newsletter.

	Dec-23	Mar-24	Jul-24	June 2025
Total Recipients:	1,075	1,218	1,246	1,171
Recipients Who Opened:	627 (58.7%)	895 (74.5%)	709 (57.9%)	760
Recipients Who Clicked:	56 (5.2%)	87 (7.2%)	79 (6.4%)	53

*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

	<ul style="list-style-type: none"><li>• Focus on resources shared on social media –references and links to resources shared on social media.</li></ul>
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