

Communications Officer Report 2026

Role of the Comms Officer and progress towards key priorities for 2026:	The Communications Officers role: • Promote the activities of the MACP and its members. • To keep members up to date with items of interest in the MSK environment. • To keep members informed about 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. Communications Officer Strategic Objectives 2026 1. Increase membership by 20% 2. Increase the visibility of the MACP and its work.
	<u>MACP Communications Report 2026</u> <u>Overview</u> The past year has represented a significant year of growth and development for MACP communications, with increasing collaboration across executive committee activity and continued expansion of the organisation's digital presence. Key points: • Over 1,000 posts delivered across five communication channels • Over 3,800 reactions and 134 comments generated across platforms • Increased coordination and planning through Buffer • Growing communications workload across the MACP The communications workload across the MACP continues to increase, reflecting both growing organisational activity and wider expectations for responsive and high-quality digital communication. Buffer has continued to improve coordination and consistency of communication activity across the executive committee and wider MACP activity. <u>Membership</u> The supplied year-on-year membership comparison records a total of 1,167 members compared with 1,220 in the previous year, a reduction of 53 (4.3%). Full membership decreased from 981 to 940 and Affiliate membership from 142 to 120. Associate membership increased from 62 to 70; the administrative team attributes this increase to portfolio route candidates. Honorary membership increased from 31 to 32 and Retired membership from four to five. Corporate Affiliate membership remained at zero.

The overall decline means that the stated 20% membership growth objective has not been achieved on the supplied figures. The increase in Associates is encouraging, but has not offset the reductions in Full and Affiliate membership. This reinforces the need to improve awareness of membership pathways, support engagement at entry level and continue demonstrating value to existing members.

Administrative Support

Key points:

- Significant increase in communications support from Katie and Emma
- Increased member communication output
- Ongoing support for Touchnote
- Support in development of study day communication strategy

A particularly important development during the year has been the increasing contribution of the MACP administrative support team. Katie and Emma have continued to provide significant support across MACP activity, however their contribution to communications has grown substantially throughout the year. Their support has been instrumental in improving organisation, consistency and delivery of communications activity across multiple areas of the MACP.

Touchnote

Key points:

Spring Touchnote:

- 38.7% open rate
- 4.8% click rate

Summer Touchnote:

- 31.6% open rate
- 3.3% click rate

December Touchnote:

- 32.4% open rate
- 4.2% click rate

Strongest engagement related to clinically relevant resources and educational opportunities

Touchnote continues to provide an important mechanism for direct member communication. Clinically relevant resources and course-related content generated the strongest engagement during the year, particularly the corticosteroid aftercare patient resource and educational opportunities promoted through Touchnote.

Social Media Overview

Platform	Key Metrics	Key Observations
X/Twitter	21.1k followers • 158,000+ impressions • 920 clicks • 675 reposts	Remains MACP's largest communication platform with strong visibility and reach.
LinkedIn	1,552 followers • 44,000+ impressions	Continues to emerge as one of the MACP's strongest professional engagement platforms.

Facebook	1.9k followers • 63,000+ impressions	Continues to provide useful visibility and click-through activity.
Instagram	1.2k followers • 37,000+ views • 21,000+ reach	Supports visual promotion of courses, events and wider MACP activity.
Bluesky	171 posts • limited engagement	Engagement has remained low despite regular posting activity.

Key points:

- Strongest engagement related to professional leadership, member achievement and educational activity
- LinkedIn increasingly aligns with MACP's professional identity and strategic communication aims
- X/Twitter continues to provide broad visibility and rapid dissemination of information – however X remains with some complexities regarding the political landscape which we will continue to monitor.
- Facebook and Instagram continue to provide useful complementary engagement

Analysis of engagement trends demonstrated that audiences engaged most strongly with professional leadership, keynote speakers, educational activity and wider professional discussion. Posts highlighting national and international achievements of MACP members generated consistently strong engagement across platforms and reflected positively on the wider profile of the organisation.

Study Day and Educational Engagement

Key points:

- Study day generated positive online engagement and visibility
- Translation from online engagement into face-to-face attendance remains challenging
- Webinars and shorter online educational formats demonstrated strong uptake
- Supports continued review of CPD formats and engagement preferences

An important theme during the year has been the challenge of translating online engagement into attendance at larger face-to-face events. In contrast, webinars and shorter online educational formats have demonstrated encouraging uptake. Future Study Day promotion should make the clinical and professional value of attendance clear, supported by university programmes, representatives and member networks.

Webinars and Educational Promotion

Key points:

- Regional representative-led webinars demonstrated strong engagement and attendance
- AI Webinar: 74 attendees
- Sports and Exercise Medicine Webinar: 121 attendees
- Principles of Exercise Prescription in MSK Conditions with Professor Roger Kerry: more than 400 registered
- Webinar formats appear to provide an accessible and successful route for MACP engagement and promotion

	The webinar activity organised by the regional representative team has been particularly successful during the year and represents an encouraging area of growth for MACP educational engagement. Attendance figures for both the AI Webinar and Sports and Exercise Medicine Webinar demonstrated strong uptake and suggest that shorter and more accessible online educational formats continue to resonate well with members and the wider MSK community. The trend of interest in webinars continues, with more than 400 people now registered for Professor Roger Kerry’s Principles of Exercise Prescription in MSK Conditions webinar. This represents substantial interest ahead of the event; registrations are distinct from attendance. Promotion and follow-up provide an opportunity to introduce participants to the wider MACP offer and routes to membership. <u>Nurturing Research</u> The Nurturing Research conference provides an opportunity to raise awareness of MACP research activity and encourage participation across the MSK community. Communications include planned social media reminders and an email to MACP members. The campaign will highlight the relevance of the conference, including for physiotherapists beginning to develop an interest in research, and support the wider aim of connecting research, education and clinical practice. <u>Bluesky and Buffer Review</u> Key points: • Limited engagement despite regular posting activity on Bluesky • Bluesky has been withdrawn from active MACP communications • Removal of the Bluesky account from Buffer has reduced the annual subscription fee • Resources can be focused on the remaining communication channels The MACP established a presence on Bluesky during the year in response to changing social media trends. However, engagement remained limited and Bluesky has now been withdrawn from active MACP communications. Removal of the Bluesky account from Buffer has reduced the annual subscription fee, supporting a more focused use of communications resources. <u>Communications Infrastructure and Workflow</u> Key points: • Increasing communications activity has highlighted challenges around workflow organisation and collaborative working • Multiple platforms explored including ClickUp, Trello and collaborative workspaces • No current solution has provided a sufficiently streamlined or effective workflow solution • Simplicity and minimising additional workload remains a priority As communications activity across the MACP continues to expand, identifying an effective digital “workspace” for ongoing communications management and collaboration has become increasingly challenging. A number of potential platforms and workflow systems have been explored
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	during the year. However, at present none have demonstrated sufficient benefit without also introducing additional complexity or administrative burden. Maintaining simplicity and avoiding unnecessary duplication of processes currently appears the most pragmatic approach whilst longer-term solutions continue to be explored. <u>Future Direction</u> Key points: • Grow awareness and membership among graduate and early career physiotherapists • Develop a proposed early career webinar series with the knowledge translation officers, CEA and MACP MSc programme representatives • Highlight portfolio and university routes to membership • Expand support for university courses and their students • Raise the MACP profile across the MSK community, aligned with the MACP strategy review • Continue development of the MACP brand and improve Canva and Buffer coordination • Consider a communications subcommittee to strengthen capacity and continuity The communications team is working with the knowledge translation officers and representatives from MACP MSc programmes to develop further engagement and support at entry level into the MACP. This work aims to support membership growth, widen awareness and engagement, and align with the MACP strategy review. The proposed starting point is a series of webinars aimed at graduate and early career physiotherapists, developed with CEA and programme representatives. In the year ahead, communications will highlight the portfolio route alongside university pathways to membership, expand support for university courses and strengthen connections with prospective and current students. Educational activity, research and members' achievements will continue to be used to raise the MACP's profile across the wider MSK community. A review of MACP marketing will include improving how Canva and Buffer support consistent content production and scheduling. Regular planning between the communications officers and a shared task tracker will help coordinate responsibilities and deadlines while keeping the workflow simple. As communications activity continues to expand, an important area identified during the year has been the need to improve resilience and future development capacity within the communications function. A proposal is therefore being developed to establish a communications subcommittee to support the existing communications team and executive committee moving forwards. The intention would be to improve resilience and sustainability within the communications function whilst also bringing fresher perspectives and more contemporary insight into the future development of MACP communications and digital engagement, building upon previous work undertaken to strengthen the MACP brand identity.
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