

Communications report 2019

The communications committee role within the MACP is to

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 regarding the work of the MACP committee

To link with the CSP to provide an expert opinion

Co-ordinate response to MSK articles published in the media.

In order to achieve this the communication committee has continued to work on its strategy by

- continuing to increase awareness through targeted use of social media
- continued creation and dissemination of educational podcasts
- improve engagement and communication with MACP members
- link with partners in combined communication campaigns.

The communications committee has continued to see a significant rise in the MACP social media accounts. The MACP continues to view these mediums as one of the main platform for dissemination and promotion of MACP activities to both the public and MSK stakeholders.

The MACP twitter account now attracts over 16 thousand followers with an increase in both Twitter activity and visits to the MACP profile page. This is an increase of 3000 members since last AGM compared to previous 1000 member growth from 2017-2018.

Twitter Analytics

	new followers	mentions	Tweets	profile visits
oct 2018	308			
nov 2018	221			
dec 2018	149			
Jan 2019	151			
Feb 2019	152	2		
March 2019	164	237	47	1255
April 2019	175	192	36	1471
May 2019	159	307	22	1112
June 2019	147	171	27	903

	new followers	mentions	Tweets	profile visits
July 2019	133	120	37	983
Aug 2019	41	80	29	981
Sept 2019		215	45	1079

Facebook continues to grow in usage (1.2K followers) although at a slower rate reflecting the change of usage in SoMe channels.

Although stepping down from the executive committee Dan Nicholls has continued to be a valuable member of the communication team and has a key role in the production of educational podcasts. This year we have seen podcasts from Jeremy Lewis, Lorimer Moseley and Ian Griffiths with future planned podcast linking with themes identified from the Knowledge and Translation officer

The MACP communication committee has also identified communication and engagement with members as a key priority from the last AGM.

This year has seen the successful re introduction of Touchnote newsletter to members promoting member activities, opportunities for engagement, items of MSK interest , education events and feedback on activities of the MACP executive committee.

The Communications committee has also run “meet the members” fora to inform the Membership review process and ensure all members were given the opportunity to discuss and inform membership changes. The communications committee is committed to exploring methods of engaging with members and will continue to host communication fora in 2019-2020.

The MACP maintains its commitment to continuing to improve membership engagement with a focus on promoting the MACP to potential new affiliate members.

The MACP communications committee continues to work in partnership with ARMA, IFOMPT and the CSP as an expert opinion on MSK matters.

I would like to thank all the members of the communication team who have worked hard to promote the MACP and excellence in MSK to the wider healthcare community.

Helen Welch
Communications Officer