

Communications Officer Report 2020

<p>Role of the Comms Officer and progress towards key priorities for 2020:</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 2020</p> <ul style="list-style-type: none"> • To grow brand awareness of the MACP organisation through membership activity. • Resource the Regional reps with communication tools, bulletin, slides. • To communicate the Executive sub-committee activities, knowledge transfer, education. • Members will understand what being a member means / internal standard
<p>Key report</p>	<p>The year 2020 had a significant impact on communications due to perceived changing needs during the pandemic.</p> <p>Social media: Our presence on social media has grown over the past year with the MACP being represented on several platforms.</p> <p>We have many members whose engagement with social media is spread over these platforms therefore having a presence on these is key to promoting our activities and encourage further engagement with its content.</p> <p>Engagement by the UK population increased during lockdown and visiting these platforms, providing information, support and educational material was done on a daily basis.</p> <p>Twitter: Twitter continues to be the key social media platform for professional organisations and influential physiotherapists. Our account is manned on a daily basis to promote a range of subjects from research, articles of</p>

interests, re-tweets of key musculoskeletal subjects and in some cases a 'lighter touch' to recognise student successes or promote courses.

Our Twitter following has increased from 16k to 18.7k and continues to grow.

2017-18		13k
2018-19		16k
2019-20	Increase of 1.7k in the past year.	18.7k

Facebook:

Engaged with Facebook has shrunk nationally and internationally but we have still continued to grow on this platform from 1200 (2018-19) followers to 1476 (2019-20).

There is a lot of overlap in content with Twitter to support members who are not on Twitter.

Facebook has also be a very useful platform for live webinars and hosting other media content like podcasts.

Podcasts were a less engaging form of media in the past year as technology moved to webinars and Zoom presentations.

We continue to share videos on Facebook to present presenters for the MACP Study Day which has created a more animated engagement from presenters to the membership and beyond.

Instagram:

Instagram is mainly a visual platform requiring photos and video material. Content from our other platforms is shared here. We currently have 39 followers.

Tik Tok:

Due to the popularity of this new platform we created an account to see if we needed to have a presence here. We will review this over the next 6 months.

Touchnote

Touchnote has seen a surge in interest in 2020 which we feel is largely due to a change in content. There are now several headings in each issue.

- Post Covid19 MSK views sought
- ARMA Trustee post
- Learning resources from HEE
- National and international conferences
- IFOMT update
- Calls for abstracts
- Regional rep update.
- Focus on resources shared on social media –references and links to resources shared on social media.

	<p>One of the key items on the contents list is the resource section. This has provided members with access to key articles and resources over the pandemic when patient engagement became more virtual and patient resource information was of value to members.</p>
#imMACP	<p>The open rate has increased this year by 5% from 35% to a 40% average</p> <p>#imMACP was going to be a key brand awareness raising exercise that was considered pre-COVID.</p> <p>Members were encouraged to use the #imMACP in their email addresses, social media, output contact details. Course leaders were encouraged to do this too but uptake has been poor. This will be re-visited in 2020-21.</p>
Frontline article	<p>In July the CSP's Frontline wrote an article about the history and evolution of the CSP's Professional networks and its Equality & Diversity networks over the last 100 years (as it is celebrating the CSP's charter centenary this year).</p> <p>https://www.csp.org.uk/frontline/article/past-present-future - July 2020.</p>
Regional Representatives	<p>The Comms Officer is in regular touch with the Engagement Officer to share MACP material and information for dissemination to the regional representatives.</p>
Courses	<p>The PDC shares a lot of the media platforms are feed course content to help keep the profile of the MACP high which assists in having a strong media presences.</p>