

## Communications Officer Report 2021

<p>Role of the Comms Officer and progress towards key priorities for 2020:</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 2020</b></p> <ul style="list-style-type: none"> <li>• To grow brand awareness of the MACP organisation through membership activity.</li> <li>• Resource the Regional reps with communication tools, bulletin, slides.</li> <li>• To communicate the Executive sub-committee activities, knowledge transfer, education.</li> <li>• Members will understand what being a member means / internal standard</li> </ul>
<p>Key report</p>	<p>Our communications activity continued in the same vain as the previous year due to the ongoing pandemic. Increases in our digital communications footprint ensured that we were able to promote a range of activities from our courses, to engaging with the musculoskeletal community and a range of other professional organisations.</p> <p><b>Social media:</b> Our presence on social media platforms continues to grow. In the past year the use of these platforms has allowed us to carry key messages about the MACP’s activities with almost instant reach to our audience.</p> <p>The pandemic has led to the public consuming greater volumes of information digitally with no signs of abating. We are working behind the scenes to remain engaged with the ever-growing needs of our membership and remaining conscious of trying to attract new members.</p> <p><b>Twitter:</b> 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 to 19.7 with a projected 20k by the end of the year.

2017-18		13k
2018-19		16k
2019-20		18.7k
2020-Oct		19.7

**Facebook:**

Growth of Facebook as a professional media platform has slowed down in what appears to be a shift of some of our audience to the 'bite-size' format of Twitter. We continue to feed Facebook as not all members are on Twitter and ensure that content is generally shared on both outlets

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

Podcasts continued to slow down as we saw a growth in webinars and Zoom presentations. This has slowed in the past few months which may be a reflection of summer month activity or some saturation.

**Instagram:**

Instagram is mainly a visual platform requiring photos and video material. Content from our other platforms is shared here. We currently have doubled our followers to 82 and will increase our visual content over the next year by employing new software like Canva to create professional graphics. The PDC is working in conjunction with the Communications officer to revamp the MACP Instagram which should increase our followers – this will be ready early 2022.

As part of the launch of the Rheumatology Clinical Interest Group, the social media platforms will be supported by the team. At the time of their launch they had 19 followers which is expected to grow as the group expand their activity.

**Touchnote**

Touchnote our newsletter has continued to benefit from the change in content and structure. We hope to continue with the Newsletter to carry a range of other communication and for those who do not have a presence on social media. This allows us to reach members with 5 issues a year (versus 4 in previous years) and brings a variety of updates on IFOMPT, calls for abstracts and promotion of conferences and webinars. The newsletter also has a media roundup of key articles shared on social media with links embedded into the newsletter for a useful educational and article database of popular research papers.

	<p>Touchnote was particularly useful to help us share the announcement of our new portfolio routes and the Rheumatology CIG for those who wish to consume their information in a different way.</p> <p>The average open rate for Touchnote this last year was 42.24% versus an annual average open rate of 40.38% the previous year</p> <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 presence.</p>
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