

Communications Officer Report 2022

<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 2022</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>The year 2022 had a significant increase in activity to meet the strategic aims of the MACP and leading on from the 2020-1 pandemic. The Communications Officer function expanded and two members were co-opted to support the growth of the in those functions to continue to meet the strategic objectives.</p> <p>The communications function embraced a greater marketing and promotional role in the past year with considerable resources directed to the Fourteen Fish portal, the Affiliate Membership category vote, news about new Education partners, videos to share the roles of the Executive Committee, Therapy Live and the AGM.</p> <p>Social media: We have strengthened our presence on social media especially in 2022 having built a growing community of followers reaching just under 21,000 followers.</p> <p>Twitter: Twitter has been a key medial outlet that has allowed us to communicate key news to both our members and to the wider public. The brevity of</p>

limited characters has assisted us in keeping our communication clear and concise.

We have also seen how our video content on the platform is shared widely across the UK and beyond. With re-tweets and growing follower numbers, it strengthens the MACP brand as we know our membership has confidence in seeing content from a trusted source.

Our Twitter account is manned on a daily basis to promote a range of subjects from research, articles of interests, re-tweets of key musculoskeletal subjects and in some cases a 'lighter touch' to recognise student successes or promote courses.

Growth on Twitter since 2017:

2017-18	13k
2018-19	16k
2019-20	18.7k
2020-21	19.7
2021-22	21 (projected)

Facebook:

Engaged with Facebook has shrunk nationally and internationally. There is a lot of overlap in content with Twitter to support members who are not on Twitter. Facebook has also been a very useful platform for live webinars and hosting other media content like podcasts. We have increasingly used our Zoom account in the past year however for these activities.

Instagram:

Instagram is mainly a visual platform requiring photos and video material. This has been used extensively to promote our courses and we have grown our followers from 82 in the past year to 614. This has been largely to do with the PDC team using this platform to promote courses and drive interest.

Touchnote:

We continue to deliver 6 issues of our Newsletter Touchnote which has a regular open rate of over 40% which is better than most industry standards. *(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
- Affiliate membership Information
- Promotion of FourteenFish portal
- Research and bursary awards.
- Rheumatology CIG updates
- IFOMPT updates

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| | <ul style="list-style-type: none">• ARMA Updates• Learning resources from HEE• National and international conferences• MACP AGM.• Calls for abstracts• Focus on resources shared on social media –references and links to resources shared on social media. |
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*<https://anyleads.com/what-is-the-good-open-rate-of-a-newsletter>