



Communications Report

Work Programme 1st April 2015 - 31st March 2016

Report 01/04/15 - 28/08/15

Outcome 1 People understand what we do and how to get help when they need it. Demonstrate by end of 15/16 that more people know about us. 6 monthly reports to the Board.		
ACTIVITY	Progress	Outcome / Impact
Develop and lead on implementation of HWC Comms plan to support HWC work plan and priorities - to include <ul style="list-style-type: none"> • E-News every 4-6 weeks • Hardcopy news - every 4 months • Website, inc news stories • Social Media • Youth Connect (support) • Media development - news, radio 	4 editions of e-news published: 29/04/15, 05/06/15, 03/07/15, 20/08/15 Sign up list taken out to all engagement events and E&V visits.	E-news opened by average of 27 - 30% of recipients, which is above industry standard. Most clicked items include consultations. List grown by 3% since April, to 586 for Aug edition.
	Hardcopy news 1 edition published April. Next edition due. Now have InDesign so can self-publish but need to set up newsletter template.	Hardcopy news: 1,000 copies distributed via engagement events & care home visits.

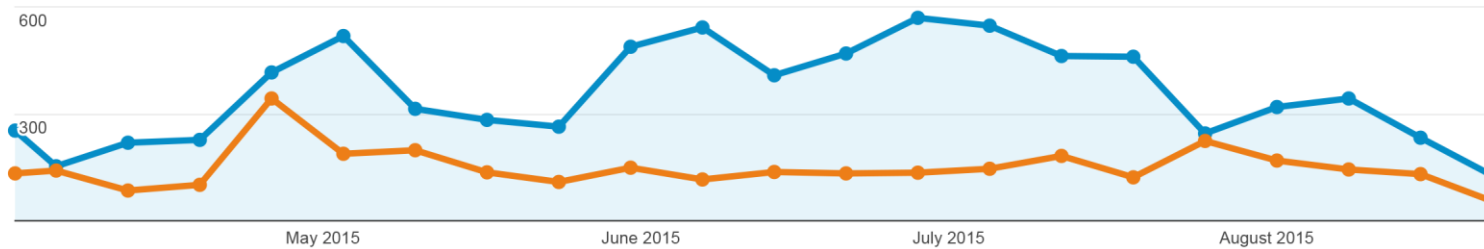
<ul style="list-style-type: none"> • Community newsletters • Vol org & partner newsletters 	<p>Website Regularly updated with news stories (15 in the above period). Consultation Network and Events updated by the office.</p>	<p>216% Increase in users to website for period 1/4/15 - 28/8/15 compared to same period last year. 45% increase in page views but the bounce rate for individuals is higher at 65% vs 42%. (See chart 1).</p>
	<p>Social media. Continue to update Facebook & Twitter on regular basis.</p> <p>Use to promote core functions, current projects and local consultation opportunities.</p> <p>Stopped updating Pinterest and plan to close account, subject to communications plan review.</p>	<p>Twitter 1664 followers, a 17% increase from 1st April.</p> <ul style="list-style-type: none"> • 477 tweets in this period • 552 re-tweeted our message • 211 people mentioned us • 52 replied directly to tweets. • 1.26 million people potentially saw a re-tweeted message from @HW_Cambs <p>Facebook Page likes inc from 68 to 73. Average of 12 engaged users per day, with no advertising. (This is less than previous period, due to no advertising).</p>

	<p>Press 15 radio and local paper stories including:</p> <ul style="list-style-type: none"> • Linton care home - inadequate rating • CQC Award • Article promoting volunteering in Fenland • Migrant nurses • CCG Saturday Cafes and Transformation 	
Support development of Fenland Focus project	<p>Meeting with team on 15/6/15</p> <p>Supported engagement work via social media.</p>	

www.healthwatchcambridgeshire.co.uk website analytics report

Apr 1, 2015 - Aug 27, 2015: ● Sessions

Apr 1, 2014 - Aug 27, 2014: ● Sessions



Sessions

139.82%

7,859 vs 3,277



Users

215.95%

6,003 vs 1,900



Pageviews

45.26%

16,403 vs 11,292



Pages / Session

-39.43%

2.09 vs 3.45



Avg. Session Duration

-42.35%

00:02:20 vs 00:04:03



Bounce Rate

52.70%

64.54% vs 42.26%



% New Sessions

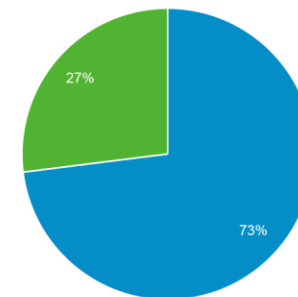
39.84%

72.97% vs 52.18%



■ New Visitor ■ Returning Visitor

Apr 1, 2015 - Aug 27, 2015



Apr 1, 2014 - Aug 27, 2014

