MARKETING AND COMMUNICATIONS REPORT

9 June 2022

BACCN Marketing and Communications Report

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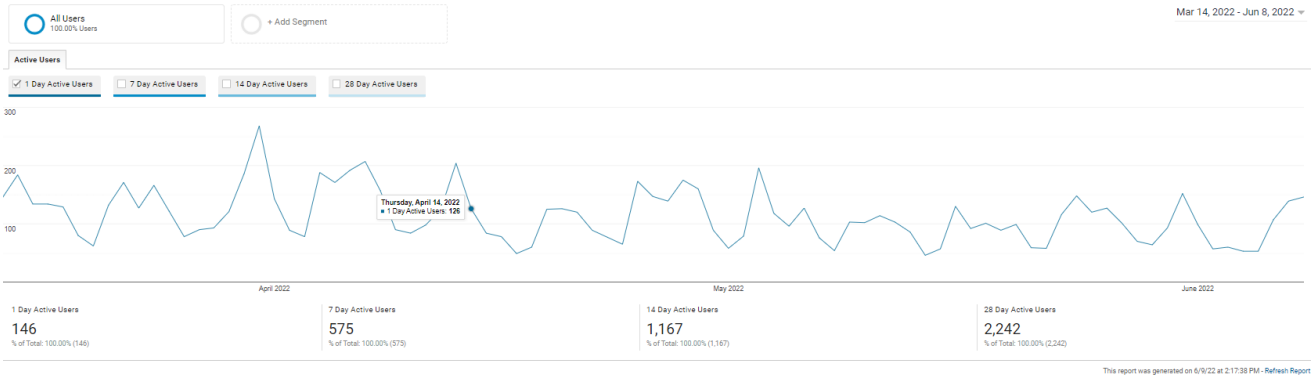
Website Activity

Website Analytics

We track Website traffic via a basic free service called Google analytics which gives basic information.

The below has been taken from Google analytics regarding the BACCN website.



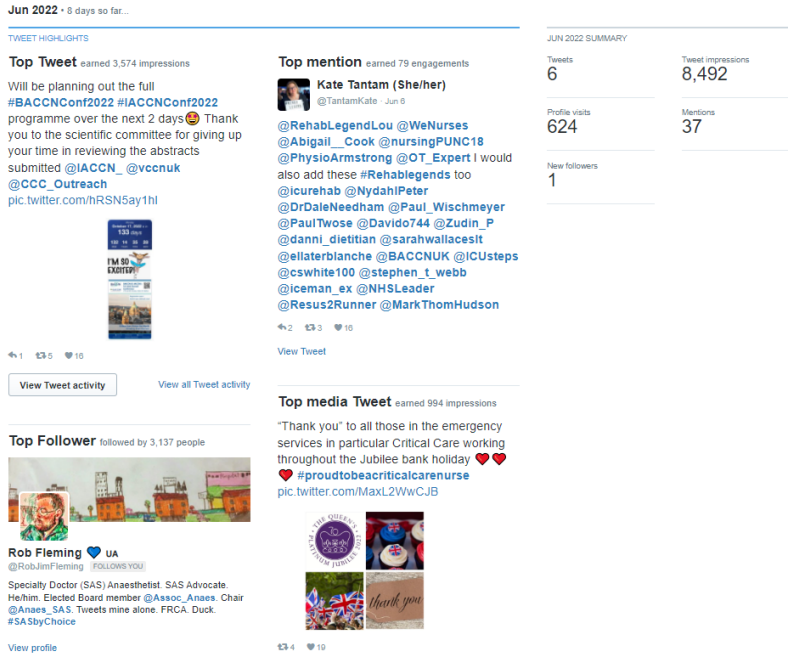
The majority of visits over the entire period were to visit online conference 2022, abstract preparation and why/how to join BACCN.

Social Media

The data below is taken from 13 March 2022 08 June 2022

Twitter: Total Followers 10,811

We have had an increase of 211 followers since 12 March. Below is a summary of monthly trends, growth in followers, and impressions.



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May 2022 • 31 days

TWEET HIGHLIGHTS

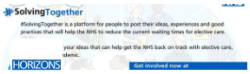
Top Tweet earned 17.3K impressions

Question 1:What should nurse:patient ratios be in ICU? Answer and rationale please! #baccnstaffing

29 5 18

View Tweet activity View all Tweet activity

Top Follower followed by 34.1K people



NHS Horizons
@HorizonsNHS FOLLOWS YOU

Horizons supports and inspires health & care change activists to learn, share & mobilise for improvement. Tweets by Leigh and Ani.

View profile

Top mention earned 196 engagements

Nursing in Critical Care Journal
@niccjournal · May 8

We are delighted to announce that the next issue of #NICCJournal for 2022 is now available online onlinelibrary.wiley.com/toc/14785153/2… @lyvonnetume @josef_trapani @Natalie_McEvoy @NikolaosEfstat2 @sarah_vollam @BACCNUK @Wiley_Nursing pic.twitter.com/wLy4nOpJLi

1 6 25

View Tweet

Top media Tweet earned 3,093 impressions

Wishing all who celebrate a happy and blessed Eid!

#EidMubarak 🌙
pic.twitter.com/c9njDlw1wz

8 21

MAY 2022 SUMMARY

Tweets 45	Tweet impressions 65.4K
Profile visits 4,436	Mentions 224
New followers 78	

Apr 2022 • 30 days

TWEET HIGHLIGHTS

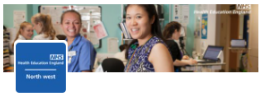
Top Tweet earned 7,862 impressions

1/2 Every year, critical care nurses produce excellent work, either in the form of posters or written pieces of work, exploring the art and science of Critical Care Nursing as part of the Critical Care course and we want to encourage you to come and share this with us

4 8 33

View Tweet activity View all Tweet activity

Top Follower followed by 6,739 people



HEE North West
@NHSHEE_NWest FOLLOWS YOU

We're Health Education England (@NHS_HealthEdEng), working across the North West, and are responsible for healthcare education and training.

View profile

Top mention earned 211 engagements

Charlee G ~ she/her
@BecomingCharlee · Apr 4

Hi @BACCNUK - a long time critical care nurse has had her membership renewed & wasn't expecting it. She's undergoing treatment for triple-ve breast ca & has a lot on her mind. This has added huge worry - she's been told no exceptions and no refunds can be made. Is this true?

2 3 3

View Tweet

Top media Tweet earned 3,336 impressions

Something else that always intrigues me: do you "decorate" the unit ? Within limits of infection control of course #baccnholiday?
pic.twitter.com/A1PrUbhv5o

5 2

View Tweet activity View all Tweet activity

APR 2022 SUMMARY

Tweets 65	Tweet impressions 70.7K
Profile visits 4,000	Mentions 269
New followers 56	

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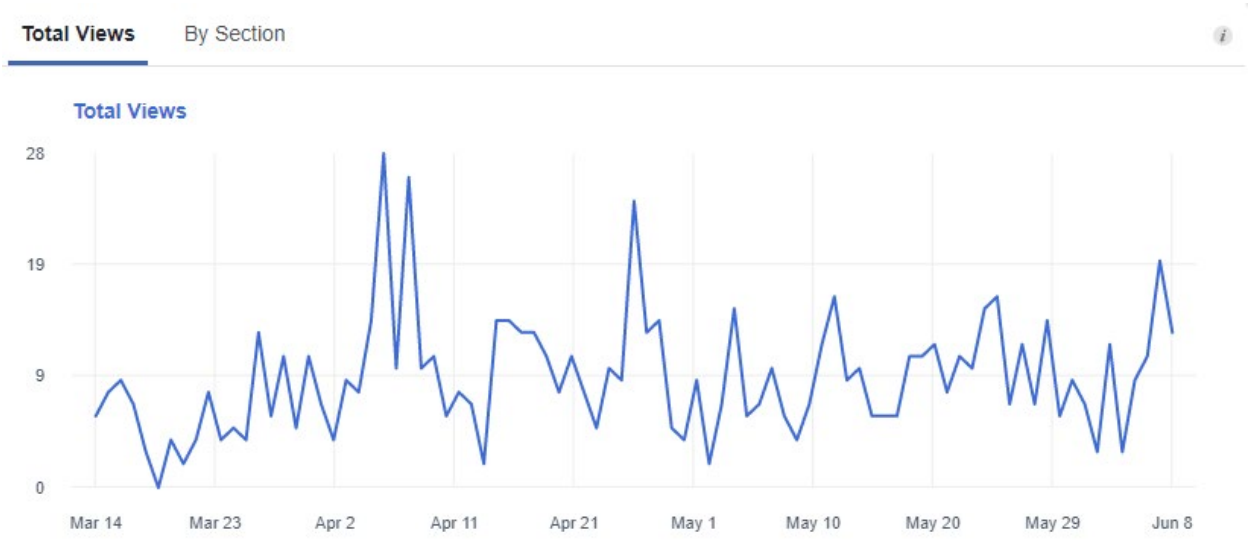
Facebook: Total Followers 7,670

We have had an increase decrease in followers of 37 since 12 March 2022. Below are a number of graphs taken from Facebook which shows the trends in followers and views and page likes between March and June.

Page Followers

Page Views



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LinkedIn: Total Followers 654

We have had an increase in followers of 10 from 13 March.

Instagram: Total Followers 1,216

We have had an increase in followers of 15 from 13 March.

Social Media Posts

BACCN support team use SM to promote events, grants and membership.

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Posted by Sarah Gilliland • 6/8/2022 • • •

BACCN
654 followers
1d •

BACCN ETHNIC MINORITY FUNDING CALL OPEN: Funding available for UK based critical care professionals of an ethnic minority to support a project relating to an ethnic minority issue in critical care. Deadline 31 Aug. Click here for mo ...see more

2 2 shares

Like Comment

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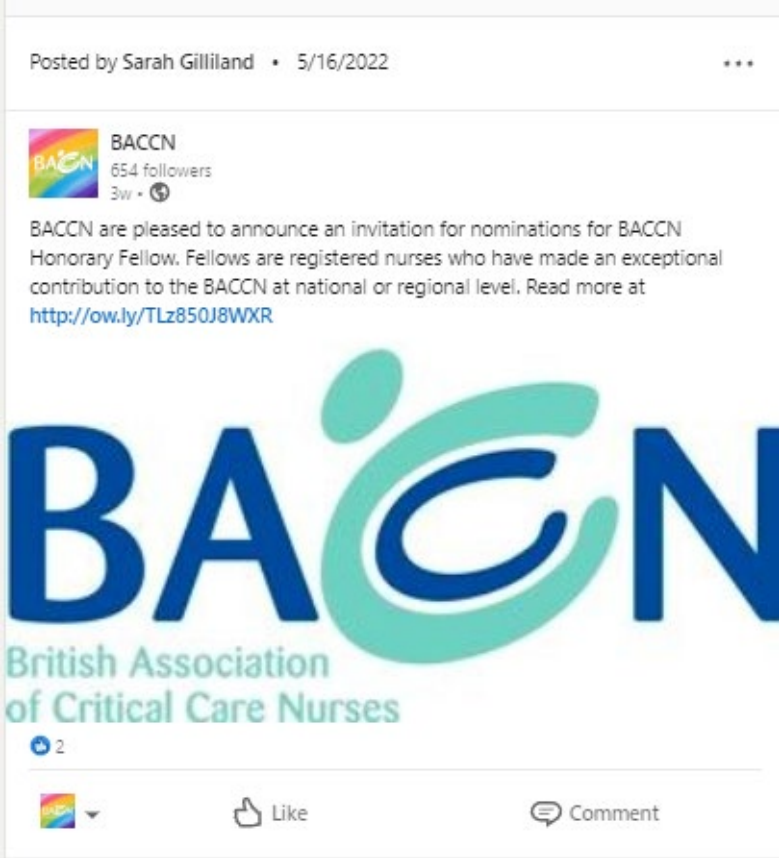

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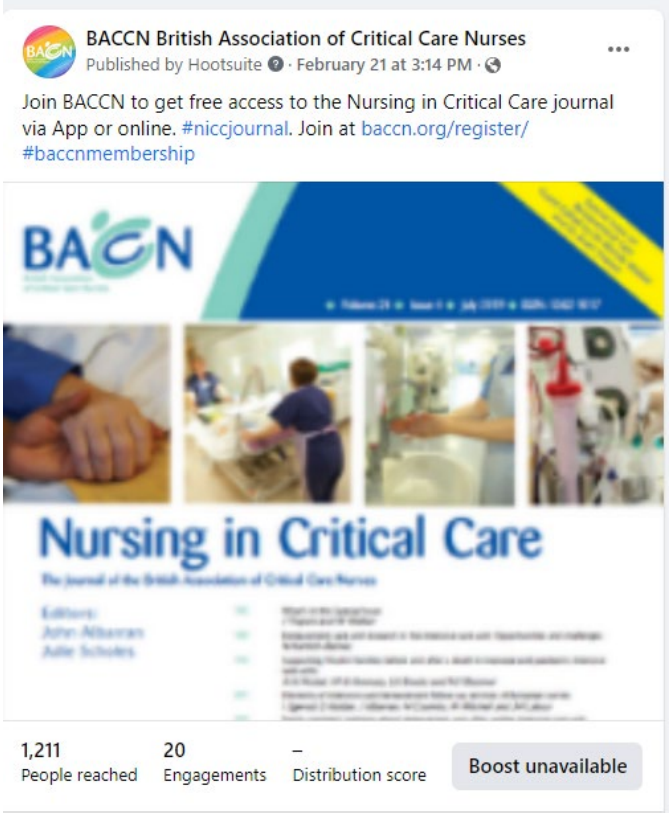

E-mail Marketing

We use both MailChimp and Campaign Monitor for BACCN email marketing (this is separate from BACCN Conference marketing).

Newsletter (MailChimp)

Mailchimp is primarily used to send the BACCN member newsletters, targeted adverts which we design for our corporate/sponsorship partners (to opt-in recipients) and ad hoc promotions.

Engagement (with Mailchimp Audience) compared to May 26

- 45% often (vs 47%)– highly engaged contacts who often open and click emails
- 22% sometimes (vs 22%) – moderately engaged contacts who sometimes open and click emails
- 32% rarely (vs 30%)– not very engaged contacts and rarely open and

click emails

Campaign Monitor

This is primarily used for BACCN Conference marketing.

BACCN – Support

Sarah Gilliland – Membership Secretary
Sarah will be your prime point of contact for BACCN support with backup from Rachael Scott and Leona Waggott.

support@baccn.org t: 0844 800 8843

Tracey Christy – Director
Tracey will oversee the provision of BACCN services

traceychristy@echoevents.org t: 0191 241 4523